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Finally, all Detroit's Big Three are in the fray with both feet

Small-car big guns poised for battle

By Richard A. Wright
Assistant Managing Editor

Ford Motor Co. and Chrysler Corp. are pinning high hopes on their new Escort/Lynx and K-car series. But they are playing a difficult game of catchup with General Motors.

Early sales of both cars have been strong. The K-cars in particular seem to be just what Chrysler Corp. needed to get back into the sales race and the Escort/Lynx gives Ford a small car with good mileage figures, something it has been lacking.

GM has had the biggest - selling subcompact in the Chevette and has been all alone in the compact front-drive field with its X-bodies.

Now Chrysler Corp. has a front-drive compact to augment its subcompact front - drive Omni/Horizon and Ford has a strong entry in the subcompact arena to replace its sagging and aging Pinto.

But the catching up may be temporary. GM will introduce its next generation of front - drive cars, the subcompact J-cars, next May. These cars will replace the sporty subcompact Chevrolet Monza and Pontiac Firebird and will give Cadillac its first entry into the small-car market. Chevrolet will call its entry the Cavalier and Pontiac the J-2000. Cadillac's first subcompact will be the Cimarron.

Buick and Oldsmobile will get versions of the J car in mid-1982 and Pontiac will introduce a new mid - engine fiberglass - body sports car in 1983.

• While GM is frosting its small-car cake, Ford and Chrysler are playing a more serious game called "Survival." Ford's only entry in the hot subcompact market has been the Pinto (and its companion Mercury Bobcat). The Pinto was introduced 10 years ago and has suffered perhaps more than its share of the slings and arrows of this existence.

With the Escort and Lynx, however, Ford has a state - of - the - art subcompact to go against imports, Omni - Horizon and, mainly, Chevette.

Much of how well the new Ford and Chrysler small cars do, of course, depends on the economy as a whole. They were introduced at a time when new - car sales are low, joblessness is high and the nation is at some stage of a recession.

But on the basis of the cars themselves, the outlook seems positive, particularly for the K-cars.

When Detroit first got into the small-car business with introduction of the compacts in the 1960 model lineup — they don't look so small any more—one astute observer predicted that the Ford Falcon would be the most successful because it looked the most like an American car.

The Chevrolet Corvair had the most interesting technology — aluminum-block air-cooled rear engine — which later got it into trouble, but also made it an effective seller against imports and something of a cult car.

The Plymouth Valiant was perhaps one of Chrysler's better efforts and time proved its six-cylinder engine reliable and durable. But its styling was unusual and this probably limited its sales appeal.

The Falcon, however, looked like and in fact was simply a little Ford. It had simple, functional styling in the tradition of another great Ford model, the 1949 series, and it was an immediate sales success.

Using that theorum, Chrysler's K-cars should make it. They look more like American cars than either Ford's or GM's. The Omni/Horizon did well for a while, but it could be that their very definite European styling limited their appeal.

GM's X-bodies were the hottest cars on the market until the slump got under way. Their styling is clearly American, but more influenced by European design than the K-cars'.

The Escort/Lynx, under this reasoning, could run into some difficulties because they have a somewhat Japanese look to them. Obviously, the Japanese cars are doing very well, but it puts Escort/Lynx in a tough ballgame.

• Does this theory hold up? When the Vega and Pinto were introduced, the very American-looking Pinto was an immediate sales success, while the Vega 2300, with a slightly European look (and even name) was not. It is true the car had other problems which finally killed it, but it never was the big seller Chevrolet anticipated.

The Mustang had no European influence, it looked like an all-American sports car and it was an instant and continuing success.

Even going back to the '50s, the Corvette looked like a real European sports car, while the first Thunderbird was clearly an American car with no foreign influence even though a two-seater.

In later years, these cars grew apart as the T-Bird became a four-seater and continued on its personal-luxury course, while the Corvette became one of the world's leading sports cars. But in those early years, Corvette appealed to the sports-car crowd, while the Thunderbird was widely admired as a beautiful car. And the old two-seater Thunderbird outsold Corvette by an enormous margin.

It appears likely that Ford's Escort/Lynx, Chrysler's K - cars and GM's upcoming J-cars will all be successful. But unless the rules of the marketing game have changed too much, past form indicates the K-cars will be the biggest success.

Styling still sells.

Ford Escort and sister car Mercury Lynx give Ford subcompact strength.

Chrysler pins hopes on K-car, shown here in Dodge Aires wagon form.

Pontiac J-2000, one of three J-cars GM will unveil in spring of 1981.

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Restyled Rabbit

Bigger engines for U. S.-built VW

The 1981 Volkswagen Rabbit was given new front-end styling and a different interior to give it a more American look. Engines were also increased in size. The 1.6-liter gasoline engine was boosted to 1.7 liters and the diesel was increased from 1.5 to 1.6 liters.

'80 V-8 output cut in half; sixes lead, but fours gain

By Joseph Bohn
Marketing Editor

The domestic car industry continued to shift dramatically away from V-8 engines in the '80 model year toward 6 and 4-cylinder powerplants.

Volume and penetration of the V-8s dropped in half, while the six-cylinder engine temporarily emerged as the most popular powerplant.

That is changing, however, as new and higher-volume four-cylinder cars like Escort and Lynx and Aries and Reliant—not to mention next spring's GM J-cars — promise to establish four-cylinder engines as the leader among '81 domestic models.

As it was, four-cylinder engines ran a close second behind six - cylinder powerplants last year.

Diesels continued increasing in popularity. But GM's decision to gamble on large V-8 diesels, like the 350 V-8, slowed what could have been a real diesel explosion.

Volkswagen, in contrast to GM, equipped half of its '80 Rabbits with the highly fuel efficient, highly popular four-cylinder diesel powerplant.

Turbochargers continued gaining ground at GM, but fell flat at Ford Motor where they ran into certification problems. Ford canceled them on early '81 models, but was hopeful of offering them later in the model year after clearing up emissions problems.

- Here is a rundown on '80-model engine demand:

Industrywide, V-8s accounted for 2,121,560 cars, equal to 29.69 percent of production. That was less than half the '79 total of 5,457,038, or 58.39 percent of production.

American Motors didn't offer any V-8 engine cars. In '79, AMC had installed the V-8 in 9,538 cars, equal to 5.63 percent of its production.

Chrysler Corp. installed V-8s in 169,412 cars, equal to 22.14 percent of production. That was down from 444,228, or 39.11 percent in '79.

Ford Motor installed V-8s in 479,142 cars, equal to 34.88 percent of its production. That was down from 1,414,959, or 51.40 percent, in '79.

General Motors equipped 1,473,006 cars, or 32.12 percent of its production, with V-8s. That was off from 3,588,313, or 69.62 percent, in '79.

Volkswagen doesn't offer a V-8 engine, and didn't in '79.

Six-cylinder engines accounted for 37.13 percent of domestic car production in '80, up from 24.01 percent in '79. A total of 2,652,644 U. S.-built models carried them, up from 2,243,736 in '79.

General Motors installed six-cylinder powerplants in 1,790,428 U. S.-built cars, equal to 39.05 percent of its production. That was up from 996,560, or 19.33 percent in '79.

Ford Motor installed the en-

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Chrysler pays full tab to floor most models

By Joseph Bohn
Marketing Editor

Chrysler Corp. has launched a new floor-plan assistance program in which it pays the full shot on eligible vehicles for 45 days' or 115 days' floor-plan time.

Chrysler's program is fully factory funded unlike earlier General Motors and Ford programs which pass part of the costs on to dealers and consumers.

Under Chrysler's program, a dealer can elect to receive 30 days' free floor-planning on eligible vehicles invoiced during November. That is in addition to the normal 15 free days and in-transit time. Or, he can elect to receive 75 days' extra free floor-planning on eligible vehicles.

A dealer qualifies for the 30 days by submitting his November allocations by Nov. 7. He gets the extra 75 days by submitting November/December allocation orders by Nov. 19.

(Chrysler normally has a little flexibility in these cutoff dates).

Eligible units are all cars and trucks, except the K-cars, Imperial and imports. The dealer must still order the latter lines as part of his overall allocation to qualify, but they don't get covered with extra free time.

Vehicles must be invoiced in November, for example, to quality for the 30 days' extra floor-planning, or invoiced in November/December to qualify for the extra 75 days.

For its purposes, Chrysler is waiting 15 days after invoice date to begin ticking off the time. Thus, if a vehicle were invoiced Nov. 1, for example, it would be covered by free factory floor-planning from Nov. 16 through mid-December.

A dealer whose vehicles were invoiced in late December and who qualified for 75 days' floor-planning time could be covered on his eligible vehicles all the way through March (75 days plus the normal 15 days).

Chrysler came up with the program to encourage orders during the current uncertain market and to protect dealers against relatively high interest rates.

breaking news

Datsun picks Tennessee for truck plant

DETROIT. — Datsun has chosen Smyrna, Tenn., as the site of its U. S. truck plant. Smyrna is 20 miles southeast of Nashville. The $300 million facility will be Nissan's largest investment outside Japan. Production of Datsun pickup trucks is scheduled to begin at Smyrna late in 1983 at an estimated rate of 120,000 vehicles a year. Construction is slated to begin early in 1981. The plant will be on an 850-acre site, will employ about 2,200 and have an estimated annual payroll of $40 million. The company had narrowed its site selection to Tennessee and Georgia before choosing Tennessee.

EPA orders recall of 140,000 VWs

WASHINGTON. — The EPA has ordered the recall of 140,000 1977 Volkswagen Rabbits and Sciroccos for failure to meet the 1977 NOx standard. EPA says the exhaust gas recirculation system on the cars appears to be the cause of the problem. California versions of the cars are not included.

'79 auto trade deficit with Japan is $6.4 billion

WASHINGTON. — The International Trade Commission reported that the U. S. auto trade deficit with Japan widened to $6.4 billion in 1979 from $6.3 billion in 1978 although the overall trade deficit in autos declined to $10.2 billion from $10.5 billion in 1978. After Japan, Canada was the largest auto exporter to the U. S. with $3.9 billion, and West Germany was third with $3.2 billion. Japanese cars accounted for 53.8 percent of the autos imported in 1979; West Germany for 16.5 percent.

CARP caught in net of congressional concerns, and GM sees too many hooks

Government-industry auto research plan runs into trouble

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Carter Administration's Cooperative Automotive Research Program — rather unfortunately known as CARP—is floundering.

It has been caught in a net of congressional concerns and General Motors' reluctance — GM will probably approve it but may add caveats. CARP even awaits election results.

It all started with former Transportation Secretary Brock Adams telling Detroit to "reinvent the car" —a catch phrase that boomeranged almost immediately. In the rush to smooth over the differences, the White House decided to start its very own model of the new look of brotherly love.

Washington Analysis

Instead of the companies digging in to "reinvent," the White House Office of Science and Technology Policy, working mostly wth the Research and Special Projects Administration of DOT, concocted a much more palatable program of basic research.

This was the first step taken by the Carter Administration to work with the auto industry instead of—in the eyes of industry—against it. In fact, the May, 1979, meeting at the White House with auto company officials was friendly and hopeful.

It was to be a 10-year program of as much as $800 million to come from windfall profits of the oil companies, starting slowly and then building up, using the best brains and dealing only with the purest science and letting the auto companies pick their fields and doing all the development work.

Since those days when the auto industry's problems were only becoming apparent but were not yet catastrophic, the Carter Administration has taken more and bigger steps—the successful push for loan guarantees for Chrysler, the massive auto industry study now underway, the tripartite auto committee (whose first meeting will come after the election), the proposals for next year for refundable tax credits and accelerated write-offs, depreciation reform, and some current easing of regulations mostly in the air pollution field.

Even the case for import restraint is under consideration—not at the behest of the Carter Administration but at Ford's and the UAW's—just in case the International Trade Commission finds imports are the substantial cause of injury.

- CARP not only survived the departure of Adams (and the man who is said to have created the "reinvent the car" phrase) but thrived.

In February, 1979, scores of scientists (including company men) assembled in Boston to hammer out a rough agenda. Visits were made to universities and private laboratories to gather expertise. In general, the auto companies cooperated, whether because they were genuinely enthusiastic or merely because they wanted other concessions from the Administration and were merely going along to get ahead is not totally clear.

But the White House OSTP got heavily involved in negotiations. When the companies raised antitrust questions about their cooperating considering the "smog conspiracy" consent decree they still operate under, the Justice Department and the Federal Trade Commission rendered their views saying essentially that "basic" research was fine.

When the companies wondered whether DOT is appropriate for the job as lead agency, an

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Six is most popular engine, but fours are gaining

U.S. makers cut V-8 output in half

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gines in 416,907 cars, equal to 30.35 percent of production. That was down volumewise from 722,390 in '79—but up from the 26.24 percent penetration of a year earlier.

Chrysler Corp.'s six-cylinder-engine installations climbed to 295,208, or 38.57 percent, of output. Again, volume was off from 387,497, but penetration increased from 34.11 percent in '79.

American Motors installed six-cylinder powerplants in 150,101 cars equal to 75.86 percent of production. That was up from 137,289 in '79, but penetration slipped from 81.02 percent.

Volkswagen offers only four cylinder engines.

The number of four-cylinder powerplants on domestic cars jumped to 2,371,152, or 33.18 percent of production, up from 1,644,731, or 17.60 percent in '79.

All 223,267 VW Rabbits built in the U. S. carried this powerplant, an increase over 132,821 in '79.

American Motors installed four-cylinder engines in 47,766 domestic cars, equal to 24.14 percent of production. That was up from 22,612, or 13.35 percent in '79.

Chrysler installed 300,633 four-cylinder engines in its Omni and Horizon models, equal to 39.29 percent of its domestic production. That compared to 304,240 units, or 26.78 percent of production, in '79.

Ford Motor installed the small engines in 477,533 cars, equal to 34.77 percent of production. That was down from 615,629 in '79, mainly because of declining Pinto/Bobcat sales. But penetration was up from 22.36 percent.

General Motors installed the 4-cylinder in 1,321,953 cars, or 28.83 percent of production. That was up sharply from 569,429, or 11.05 percent, in '79.

- Diesels continued to catch on, accounting for 316,377 domestic models, or 4.43 percent of production. That was up sharply from 203,338, or 2.18 percent in '79.

General Motors' diesel engine car production totaled 196,661, equal to 4.29 percent of its production. That was down from 203,338 in '79, but penetration was up from 3.95 percent.

The decline in volume is partly attributable to a slowdown in GM's big-car sales, particularly at Cadillac, but also due to the company's decision to build V-8, rather than four-cylinder or six-cylinder diesels. GM already has plans to discontinue the 350 V-8 diesel in two years; it will be replaced by a new family of V-6 diesels in 1982-83.

VW diesel Rabbit production by contrast jumped to 109,401, or 49.00 percent of its production. A year earlier VW hadn't yet started building diesel Rabbits in the U. S.

Turbochargers have been slower to catch on, mainly because of emission certification problems at Ford. Last year, Ford planned to offer them on Mustang, Capri, Fairmont and Zephyr—but ran into production problems which thwarted their sales.

Industrywide, GM installed turbos on 50,371 cars, equal to 1.10 percent of its production. That was up from 36,938, or 0.72 percent, in '79.

At Ford Motor, turbos ended up in 18,901 cars, equal to 1.38 percent of production. That was down from 38,832, or 1.41 percent, in '79.

ENGINE OPTIONS ON 1980 U. S. MODELS

	Diesels All Sizes	Percent of Output	Turbo Charger	Percent of Output	V-8 Engine	Percent of Output	6-Cylinder Engine	Percent of Output	4-Cylinder Engine	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	150,101	75.86	47,766	24.14
Eagle	N.A.	—	N.A.	—	N.A.	—	46,379	100.00	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	70,479	87.60	9,977	12.40
Spirit	N.A.	—	N.A.	—	N.A.	—	33,243	46.80	37,789	53.20
CHRYSLER CORP.	N.A.	—	N.A.	—	169,412	22.14	295,208	38.57	300,633	39.29
C-P Division	N.A.	—	N.A.	—	113,643	25.13	176,061	38.94	162,478	35.93
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	162,478	100.00
Volare	N.A.	—	N.A.	—	10,757	9.80	99,016	90.20	N.A.	—
'80 Gran Fury	N.A.	—	N.A.	—	17,376	92.80	1,348	7.20	N.A.	—
Cordoba	N.A.	—	N.A.	—	33,913	59.00	23,566	41.00	N.A.	—
Chrysler	N.A.	—	N.A.	—	26,377	90.60	2,737	9.40	N.A.	—
LeBaron	N.A.	—	N.A.	—	25,220	33.80	49,394	66.20	N.A.	—
Dodge Total	N.A.	—	N.A.	—	55,769	17.81	119,197	38.06	138,155	44.13
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	138,155	100.00
St. Regis	N.A.	—	N.A.	—	15,583	91.30	1,485	8.70	N.A.	—
Diplomat	N.A.	—	N.A.	—	10,992	28.80	27,174	71.20	N.A.	—
Aspen	N.A.	—	N.A.	—	10,342	12.10	75,126	87.90	N.A.	—
Mirada	N.A.	—	N.A.	—	18,852	55.10	15,362	44.90	N.A.	—
FORD MOTOR	N.A.	—	18,901	1.38	479,142	34.88	416,907	30.35	477,533	34.77
Ford Division	N.A.	—	13,211	1.34	285,427	29.09	316,966	32.31	378,705	38.60
Pinto	N.A.	—	N.A.	—	N.A.	—	N.A.	—	124,720	100.00
Mustang/Mustang II	N.A.	—	11,950	5.00	7,325	2.70	80,583	29.70	183,414	67.60
Fairmont	N.A.	—	1,261	0.44	9,847	4.20	154,036	65.70	70,571	30.10
Granada	N.A.	—	N.A.	—	14,197	15.70	76,232	84.30	N.A.	—
Thunderbird	N.A.	—	N.A.	—	150,688	96.10	6,115	3.90	N.A.	—
Ford	N.A.	—	N.A.	—	103,370	100.00	N.A.	—	N.A.	—
L-M Division	N.A.	—	5,690	1.45	193,715	49.36	99,941	25.46	98,828	25.18
Bobcat	N.A.	—	N.A.	—	N.A.	—	N.A.	—	24,650	100.00
Capri	N.A.	—	5,138	7.60	2,080	2.60	23,275	29.10	54,629	68.30
Zephyr	N.A.	—	552	0.79	2,943	4.20	47,576	67.90	19,540	27.90
Monarch	N.A.	—	N.A.	—	4,852	15.90	25,666	84.10	N.A.	—
Cougar/XR7	N.A.	—	N.A.	—	54,604	94.10	3,424	5.90	N.A.	—
Mercury	N.A.	—	N.A.	—	54,328	100.00	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	31,233	100.00	N.A.	—	N.A.	—
Versailles	N.A.	—	N.A.	—	4,784	100.00	N.A.	—	N.A.	—
Mark VI	N.A.	—	N.A.	—	38,891	100.00	N.A.	—	N.A.	—
GENERAL MOTORS	196,661	4.29	50,371	1.10	1,473,006	32.12	1,790,428	39.05	1,321,953	28.83
Buick Division	15,143	1.89	15,230	1.90	214,274	26.78	434,581	61.81	91,311	11.41
Skyhawk	N.A.	—	N.A.	—	N.A.	—	1,523	18.30	6,799	81.70
Skylark	N.A.	—	N.A.	—	N.A.	—	127,297	60.10	84,512	39.90
Century	N.A.	—	890	0.60	17,960	12.10	130,469	87.90	N.A.	—
Regal	N.A.	—	5,798	2.70	35,431	16.50	179,304	83.50	N.A.	—
Buick	15,143	9.00	1,346	0.80	119,458	71.00	48,792	29.00	N.A.	—
Riviera	N.A.	—	7,196	14.80	41,425	85.20	7,196	14.80	N.A.	—
Cadillac Division	45,650	19.76	N.A.	—	227,053	98.28	3,975	1.72	N.A.	—
Seville	14,461	36.80	N.A.	—	39,344	100.00	N.A.	—	N.A.	—
Cadillac	18,765	13.50	N.A.	—	135,024	97.14	3,975	2.86	N.A.	—
Eldorado	12,424	23.60	N.A.	—	52,685	100.00	N.A.	—	N.A.	—
Chevrolet Division	10,810	0.53	11,719	0.58	345,513	17.04	724,676	35.73	957,917	47.23
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	451,549	100.00
Monza	N.A.	—	N.A.	—	N.A.	—	43,962	25.90	125,775	74.10
Camaro	N.A.	—	N.A.	—	N.A.	—	51,079	33.60	100,942	66.40
Citation	N.A.	—	N.A.	—	N.A.	—	344,569	55.20	279,651	44.80
Malibu/Chevelle	N.A.	—	N.A.	—	86,326	31.10	191,249	68.90	N.A.	—
Monte Carlo	N.A.	—	11,719	9.30	63,129	50.10	62,877	49.90	N.A.	—
Chevrolet	10,810	5.80	N.A.	—	155,444	83.40	30,940	16.60	N.A.	—
Corvette	N.A.	—	N.A.	—	40,614	100.00	N.A.	—	N.A.	—
Oldsmobile Division	117,788	13.90	N.A.	—	493,123	58.19	292,154	45.47	62,214	7.34
Starfire	N.A.	—	N.A.	—	N.A.	—	4,588	55.70	3,649	44.30
Omega	N.A.	—	N.A.	—	N.A.	—	75,758	56.40	58,565	43.60
Cutlass	39,685	9.40	N.A.	—	224,599	53.20	197,580	46.80	N.A.	—
Oldsmobile	65,332	27.30	N.A.	—	226,387	94.60	12,925	5.40	N.A.	—
Toronado	12,771	29.40	N.A.	—	42,137	97.00	1,303	3.00	N.A.	—
Pontiac Division	7,270	1.07	23,422	3.45	193,043	28.45	275,042	40.53	210,511	31.02
Sunbird	N.A.	—	N.A.	—	N.A.	—	23,506	16.43	119,564	83.57
Phoenix	N.A.	—	N.A.	—	N.A.	—	87,344	48.99	90,947	51.01
Firebird	N.A.	—	23,422	21.82	77,092	71.82	30,248	28.18	N.A.	—
LeMans	N.A.	—	N.A.	—	16,898	27.60	44,325	72.40	N.A.	—
Grand Prix	N.A.	—	N.A.	—	40,389	35.21	74,325	64.79	N.A.	—
Pontiac	7,270	9.83	N.A.	—	58,664	79.32	15,294	20.68	N.A.	—
VOLKSWAGEN	109,401	49.00	N.A.	—	N.A.	—	N.A.	—	223,267	100.00
Total Cars, U. S.	306,062	4.28	69,272	0.97	2,121,560	29.69	2,652,644	37.13	2,371,152	33.18

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

$200,000 UAW ad campaign promotes U.S. cars, jobs

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unemployed auto workers. That is my explicit concern."

The radio ads, which offer both the country-western and disco beats, will be aired in markets like Detroit, where union membership is strong, and in areas like San Francisco and Washington where import buyers are concentrated, Fraser said.

The ads emphasize the need for solidarity between the American buyers and workers and say "When people stand together solidly they're strong. That's why each and every one of us belong to a union that will share a future that is fair. We're all working people trying to get along."

The recurring theme in the four spots is "We make it better in the U.S.A." with several union members talking about quality and pride in American cars. The ad declares "We're the UAW people who care about the jobs we do in shops and plants and offices from New York to L.A."

The print ads also take a punch at the imports blaming them and their buyers for the unemployment in the auto industry. One says "If you think U. S. trade policy is working ask someone who isn't . . . Bill lost his job recently because someone somewhere in the U. S. bought a foreign car. Each time that happens a worker like Bill is laid off."

A second ad gives the score: "It's 27 to 1 and America is losing," it declares. "Twenty-seven countries that produce cars insure their workers' jobs through fair trade. One doesn't (the U.S.)."

The third ad says: "7 out of 10 Americans agree: Paying for imports with our jobs is a price we can't afford."

According to a UAW spokesman, much of the work was done in-house. With Gens, Vallely & Associates, Boston, doing the print buying and Waggener & Associates, Kansas City, doing the radio buying.

$567 million loss by GM in 3rd quarter its biggest

Continued from Page 2

fidence, the index of leading indicators, and virtually all the principal indicators of current economic performance are recovering from their recession lows."

Reflecting the massive outlays for new products, including the J-car which will replace H-special models in the spring, GM listed third-quarter depreciation at $370.3 million compared with $320.8 million last year. The nine-month total was $1.074 billion compared with $918 million in 1979.

Amortization of special tools was $545.9 million in the July-September period compared with $452 million last year. The nine-month total was $2.0 billion compared with $1.3 billion.

Working capital at Sept. 30 was $3.974 billion compared with $6.688 billion at Dec. 31, 1979, and $7.459 billion Sept. 30, 1979.

Worldwide factory sales of cars and trucks in the third quarter fell 19 percent to 1,418,000. For the first nine months of the year, factory sales were off 24 percent to 5,223,000.

Average worldwide employment in the third quarter was 691,000 compared with 813,000 last year, although the two GM executives said some 38,000 workers had recently been recalled from indefinite layoff.

Average U. S. hourly wage cost, including benefits, in the July-September period was $18.00 compared with $14.95 last year.

Dealers to hear Smith at Los Angeles meeting

LOS ANGELES. — Roger B. Smith, General Motors executive vice president and chairman-elect, will be the speaker at the annual meeting of the Motor Car Dealers Assn. of Southern California Dec. 4 at the Century Plaza Hotel.

Smith's topic will be "Issues the Auto Industry faces in the '80s," with emphasis on the role of the franchise system.

Irvin at large

By ROBERT W. IRVIN

It's still fun, says Estes

Is the auto business still fun? Sure it is, says General Motors President Pete Estes.

Estes still has unbridled enthusiasm for the auto business despite the industry's many troubles, as witnessed by GM's record $567 million quarterly loss reported last week.

His predecessor as GM president, Edward N. Cole, also was noted for his enthusiasm. But by the time he retired in 1974, Cole was saying that the auto business was no longer fun and, in fact, if he had it to do over again he would find some other line of work.

Not so in the case of Estes who says he would do it all again. "I never had a job I disliked, and I wish I was starting all over again," Estes said.

"In the next five years you guys are going to see more exciting things than in all of the last 20 years," he added.

Estes retires in January after reaching the age of 65, winding up a GM career which began in 1934 when he was a student at the General Motors Institute in Flint.

As for his six years as GM president, he said "I've had a lot of fun in that job. You get frustrated sometimes, but not much."

Estes, an engineer by training, as was Cole, doesn't have much time to spend on engineering. "If you do this job right you spend only about 20 percent of your time on the product," he said.

And when he talks about getting involved in the product, this often means going to the various assembly and manufacturing plants.

"I have a pattern," he said. "At the start of the model year, I visit all the assembly plants building new cars," he said. "This year it was all the intermediate car plants and the home plants (of Buick, Olds and Pontiac). And if there is some new manufacturing product, I go to those plants.

• "This time it's been Delco Electronics and Rochester Products because of the new engine controls," he said.

"Anybody who has this job has to get out and get first-hand information, and you have to motivate the people right on the spot, especially when the going is tough like it is now," he said.

His successor, F. James McDonald, can be expected to do just that. He is a manufacturing engineer by training and is obviously right at home in GM plants.

Another part of the business Estes always tried to be close to was the dealer body.

"Whenever I travel to a city for any reason, I have a dealer meeting," he said. "You give them a chance to ask questions.

"Those are the kinds of things

Continued on Page 52, Col. 3

Several auto dealers running for Congress

The auto industry, an important part of the economic policy discussions in this year's Presidential campaign, also is playing an important role in a number of Congressional races.

There are the obvious cases where constituents, because they are part of an "auto area," have been hurt economically by the downturn, and the less obvious cases where constituents may be influenced at the polls by the performance of their Congressmen in the Chrysler Corp. loan guarantee quest.

There are also some districts where the auto industry is truly involved on a grass roots level because a local auto dealer has decided to run for Congress.

In fact, there are two incumbents from the 96th Congress who are seeking re-election tomorrow (Nov. 4). The incumbents are William Lehman, a Democrat from the 13th District in Florida, and Gene Taylor, a Republican from the 7th District in Missouri.

Taylor is a former Ford dealer; Lehman has a North Dade county Buick franchise.

Also in Missouri in the 8th Congressional District, Wendell Bailey is running for an open seat as a Republican. Bailey owns Wendell Bailey Auto Co., Willow Springs, with Pontiac, GMC Truck, AMC and Jeep franchises.

In the 3rd Congressional District in Michigan, Chevrolet-Pontiac - Cadillac - Datsun dealer and local businessman Jim Gilmore is running as a Republican against incumbent Howard Wolpe. Gilmore has a number of business ventures, including a racing partnership with A. J. Foyt.

In the 3rd Congressional District of Wisconsin, Steve Gunderson, whose father is the Chevrolet dealer in Osseo, is running for election as a Republican against the incumbent Alvin Baldus.

—EDWARD LAPHAM

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56th year — No. 4834

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NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1980	Percent Share of Market	Regis., Aug., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 8 mos., 1980	Percent Share of Market	Regis., 8 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	138,781	19.72	191,842	21.78	− 2.06	1,169,356	19.92	1,441,926	20.46	− 0.54
Ford	69,529	9.88	115,419	13.10	− 3.22	718,916	12.24	1,018,173	14.45	− 2.21
Oldsmobile	67,377	9.57	84,987	9.65	− 0.07	528,538	9.00	635,401	9.02	− 0.02
Buick	60,835	8.64	62,151	7.06	+ 1.58	454,247	7.74	456,973	6.49	+ 1.25
Pontiac	50,935	7.24	70,923	8.05	− 0.81	405,361	6.90	535,942	7.61	− 0.71
Dodge	21,099	3.00	30,335	3.45	− 0.45	161,837	2.76	258,690	3.67	− 0.91
Mercury	20,527	2.91	41,100	4.67	− 1.76	215,241	3.67	345,968	4.91	− 1.24
Plymouth	19,378	2.75	24,857	2.82	− 0.07	150,466	2.56	231,188	3.28	− 0.72
Cadillac	15,494	2.20	23,089	2.62	− 0.42	139,372	2.37	201,278	2.86	− 0.49
AMC	10,585	1.50	21,343	2.42	− 0.92	90,264	1.54	155,694	2.21	− 0.67
Chrysler	9,292	1.32	11,010	1.25	+ 0.07	99,628	1.70	97,043	1.38	+ 0.32
Lincoln	5,010	0.71	8,354	0.95	− 0.24	49,602	0.84	85,277	1.21	− 0.37
GENERAL MOTORS	333,422	47.37	432,992	49.16	− 1.79	2,696,874	45.93	3,271,520	46.43	− 0.50
FORD MOTOR CO.	95,066	13.50	164,873	18.72	− 5.52	983,759	16.75	1,449,418	20.57	− 3.83
CHRYSLER CORP.	51,062	7.25	76,535	8.69	− 1.44	402,567	6.86	645,572	9.16	− 2.30
AMERICAN MOTORS	9,292	1.32	11,010	1.25	+ 0.07	99,628	1.70	97,043	1.38	+ 0.32
IMPORTS	214,742	30.51	194,849	22.12	+ 8.39	1,686,030	28.72	1,579,227	22.41	+ 6.31
MISCELLANEOUS	339	0.05	494	0.06	− 0.01	2,350	0.04	3,245	0.05	− 0.01
TOTAL	703,923		880,753			5,871,206		7,046,025		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Washington.

Despite import record for August

U. S. new-car registrations dive

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in August were lowest for that month since 1970, but they included a record total of imports, according to figures compiled by R. L. Polk & Co.

New-car registrations in August totaled 703,923, down 20.08 percent from 880,753 a year earlier.

It was the lowest August count since 1970, when 683,151 new cars were registered. Record for August is 1,060,588, set in 1978.

After several months of running just below last year's levels, import registrations resumed their record-shattering ways in August. The import total was 214,742, up 10.21 percent from 194,849 a year earlier.

Registrations of new U. S.-built cars totaled 489,181 in August, down 28.68 percent from 685,904 a year earlier.

Import penetration of the new-car market in August was a record 30.51 percent, topping the former any-month high mark of 30.12 percent in July. A year earlier, imports accounted for 22.12 percent of August registrations.

For the first eight months of 1980, new-car registrations totaled 5,871,206, down 16.67 percent from 7,046,025 last year.

Of the U. S. corporate makers, only American Motors was able to increase its share of the market compared with August last year against the import onslaught. AMC accounted for 1.32 percent of August registrations, up 0.07 of a percentage point from a year earlier.

Biggest loser was Ford Motor Co., which saw its share drop 5.52 points to 13.50 percent of August registrations. General Motors dipped 1.79 percent to 47.47 percent and Chrysler Corp.

Continued on Page 55, Col. 2

Four new-car outlets take on franchises

U. C. brokers invade dealers' lots

By Jenny L. King
Staff Writer

The American obsession with consumerism — with getting top quality at bargain prices and in quietly insisting manufacturers and business people are out to defraud the public—is changing the face of today's new-car dealership, to the delight of National Autofinders, Inc.

This Wichita - based franchise company, which sets up used-car broker operations around the country, recently crashed the gates of dealership tradition, establishing broker franchises in four Dallas dealerships this fall, with others in Houston, Atlanta and Austin, Tex., in the offing.

National Autofinders claims 30 franchises and a number of private investments in "territories" around the country and in Canada, all gained in less than three years' time.

Convincing the four Dallas dealers to overcome old doubts about brokers took months.

"We began talking with them last March," said Ray Graham, National Autofinders director of franchise sales. "Broker used to mean a new-car broker who would locate specific vehicles for the dealer, drop them off and not be seen again. That is not the way this operation works. Our brokers put buyers and sellers in touch with each other."

The current recession provided a stimulus. Dealers are looking for new sources of profit, and National Autofinders methods hold out that promise to them, in commissions on sales brokered and increased dealership traffic.

"Yes, I was a bit apprehensive at first," said Bobby Delmart, used-car sales manager at Rick Middlekauff Ford in North Dallas. "But I'm convinced this can be developed into a good money-maker for the dealership and I'm going to give it my best effort."

"This could become the Century 21 of the used - car business," said another used-car sales manager.

"We think this service will increase revenue in all departments of a dealership," said Graham. "For example, if a seller who lists his car with National Autofinders needs to have some work done on it to improve his chances of selling it for the price he wants, he can put it into the dealer's service area or body shop.

"Getting people in to list their used cars exposes them to both the other used cars on the lot plus the new cars at the dealership, and may result in a sale for the dealer as well as his prearranged commission if he brokers the sale of the original used vehicle," said Graham.

• Under the Autofinders plan, the seller lists his vehicle for 30 days with a franchised broker for $25. The broker fee is most often determined at the time of listing — usually between $100 and $300 but sometimes up to $1,000 depending on the price tag of the car for sale and the contract arrangements.

The broker advertises his list of used cars and puts potential buyers in touch with title holders. Buyer and seller determine the actual sale price and exchange money for title.

The broker is trained by National Autofinders to appraise the car, to inspect the title and see that the buyer's check clears or that he presents a cashier's check in payment. He is also trained in promotion techniques. Dealers seemed a natural market to the Autofinders staff.

Bob Paine, used - car sales manager at Larry Lange Pontiac - Cadillac, McKinney, Tex.,

Continued on Page 52, Col. 1

TOP CARS

U. S. new-car registrations for the first eight months of 1980. Registrations not available for Oklahoma; August registrations delayed for Washington.

1980 Pos.		Make		1979 Pos.
1	1,169,356	Chevrolet	1,441,926	1
2	718,916	Ford	1,018,173	2
3	528,538	Oldsmobile	635,401	3
4	454,247	Buick	456,973	5
5	405,361	Pontiac	535,942	4
6	394,571	Toyota	305,431	7
7	356,085	Datsun	284,410	8
8	232,704	Honda	229,243	11
9	215,241	Mercury	345,968	6
10	172,303	VW	204,334	12
11	161,837	Dodge	258,690	9
12	150,466	Plymouth	231,188	10
13	139,372	Cadillac	201,278	13
14	101,445	Mazda	92,565	16
15	99,628	AMC	97,043	15
16	90,264	Chrysler	155,694	14
17	80,321	Subaru	67,242	18
18	49,602	Lincoln	85,277	17
19	46,313	Fiesta	53,770	19
20	41,414	Arrow	——	
21	37,781	Colt	44,091	20
22	34,137	Volvo	35,850	22
	——	Fiat	42,353	21
	1,686,030	Other Imports	1,579,227	
	2,350	Misc. Dom.	3,245	
		Total All Makes		
	5,871,176		7,046,025	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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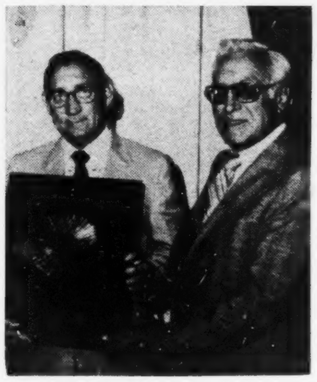

Plaque for Stamey

C. A. Stamey, left, Stamey Chevrolet Co., Cleveland, Ga., displays his 25-year award plaque presented by M. Z. Young, southeast regional manager for Chevrolet.

$595 million loss at Ford a record for auto industry

Continued from Page 2

from 1,176,390 last year. For the January-September period, factory sales were off 30.2 percent at 3,267,406 from 4,683,601 in 1979.

In the U. S. and Canada, third-quarter factory sales fell 68.5 percent to 483,158 from 704,732 last year. The nine-month tally dropped 40.5 percent to 1,741,586 from 2,927,782.

Although Ford's third-quarter loss was the largest three-month loss ever incurred by an auto company and the second largest in U. S. industrial history, behind U. S. Steel Corp.'s October-December, 1979, loss of $668.9 million, it was still about $100 million less than some Wall Street analysts had forecasted.

These analysts generally agree Ford's fourth quarter will improve over the July-September period, traditionally the weakest financial quarter for auto makers because of change-over schedules. They expect Ford to report losses in excess of $350 million, however.

Chrysler loses $490 million in 3rd quarter

Continued from Page 2

working capital of $110.9 million. For the first nine months last year, Chrysler's working capital decreased by $720.4 million.

Chrysler's current assets to current liabilities ratio at Sept. 30 was 1.07 to one, compared with 1.22 to one at June 30 and 0.97 to one on Dec. 31.

For the third quarter, Chrysler listed depreciation at $73.7 million compared with $40.7 million last year. For the first nine months, depreciation was $199.1 million compared with $125.1 million.

Amortization of special tools was $70.6 million in the July-September period compared with $50.7 million in the comparable 1979 period. For the three quarters, amortization was $200 million compared with $151.9 million in 1979.

Worldwide vehicle sales for the third quarter fell 28.3 percent to 253,000 from 353,000 in 1979. For the nine-month period, unit sales were off 34.3 percent at 881,000 compared with worldwide sales of 1,340,000 in 1979.

Despite import record for August

U. S. new-car registrations dive

Continued from Page 3

was off 1.44 points to 7.25 percent.

Miscellaneous domestic lines accounted for 0.05 percent, off 0.01 of a percentage point.

Big winner was, of course, the imports, which took 30.51 percent of August registrations, up 8.39 points from a year earlier.

Excluding imports, domestic-only registrations in August were divided this way: GM, 68.16 percent; Ford Motor Co., 19.43 percent; Chrysler Corp., 10.44 percent; AMC, 1.90 percent, and miscellaneous, 0.07 percent.

A year earlier, domestic only registrations were divided as follows: GM, 63.13 percent; Ford Motor Co., 24.04 percent; Chrysler Corp., 11.16 percent; AMC, 1.60 percent, and miscellaneous, 0.07 percent.

By size segments, only subcompacts managed to improve their market share among domestic cars. Subcompacts accounted for 13.28 percent of August registrations, up 2.63 points.

Standards suffered the biggest loss, down 5.59 points to 10.77 percent of the market. Also down were intermediates, off 1.88 points to 21.51 percent; compacts, down 2.28 points to 19.68 percent, and luxury cars, off 0.39 of a point to 4.25 percent.

Registrations by size class in August were: Subcompact, 93,483; compact, 138,546; intermediate, 151,385; standard, 75,810; luxury, 29,957, and imports, 214,742.

The top 20 domestic nameplates in registrations during August were:

1—Chevrolet Citation	31,415
2—Chevrolet Chevette	28,385
3—Olds Cutlass Supreme	22,910
4—Chevrolet Malibu	21,596
5—Standard Chevrolet	18,456
6—Buick Regal	17,233
7—Standard Oldsmobile	17,086
8—Oldsmobile Cutlass	16,448
9—Ford Fairmont	16,170
10—Ford Mustang	16,160
11—Buick Skylark	14,791
12—Chevrolet Monza	13,488
13—Chevrolet Monte Carlo	12,677
14—Standard Buick	12,645
15—Buick Century	12,235
16—Plymouth Horizon	12,049
17—Ford Pinto	11,788
18—Pontiac Sunbird	11,690
19—Standard Ford	10,425
20—Chevrolet Camaro	9,801

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

AUGUST, '80 VS. AUGUST, '79

	1980		1979	
	August	Year	August	Year
AMX Spirit/AMX	3,485	35,394	4,088	33,300
Concord	2,764	33,596	5,102	46,193
Concord Station Wagon	804	9,630	1,188	10,731
Eagle 4 WD	1,009	7,959		
Eagle Station Wagon	1,080	11,076		
Pacer	47	606	174	2,078
Pacer Station Wagon	103	1,367	437	4,259
Matador			16	346
Matador Station Wagon			5	136
Total American Motors Corp.	9,292	99,628	11,010	97,043
Chrysler LeBaron	4,100	35,282	7,339	55,976
LeBaron Station Wagon	658	5,494	1,171	9,225
Cordoba	3,500	28,964	4,513	33,113
Newport	1,100	8,555	5,228	37,395
New Yorker	1,227	11,969	3,092	19,985
Total	10,585	90,264	21,343	155,694
Plymouth Horizon	12,049	85,697	8,751	106,695
Voyager			947	6,726
Volare	4,838	44,831	11,261	86,962
Volare Station Wagon	1,323	10,410	3,717	27,626
Fury			171	3,041
Fury Station Wagon			10	138
Gran Fury	1,168	9,528		
Total	19,378	150,466	24,857	231,188
Dodge Omni	9,731	70,436	8,035	90,837
Aspen	4,192	34,223	8,307	58,601
Aspen Station Wagon	1,082	7,861	2,798	20,835
Sportsman			2,424	21,373
Monaco			156	2,894
Monaco Station Wagon			9	108
Diplomat	2,170	17,234	3,612	26,575
Diplomat Station Wagon	318	2,963	515	4,397
Magnum XE/Mirada	2,122	17,750	1,937	14,810
St. Regis	1,484	11,368	2,542	18,260
Total	21,099	161,837	30,335	258,690
Total Chrysler Corp.	51,062	402,567	76,535	645,572
Ford Pinto	9,055	82,622	9,916	94,977
Pinto Station Wagon	2,733	22,682	3,740	38,284
Fairmont	11,121	146,548	21,344	165,266
Fairmont Station Wagon	5,049	52,325	6,612	57,344
Granada	6,373	52,506	10,194	99,066
Club Wagon			2,806	27,864
LTD II	161	2,933	1,409	23,332
LTD	6,704	66,400	15,598	142,821
LTD Crown Victoria	2,047	17,042		
Ford Station Wagon	1,674	18,443	3,498	34,461
Mustang	16,160	160,993	22,954	205,110
Thunderbird	8,452	96,422	17,348	129,648
Total	69,529	718,916	115,419	1,018,173
Lincoln Continental	2,263	20,914	3,764	42,798
Continental Mark	2,406	24,784	3,430	33,291
Versailles	341	3,904	1,160	9,188
Total	5,010	49,602	8,354	85,277
Mercury Bobcat	1,886	16,802	3,003	25,142
Bobcat Station Wagon	343	3,596	586	6,356
Zephyr	3,630	42,894	5,841	53,543
Zephyr Station Wagon	1,328	12,855	1,348	12,924
Monarch	1,883	18,905	3,899	38,740
Marquis	1,198	9,661	2,707	18,213
Marquis Brougham	826	8,093	2,264	15,582
Grand Marquis	1,084	12,509	2,980	19,997
Marquis Station Wagon	422	5,076	1,371	9,406
Cougar/XR7	3,382	40,653	9,642	82,219
Capri	4,545	44,197	7,459	63,846
Total	20,527	215,241	41,100	345,968
Lincoln-Mercury Division	25,537	264,843	49,454	431,245
Total Ford Motor Co.	95,066	983,759	164,873	1,449,418
Buick Skyhawk	399	5,287	1,713	12,892
Skylark	14,791	111,452	10,752	59,076
Century	10,776	79,890	1,330	14,954
Regal	17,233	121,793	22,757	171,492
Century Station Wagon	1,459	11,505	2,118	18,256
LeSabre	2,831	19,258	3,206	20,187
LeSabre Limited	4,065	33,731	8,368	58,554
Electra 225	5,019	38,007	7,462	55,280
Buick Station Wagon	730	6,843	1,243	11,110
Riviera	3,532	26,481	3,202	35,172
Total	60,835	454,247	62,151	456,973
Cadillac deVille	7,758	65,826	13,505	108,545
Fleetwood & Chassis	2,012	18,743	2,403	23,003
Eldorado	3,704	31,551	4,511	42,201
Seville	2,020	23,252	2,670	27,529
Total	15,494	139,372	23,089	201,278
Chevrolet Chevette	28,385	250,507	33,380	257,250
Camaro	9,801	82,789	15,716	149,880
Monza	13,479	96,292	10,427	89,114
Monza Station Wagon	9	346	888	12,205
Citation	31,415	255,739	30,551	172,132
Sportvan			2,704	22,036
Malibu	16,181	129,866	20,759	167,622
Malibu Station Wagon	5.415	42,708	7,908	65,602
Monte Carlo	12,677	104,726	27,181	180,377
Impala	6,369	60,187	15,278	111,895
Caprice	8,104	81,337	16,293	124,868
Chevrolet Station Wagon	3,983	40,720	7,539	62,577
Corvette	2,963	24,139	3,218	26,368
Total	138,781	1,169,356	191,842	1,441,926
Oldsmobile Starfire	239	5,171	1,503	13,336
Omega	7,736	56,288	4,911	27,446
Cutlass Salon	13,763	111,070	3,188	31,292
Cutlass Supreme/Calais	22,910	168,689	40,894	280,518
Cutlass Station Wagon	2,685	21,523	4,177	32,126
Delta 88	1,665	13,539	2,773	23,317
Delta 88 Royale	9,185	73,774	15,208	114,381
98	4,934	42,455	7,260	59,905
Oldsmobile Station Wagon	1,302	12,254	2,105	20,547
Toronado	2,958	23,775	2,968	32,533
Total	67,377	528,538	84,987	635,401
Pontiac Sunbird	11,685	82,544	7,464	61,012
Sunbird Station Wagon	5	58	132	2,331
Phoenix	8,808	64,914	7,640	45,735
LeMans	3,851	35,112	5,913	54,612
LeMans Station Wagon	1,959	17,066	3,265	25,991
Catalina	1,101	9,182	2,390	17,442
Bonneville	4,286	32,140	9,166	56,388
Bonneville Brougham	2,215	22,254	3,464	25,090
Pontiac Station Wagon	748	8,346	2,037	15,864
Grand Prix	9,357	72,530	18,258	121,737
Firebird	6,920	61,215	11,194	109,740
Total	50,935	405,361	70,923	535,942
Total General Motors	333,422	2,696,874	432,992	3,271,520
(Checker)	323	2,153	455	2,996
Miscellaneous Domestic Total	339	2,350	494	3,245
Domestic Station Wagon Total	35,212	325,147	67,298	580,838
Domestic Grand Total	489,181	4,185,176	685,904	5,466,798
Import Total	214,742	1,686,030	194,849	1,579,227
Grand Total All Registrations	703,923	5,871,206	880,753	7,046,025

Registrations not available for Oklahoma.

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7,085,480 cars built during model year

'80-model build off 25 pct. from '79

By Barbara Beeler
Staff Writer

Hopes for increased U. S. car production in the 1981 model year are riding heavily on the newer, more fuel-efficient front-wheel drives, in addition to a slight comeback for the luxury and standard models.

Auto output for the 1980 model year fell to 7,085,480 units — 25.61 percent below the 1979 level of 9,526,024.

As the 1981 models were unveiled, price stickers dampened somewhat the public's original enthusiasm for Chrysler Corp.'s K-cars, Plymouth Reliant and Dodge Aries, and for Ford Motor Co.'s entries, Ford Escort and Mercury Lynx.

Ford and Chrysler are both having financial problems. Ford will be introducing sporty versions of the Escort and Lynx in the '81 model year, and Chrysler has introduced a stripped-down version of its K-car.

When the economic reality of car costs replaces the shock experienced by a segment of the buying public that has been absent from dealer showrooms for as much as six years, sales may experience an upturn.

The need for transportation remains in spite of gasoline prices and a prime interest rate of 14 percent, which means that banks must charge a higher rate in order to do business at all. Buyers who have stayed out of the market for several years will be forced to make some decisions soon, as their older cars simply wear out.

Meanwhile, there will be a ready market for as many of the small, fuel-efficient cars as U.S. auto makers can produce.

General Motors continued to enjoy the lion's share of model year production with 64.99 percent, compared with 57.14 percent in '79, due to the success of their compact X-cars (Buick Skylark, Chevrolet Citation, Oldsmobile Omega, and Pontiac Phoenix).

GM built 4,605,038 '80 models, compared with 5,443,240 '79s. Every division produced fewer cars than a year earlier, but all except Cadillac showed an increase in share of industry production.

Chevrolet was GM's division leader with a 3.46 percentage point increase over its '79 production share. During the 1980 model year, Chevrolet nearly doubled production of its X-car entry, as 624,220 Citations rolled off the assembly lines, compared with the 1979 totals of 315,126.

Chevrolet's subcompact Chevette also continued to do well in production, with an increase of 2.79 percentage points over the '79 model year.

Buick showed an increase of 3.26 percentage points in the '80 model year share of production. The compact Skylark was responsible for the biggest gain, while the subcompact Skyhawk was being phased out.

Oldsmobile was next with a 1.07 percentage point increase in share of production. Omega was the big gainer, with rises both in total production and share of build.

Pontiac's X-car Phoenix also did well, increasing its share of production 1.96 percentage points over the '79 model year.

The X-cars were introduced in the spring of 1979, so 1980 was their full production year.

Although Cadillac was down, both in total output and share of production, the luxury Eldorado showed a slight gain in share of output.

Chrysler Corp. production plunged to 681,406 for the '80 model year, down from 1,027,545 a year earlier, and its share of the industry total dipped 1.17 percentage points to 9.62 percent. Chrysler, Dodge and Plymouth all built fewer cars in 1980.

Plymouth, however, increased its share of production by 0.13 points to 4.22 percent. Horizon showed a gain of 0.58 points in output share.

In share of production, Chrysler was down 0.94 points and Dodge was off 0.36.

Production at Chrysler's Lynch Road plant, which assembles the big cars, will be "iffy" in the 1981 model year. The facility started up late and had some downtime, and since operations are heavily dependent on fleet orders, scattered shifts may be likely.

Ford Motor Co. slipped 9.52 percentage points in production share to 19.38 percent. In 1979, in had 28.90 percent of industry production. The company built 1,373,582 cars, down from 2,752,978 in '79.

Ford division, with 13.84 percent of industry production, suffered the greatest loss, 5.99 percentage points off from its '79 share of 19.83 percent. The division built 981,098 cars in the '80 model year, compared with

Continued on Page 42. Col. 2

U. S. CAR MODEL YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Pct. Pt. Change '80 vs. '79
AMERICAN MOTORS	199,613	2.81	169,439	1.78	+ 1.03
Eagle	46,379	0.65	....	0.00	+ 0.65
Concord	80,456	1.13	102,853	1.08	+ 0.05
Pacer	1,746	0.02	10,215	0.11	− 0.09
Spirit	71,032	1.00	56,371	0.59	+ 0.41
CHRYSLER CORP.	681,406	9.62	1,027,545	10.79	− 1.17
Plymouth Total	298,821	4.22	390,055	4.09	+ 0.13
Horizon	162,478	2.29	162,763	1.71	+ 0.58
Volare	109,773	1.55	209,686	2.20	− 0.65
'80 Gran Fury	18,724	0.27	....	0.00	+ 0.27
Caravelle	7,846	0.11	9,949	0.10	+ 0.01
Voyager*	....	0.00	7,657	0.08	− 0.08
Chrysler Total	103,728	1.47	229,225	2.41	− 0.94
Chrysler	29,114	0.41	100,726	1.06	− 0.65
LeBaron	74,614	1.05	128,499	1.35	− 0.30
Dodge Total	278,857	3.93	408,265	4.29	− 0.36
Omni	138,155	1.95	141,477	1.48	+ 0.47
St. Regis	17,068	0.24	34,972	0.37	− 0.13
Diplomat	38,166	0.53	62,781	0.66	− 0.13
Aspen	85,468	1.20	143,584	1.51	− 0.31
Sportsman*	....	0.00	25,451	0.27	− 0.27
FORD MOTOR	1,373,582	19.38	2,752,978	28.90	− 9.52
Ford Division	981,098	13.84	1,888,814	19.83	− 5.99
Pinto	124,720	1.76	199,018	2.09	− 0.33
Mustang/Mustang II	271,322	3.83	369,936	3.88	− 0.05
Fairmont	234,454	3.30	395,367	4.15	− 0.85
Granada	90,429	1.28	182,376	1.92	− 0.64
LTD II	....	....	48,564	0.51	− 0.51
Thunderbird	156,803	2.21	284,141	2.98	− 0.77
Ford	103,370	1.46	356,535	3.74	− 2.28
Club Wagon*	....	0.00	52,877	0.56	− 0.56
L-M Division	392,484	5.54	864,164	9.07	− 3.53
Mercury Total	317,576	4.48	674,618	7.08	− 2.60
Bobcat	24,650	0.35	50,266	0.53	− 0.18
Capri	79,984	1.13	110,144	1.15	− 0.02
Zephyr	70,068	0.99	125,377	1.31	− 0.32
Monarch	30,518	0.43	75,879	0.80	− 0.37
Cougar/XR7	58,028	0.82	172,152	1.81	− 0.99
Mercury	54,328	0.76	140,800	1.48	− 0.72
Lincoln Total	74,908	1.06	189,546	1.99	− 0.93
Lincoln	31,233	0.44	92,600	0.97	− 0.53
Versailles	4,784	0.07	21,007	0.22	− 0.15
Mark V	38,891	0.55	75,939	0.80	− 0.25
GENERAL MOTORS	4,605,038	64.99	5,443,240	57.14	+ 7.85
Buick Division	800,166	11.29	765,231	8.03	+ 3.26
Skyhawk	8,322	0.11	23,139	0.24	− 0.13
Skylark	211,809	2.99	66,982	0.70	+ 2.29
Century/Regal	363,164	5.12	329,202	3.46	+ 1.66
Buick	168,250	2.37	293,727	3.08	− 0.71
Riviera	48,621	0.68	52,181	0.55	+ 0.13
Cadillac Division	231,028	3.26	381,113	4.00	− 0.74
Seville	39,344	0.55	53,487	0.56	− 0.01
Cadillac	138,999	1.96	260,190	2.73	− 0.77
Eldorado	52,685	0.74	67,436	0.71	+ 0.03
Chevrolet Division	2,028,106	28.62	2,396,724	25.16	+ 3.46
Chevette	451,549	6.37	340,877	3.58	+ 2.79
Monza	169,737	2.39	163,953	1.72	+ 0.67
Camaro	152,021	2.14	282,582	2.97	− 0.83
Nova/Citation	624,220	8.81	315,126	3.31	+ 5.50
Sportvan*	....	0.00	27,186	0.29	− 0.29
Malibu/Chevelle	277,575	3.91	377,788	3.96	− 0.05
Monte Carlo	126,006	1.78	282,163	2.96	− 0.18
Chevrolet	186,384	2.63	553,242	5.81	− 3.18
Corvette	40,614	0.57	53,807	0.56	+ 0.01
Oldsmobile Division	847,491	11.96	1,037,319	10.89	+ 1.07
Starfire	8,237	0.11	20,299	0.21	− 0.10
Omega	134,323	1.89	40,225	0.42	+ 1.47
Cutlass	422,179	5.96	507,501	5.33	+ 0.63
Oldsmobile	239,312	3.37	419,238	4.40	− 1.03
Toronado	43,440	0.61	50,056	0.53	+ 0.08
Pontiac Division	698,247	9.85	862,853	9.06	+ 0.79
Acadian†	19,651	0.27	44,927	0.47	− 0.27
Sunbird	143,070	2.02	97,770	1.03	+ 0.99
Phoenix	178,291	2.51	77,644	0.82	+ 1.69
Firebird	107,340	1.51	211,454	2.22	− 0.71
LeMans	61,223	0.86	112,703	1.18	− 0.32
Grand Prix	114,714	1.62	139,165	1.46	+ 0.16
Pontiac	73,958	1.04	179,190	1.88	− 0.84
VOLKSWAGEN	223,267	3.16	132,822	1.39	+ 1.77
CHECKER	2,574	0.04	....	0.00	+ 0.04
Total Cars, U.S.	7,085,480	100.00	9,526,024	100.00	....

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

factories list auction dates

American Motors

Nov. 4—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 5—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 6—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 7—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 11—Ohio Auto Auction, Grove City, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 12—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Nov. 13—Todd Auto Auction, Rte. 309, Telford, Pa.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 5—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 6—Big H Recon Center, 918 Asbury, Houston; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Nov. 11—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 13—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Grubb heads fund drive

PHOENIX.—Lou Grubb, president of Lou Grubb Chevrolet, has been named general chairman for the annual fund drive of Gompers Rehabilitation Center here.

1980-model auto production falls 25 percent short of '79

Continued from Page 16

1,888,814 units in '79.

Lincoln-Mercury Division was down 3.53 percentage points from its share of production a year earlier. L-M assembled 392,484 units in the '80 model year, for 5.54 percent of the industry output, compared with 864,164 cars built a year earlier for 9.07 percent of industry production.

American Motors showed a healthy gain in the 1980 model year with 2.81 percent of industry production, an increase of 1.03 percentage points over its 1979 share of 1.78 percent. Total production was also up to 199,613 units from 169,439 in 1979.

AMC introduced its four-wheel drive Eagle and built 46,379 of them in the '80 model year.

Although production of AMC's compact Concord was 80,456 units, compared with the 102,853 assembled in the previous year, the car nevertheless gained in its share of the '80 industry output with 1.13 percent, vs. 1.08 percent in '79.

While AMC was phasing out its compact Pacer, it increased production of its subcompact, the Spirit, from 56,371 cars in the previous model year to 71,032 in the '80 model year, for 1.00 percent of the industry production output, up 0.41 percentage points from its '79 share of 0.59 percent.

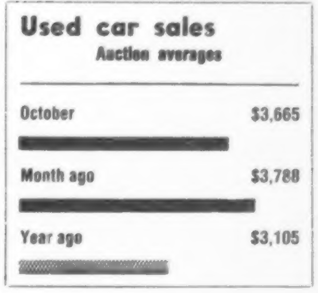
Volkswagen of America, which builds the Rabbit, nearly doubled its production of the popular subcompact, in its second year as a U. S. producer, with a production share of 3.16 percent compared with the 1.39 percent it had in 1979, for a percentage point increase of 1.77. Total production was also up to 223,267 from 132,822 Rabbits built in the '79 model year.

Lou Fusz adds Dodge

Lou Fusz, seated, president of Pontiac, Datsun, Toyota, Mazda/Subaru and Volvo dealerships in St. Louis, all bearing his name, signs a Dodge agreement for a dealership in Kirkwood, Mo. Flanking him are Lou Fusz Jr., left, and Rameau Johnson who will operate the new dealership with him. At far left is Herb Lugger, regional marketing manager for Chrysler, and at far right is Ted Cunningham, St. Louis zone manager.

Used car sales

Auction averages



October	$3,665
Month ago	$3,788
Year ago	$3,105

Model breakdown

Auction averages

	OCTOBER	SEPTEMBER	AUGUST
1980	$6,311	$6,350	$6,516
1979	5,021	4,787	5,022
1978	3,793	3,841	3,806
1977	3,120	3,240	3,258
1976	2,223	2,362	2,445
1975	1,804	1,741	1,808
1974	1,343	1,350	1,310
1973	1,079	1,167	963
Overall Average	$3,665	$3,545	$3,649

used-car auction directory

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High sticker prices for '81 models worry dealers

Continued from Page E-16

lic is going around, visiting a number of dealerships, comparing products.

"Aspens are our best buys," said Brinkman. He indicated that the multiple price hikes by Chrysler this fall have made it difficult to be competitive with the '81 models.

"The carryover '80 models are my best sellers," said Rigazio in Boston. "I only have a few left — fewer than I'd like — and there's no hope of getting any more."

Rigazio said he doesn't mind having carryovers on his lot into December. They are good back-ups if new-car customers for some reason decide against a current model, he said.

The marketing groundwork was laid well this year for the new front-wheel-drive cars at Ford and Chrysler. Dealers unanimously report interest, curiosity and enthusiasm among prospective customers. The perennial problem of getting enough new products to tantalize buyers is back again.

Brinkman said he had only one Dodge Aries on his lot on introduction day, Oct. 2. "I got a four-door and a station wagon shortly after, but it would have helped to have them for the first rush. Even with only the one model, customers liked it and bought (other models, sight unseen)," he said.

Jim North had some thoughts on new-model introductions and the appearance of the new products. "They should include models of the cars that look good stripped down; they should include radio, automatic transmission, whitewall tires, maybe a vinyl roof—but they shouldn't be so loaded that the price is just out of sight. That frightens people off.

"Let the customer add on his own options, if he wishes. The introduction models should have a low price tag."

"Ford made a mistake in the introduction of the Mustang II. We had only loaded Ghia-type models to show. They were too expensive. People came in expecting this smaller Mustang to be affordable and found a very expensive car.

"It took a couple of months to order cheaper models, change the promotion, change its image," said North. "In the meantime, the Mustang II just floated."

One nameplate that wasn't able to make the turnaround from a slow start was the downsized 1980 Thunderbird. "That's a deac car," he said.

Looking at the current state of Ford's Lincoln-Mercury Division, North said he couldn't predict with any certainty what would happen to a division that was enjoying record sales two years ago and is floundering so badly now.

"We compete with them. That's what keeps them going. But now it seems they are soaking up the profits generated by the rest of the corporation. Maybe the division will have to be consolidated with Ford to make a single car division," North said.

He speculated the same streamlining might have to take place at Chrysler to help cut down the current costs of duplicating.

But none of the dealers offered a solution to the 1981 price barrier, the No. One concern of new-car buyers.

New '81 models by market class

Following are the Automotive News market class categories for the 1981 model year and the U. S.-built car lines in each segment:

Subcompact

AMC Spirit, Eagle SX/4 and Eagle Kammback; Dodge Omni; Plymouth Horizon; Ford Escort; Mercury Lynx; Chevrolet Chevette and Monza; Pontiac Sunbird, and Volkswagen Rabbit. (Monza and Sunbird are '80 models which will continue in production until the end of the 1980 calendar year.)

Compact

AMC Concord and Eagle; Dodge Aries; Plymouth Reliant; Ford Fairmont and Mustang; Mercury Capri and Zephyr; Chevrolet Camaro and Citation; Pontiac Firebird and Phoenix; Buick Skylark, and Oldsmobile Omega.

Intermediates

Chrysler Cordoba and LeBaron; Dodge Diplomat and Mirada; Ford Granada and Thunderbird; Mercury Cougar and Cougar XR-7; Buick Century and Regal; Chevrolet Malibu and Monte Carlo; Oldsmobile Cutlass and Cutlass Supreme, and Pontiac Grand Prix and LeMans.

Standard-size

Buick, Chevrolet, Chrysler, Dodge, Ford, Mercury, Oldsmobile, Plymouth and Pontiac.

Luxury

Imperial; Lincoln Town Car and Lincoln Continental Mark VI; Cadillac, Cadillac Eldorado and Cadillac Seville; Chevrolet Corvette; Buick Riviera, and Oldsmobile Toronado.

MODELS: 1942-1981

Number of models offered by U. S. auto makers, 1942 to 1981:

1942	276	1963	336
1946	160	1964	336
1947	182	1965	348
1948	201	1966	368
1949	205	1967	370
1950	243	1968	368
1951	243	1969	365
1952	224	1970	375
1953	210	1971	341
1954	240	1972	297
1955	216	1973	304
1956	232	1974	302
1957	245	1975	325
1958	263	1976	294
1959	239	1977	275
1960	244	1978	259
1961	260	1979	268
1962	296	1980	252
		1981	244

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Allstate rewards new Ford "World Cars" with lower insurance rates.

Repairability and serviceability features are expected to make Escort and Lynx cost less to insure.

Ford Motor Company's much-heralded Ford Escort and Mercury Lynx are the first of a new generation of American-made "World Cars" which combine design and engineering by Ford teams from all over the world.

While the power-efficient engine, front-wheel drive, independent suspension and minimum maintenance capabilities dominate Ford's announcements, some less-publicized features will bring far-reaching benefits to consumers. These are repairability and serviceability improvements that should help lessen the cost of service and repair.

Less costly repairs mean less costly insurance.

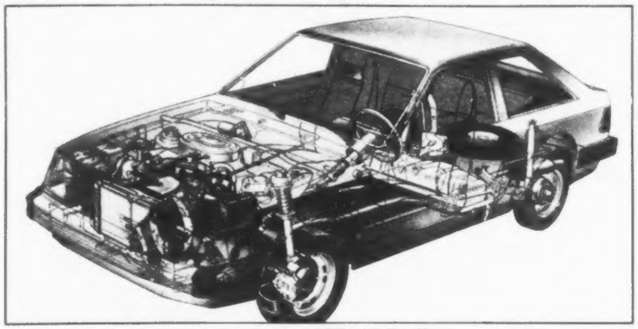
In Escort and Lynx, Ford Motor Company (like GM with its X-Cars) is addressing the issues that lead to reduced repair and service costs and, therefore, lower insurance costs.

Since Allstate believes that the improvements made in the Escort and Lynx should lower insurance costs, the premiums for all these models will be reduced. In fact, most of the models will be in the lowest insurance rating group of any 1981 domestic cars.

Premiums for Allstate policyholders who purchase the Escort or Lynx are expected to be reduced about 15% for Collision and about 35% for Comprehensive coverages.

"Make and Model" rating.

The lower rates awarded Ford Escort and Mercury Lynx are the latest examples of Allstate's Make and Model Experience Rating.* This program factors each car model's damageability, together with its repair cost and theft prevention features, into its insurance premium. Results are reviewed periodically to determine rates. We believe, as experience develops, it will support our judgment and permit continuing these rate reductions for the new Escort and Lynx models.



Ford's 1981 "World Car."

In the past, Allstate has made similar price reductions when auto manufacturers have considered the overall cost of car ownership—particularly Collision and Comprehensive insurance costs—in the planning stage. We pioneered reduced rates for cars equipped with damage-resistant bumpers, air bags, and more recently, lower rates for the GM X-Cars (Omega, Citation, Skylark and Phoenix).

Tech-Cor Automotive Research and Ford engineers collaborate.

Tech-Cor is a wholly owned subsidiary of the Allstate Insurance Company. Tech-Cor Automotive Research Division has become the country's leading independent auto repair research center. Here, a continuing scientific study of auto repair, as well as insurance experience, develops ways to lower crash repair costs, and thus make insurance more affordable.

Tech-Cor's staff works with all major domestic and import auto manufacturers, the auto repair industry, the Equipment and Tool Institute, and the Inter-Industry Conference on Auto Collision Repair.

As early as June, 1979, Tech-Cor engineers began sharing their repair and service experience with the Escort and Lynx designers. Ford incorporated a number of Tech-Cor suggestions into these new cars.

Our ultimate goal: to help make a car cost less to own, by holding down escalating repair and insurance costs.

Consumers benefit from inter-industry cooperation.

Allstate is not in the auto repair business. Our aim is to provide insurance at an affordable price. Since the cost of repairing cars greatly affects insurance costs, the more closely our industries can work together, the more the consumer will ultimately benefit.

The earlier that Tech-Cor can work with manufacturers to help effect repair and service improvements, the greater our contribution can become.

Allstate welcomes this growing relationship, and the opportunity it gives us to help the motorist we both serve.

*Allstate's Make and Model Experience Rating Program is in effect in every state except *Mass., Okla., N.J., No. and So. Carolina, and Texas.* The Escort and Lynx rate is in effect or is filed in all remaining states.

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Domestic count down in '81

GM drops nine models, AMC adds one

By John K. Teahen Jr.
Managing Editor

As the 1981 season began, domestic auto makers were offerng 244 models to attract buyers o their dealers' showrooms. The total is down slightly from 252 at the close of the '80 campaign.

For the new year, General Motors has 115 models; Ford Moor, 59; Chrysler Corp., 42; merican Motors, 23, and Volksagen of America, 5. The VW otal includes only U. S.-built odels.

The final 1980 figures were: M, 124; Ford Motor, 59; Chrysr Corp., 42; AMC, 22, and WoA, 5.

Thus, GM is down for '81; AMC shows a minor increase, and Chrysler, Ford and VW are unchanged.

GM's total dipped as it dropped a pair of Chevrolet Citations and the two-door models in the Buick Century and Oldsmobile Cutlass lines. Also gone are a Buick LeSabre, a Chevrolet Camaro and the Pontiac LeMans Grand Am.

Chevrolet Monza and Pontiac Sunbird are counted in the '81 tabulation. They are '80 models, but production will continue until the end of the current calendar year.

Chrysler added the Imperial, a basic Omni and Horizon and 14 K-car selections—seven each for Plymouth Reliant and Dodge Aries. This balanced the dumping of Plymouth Volare and Dodge Aspen and cuts in five other lines.

Ford was also active, adding 16 models and getting rid of the same number. Principal newcomers are Ford Escort, Mercury Lynx and a Ford Fairmont Futura wagon, while Ford Pinto, Mercury Bobcat and Lincoln Versailles have departed.

At AMC, a quartet of Spirit-sized Eagle four-wheel-drive choices joined the lineup, while the Spirit Limited and the AMX (now an option) are no longer counted as separate models.

In all, the domestic makers added 38 models for '81, while dropping 46 of their '80 selections.

New nameplates

There is a goodly collection of new nameplates for '81. The AMC Eagle SX/4 and Kammback join the subcompact class, as do Escort and Lynx. Reliant and Aries are new compacts, and Imperial competes in the luxury class.

A name change involves the Mercury intermediate—Monarch has become Cougar.

And there have been defections. No more AMX: no more Aspen and Volare; no more Pinto and Bobcat. Also out of the picture is Lincoln's luxury-class Versailles.

From a nameplate standpoint, the additions balanced out the deletions. The domestic makers are offering 58 lines of cars for '81, the same as in '80. (As noted, the current '81 total includes Monza and Sunbird.)

The present model count of 244 will change as the year progresses. Monza and Sunbird will fade away, but GM's J-cars will make the scene at Chevrolet (Cavalier), Pontiac (J-2000), and Cadillac (Cimarron). Also upcoming are the sporty versions of Escort and Lynx, called the Ford EXP and Mercury LN-7. There probably will be others.

Escort and Lynx, incidentally, present an interesting comparison of how car divisions count their models. Ford lists 10 Escorts—the two base models and the four fancier trim levels with two choices each. Mercury, on the other hand, prefers to count just two Lynx models, listing seven others as options.

Also, Chevrolet tallies three-seat station wagons separately in its big-car lineup. Other makes that offer three-seaters call them options.

58 car lines

The Automotive News new-model analysis includes all models the manufacturers are pricing and/or merchandising individually. It does not include engine options. For example, a Pontiac Catalina four-door sedan is counted as one model even though it is available with a V-6, a V-8 or a diesel engine.

The 58 lines of cars offered for '81 consist of 27 from GM, 14 from Ford, 12 from Chrysler, four from AMC and one from Volkswagen.

By body styles, the 244 models for '81 show 76 four-door sedans, 124 two-doors, and 44 four-door station wagons.

1981 MODELS BY MAKE

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
AMERICAN MOTORS	5	13	5	0	23	(22)
AMX	0	0	0	0	0	(1)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Spirit	0	4	0	0	4	(6)
CHRYSLER CORP.	17	17	8	0	42	(42)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	2	0	0	2	(3)
LeBaron	3	2	2	0	7	(9)
Dodge (Std.)	1	0	0	0	1	(1)
Aries	2	3	2	0	7	(0)
Aspen	0	0	0	0	0	(5)
Diplomat	2	3	2	0	7	(9)
Mirada	0	1	0	0	1	(2)
Omni	2	1	0	0	3	(2)
Imperial	0	1	0	0	1	(0)
Plymouth (Std.)	1	0	0	0	1	(2)
Horizon	2	1	0	0	3	(2)
Reliant	2	3	2	0	7	(0)
Volare	0	0	0	0	0	(5)
FORD MOTOR CO.	15	30	14	0	59	(59)
Ford (Std.)	3	2	3	0	8	(8)
Escort	0	5	5	0	10	(0)
Fairmont	2	2	2	0	6	(5)
Granada	3	3	0	0	6	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	0	0	0	0	(6)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Versailles	0	0	0	0	0	(1)
Mercury (Std.)	3	2	2	0	7	(8)
Bobcat	0	0	0	0	0	(3)
Capri	0	2	0	0	2	(2)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Lynx	0	1	1	0	2	(0)
Monarch	0	0	0	0	0	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS	37	61	17	0	115	(124)
Buick (Std.)	4	4	2	0	10	(11)
Century	2	0	2	0	4	(6)
Skylark	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	2	0	0	6	(6)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(9)
Camaro	0	3	0	0	3	(4)
Chevette	1	2	0	0	3	(3)
Citation	1	1	0	0	2	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza ('80 model)*	0	3	0	0	3	(3)
Oldsmobile (Std.)	5	4	1	0	10	(10)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
LeMans	2	2	2	0	6	(7)
Phoenix	2	2	0	0	4	(4)
Sunbird ('80 model)*	0	4	0	0	4	(4)
VOLKSWAGEN	2	3	0	0	5	(5)
Rabbit	2	3	0	0	5	(5)
1981 Totals	76	124	44	0	244	
1980 Totals (End of model year)	79	133	35	5		(252)**

*—1980 Monza and Sunbird are still in production. **—Revised.

1981 MODELS BY MARKET CLASS

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
SUBCOMPACTS	7	28	6	0	41	(35)
AMX	0	0	0	0	0	(1)
Bobcat	0	0	0	0	0	(3)
Chevette	1	2	0	0	3	(3)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Escort	0	5	5	0	10	(0)
Horizon	2	1	0	0	3	(2)
Lynx	0	1	1	0	2	(0)
Monza ('80 model)*	0	3	0	0	3	(3)
Omni	2	1	0	0	3	(2)
Pinto	0	0	0	0	0	(6)
Rabbit	2	3	0	0	5	(5)
Spirit	0	4	0	0	4	(6)
Sunbird ('80 model)*	0	4	0	0	4	(4)
COMPACTS	20	36	12	0	68	(66)
Aries	2	3	2	0	7	(0)
Aspen	0	0	0	0	0	(5)
Camaro	0	3	0	0	3	(4)
Capri	0	2	0	0	2	(2)
Citation	1	1	0	0	2	(4)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Fairmont	2	2	2	0	6	(5)
Firebird	0	4	0	0	4	(4)
Mustang	0	4	0	0	4	(4)
Omega	2	2	0	0	4	(4)
Phoenix	2	2	0	0	4	(4)
Reliant	2	3	2	0	7	(0)
Skylark	3	3	0	0	6	(6)
Volare	0	0	0	0	0	(5)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATES	18	32	12	0	62	(73)
Century	2	0	2	0	4	(6)
Cordoba	0	2	0	0	2	(3)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	2	3	2	0	7	(9)
Granada	3	3	0	0	6	(6)
Grand Prix	0	3	0	0	3	(3)
LeBaron	3	2	2	0	7	(9)
LeMans	2	2	2	0	6	(7)
Malibu	2	3	2	0	7	(7)
Mirada	0	1	0	0	1	(2)
Monarch	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	24	18	14	0	56	(59)
Buick	4	4	2	0	10	(11)
Chevrolet	2	3	4	0	9	(9)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(8)
Mercury	3	2	2	0	7	(8)
Oldsmobile	5	4	1	0	10	(10)
Plymouth	1	0	0	0	1	(2)
Pontiac	3	3	2	0	8	(8)
LUXURY	7	10	0	0	17	(19)
Cadillac	4	2	0	0	6	(6)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(0)
Lincoln	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	0	0	0	0	0	(1)
1981 Totals	76	124	44	0	244	
1980 Totals (End of model year)	79	133	35	5		(252)**

*—1980 Monza and Sunbird are still in production. **—Revised.

The final rundown for '80 was 79 four-door sedans, 133 two-doors, 35 four-door wagons and five two-door wagons, a total of 252.

The drop in two-door models resulted from trims at GM, while the four-door wagon rise stemmed chiefly from the introduction of Escort and Lynx at Ford Motor. A Ford Fairmont wagon also joined the lineup.

Two-door wagons passed from the scene with the death of the Ford Pinto and the Mercury Bobcat.

Market classes

For 1981, as in 1980, Automotive News divides the domestic cars into five market classes — subcompact, compact, intermediate, standard-size and luxury.

As the '81 season got under way, the breakdown found 41 subcompacts, 68 compacts, 62 intermediates, 56 standard-size cars and 17 luxury models.

The final totals for the '80 model year were 35 subcompacts, 66 compacts, 73 intermediates. 59 standard-size models and 19 luxury cars.

Subcompacts are up because of the arrival of the 10 Escort selections. All other classes are down except compacts, which are up two. Compacts now have more models than any other market segment, replacing intermediates which were tops last year.

Ford Division has the most models for 1981 with 37, followed by Chevrolet with 30 and Pontiac with 29. Totals for other domestic makes are: Buick, 25; AMC, 23; Oldsmobile, 23; Dodge, 19; Mercury, 18; Chrysler, 11; Plymouth, 11; Cadillac, 8; Volkswagen, 5; Lincoln, 4, and Imperial, 1.

Final totals for the 1980 model year were: Chevrolet, 33; Ford, 32; Pontiac, 30; Buick, 28; Oldsmobile, 25; AMC, 22: Mercury, 20; Dodge, 19; Chrysler, 14; Plymouth, 9; Cadillac, 8; Lincoln, 7, and Volkswagen, 5.

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Air conditioning rate slipping

By Joseph Bohn
Marketing Editor

Auto air conditioning installations dropped in the '80 model year, reflecting greater frugality among car buyers and an increasing trend toward smaller models.

Unit installations dropped both in terms of absolute volume and as a percent of production.

Altogether, domestic car producers installed 5,181,365 air conditioning units in domestic cars, down sharply from the 7,449,352 units installed in '79 domestic models.

Penetration also dropped off. Air conditioners were installed in 72.52 percent of cars, down from a 79.71 percent the year earlier.

Penetration figures were off for all car makers, except Volkswagen.

VW's penetration, still lowest among domestic producers, climbed to 41.00 percent from 36.50 percent a year earlier.

Altogether, VW installed air conditioners in 91,539 U. S.-built Rabbits compared with 48,496 a year earlier

American Motors installed air conditioning in 103,848 cars, or 52.02 percent of its production. Volume was up from 93,414 units, but below the 55.13 percent penetration of '79.

Chrysler Corp. installed air conditioners in 489,092 cars, equal to 63.91 percent of production. That was down from 814,958, or 71.74 percent of output in '79.

Chrysler-Plymouth accounted for 302,825 units, equal to 66.97 percent of output. This was down from 520,905, or 84.11 percent in '79.

Dodge accounted for 186,267 units, equal to 59.49 percent of output. Dodge's installations were off from 294,053, or 67.04 percent in '79.

Ford Motor installed 964,613 air conditioners, equal to 70.23 percent of its output. This was down from 2,127,902 units, or 77.29 percent, in '79.

Ford Division contributed 649,675 to that total, equal to 66.22 percent of its production. That was down from 1,399,810, or 74.11 percent in '79.

Lincoln-Mercury installed 314,938 units, equal to 80.24 percent of output. That was off from 728,092, or 84.25 percent.

General Motors installed 3,532,273 air conditioners, equal to 77.03 percent of production. That was off from 4,364,582, or 84.51 percent in '79.

Among GM divisions, Buick installed 718,745 units, equal to 89.82 percent of output. This showed an increase from 675,678 units in '79, mainly because of higher Buick production. Penetration was off from 92.91 percent in '79.

Cadillac, which has air conditioning as standard equipment on its cars, installed 231,028 units, down from 381,113 in '79.

Chevrolet installed 1,287,210 units, equal to 63.46 percent. This was down from 1,691,064, or 74.53 percent in '79.

Oldsmobile installed 781,398 units, equal to 92.20 percent of production. That was off from 963,536, or 94.28 percent in '79.

Pontiac installed 513,892 units, equal to 75.73 percent of output. This was off from 653,191, or 85.36 percent in '79.

Of the total air conditioners installed, GM's share was 68.17 percent, up from 58.59 percent in '79; Ford Motor's share was 18.62 percent, down from 28.56 percent in '79; Chrysler Corp.'s share was 9.44 percent, down from 10.95 percent; American Motors' share was 2.00 percent, up from 1.25 percent in '79. Volkswagen's share was 1.77 percent, up from 0.65 percent on '79 models.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan were excluded from the '80 count after manufacturers began counting them as trucks rather than cars.

AIR CONDITIONING INSTALLATIONS

'80 VS. '79 MODEL YEAR

	1980 Model Year			1979 Model Year		
	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '79 Air Conditioner Installations
AMERICAN MOTORS	103,848	52.02	2.00	93,414	55.13	1.25
Eagle	27,827	60.00	0.54			
Concord	52,296	65.00	1.00	63,769	62.00	0.85
Pacer				7,661	75.00	0.10
Spirit	23,725	33.40	0.46	21,984	39.00	0.30
CHRYSLER CORP	489,092	63.91	9.44	814,958	71.74	10.95
C-P Division	302,825	66.97	5.85	520,905	84.11	7.00
Horizon	71,002	43.70	1.38	59,900	36.80	0.80
Volare	64,985	59.20	1.25	150,969	72.00	2.03
'80 Gran Fury	17,413	93.00	0.33			
Voyager*				6,171	80.60	0.08
Cordoba	53,915	93.80	1.04	85,536	97.20	1.15
Chrysler	28,357	97.40	0.55	98,182	97.50	1.32
LeBaron	67,153	90.00	1.30	120,147	93.50	1.62
Dodge Total	186,267	59.49	3.59	294,053	67.04	3.95
Omni	59,821	43.30	1.15	52,910	37.40	0.71
St. Regis	16,112	94.40	0.31	33,781	96.60	0.46
Diplomat	30,724	80.50	0.59	56,107	89.20	0.75
Aspen	49,571	58.00	0.96	102,099	71.10	1.37
Mirada/Magnum	30,039	87.80	0.58	28,988	95.50	0.39
Sportsman*				20,258	79.60	0.27
FORD MOTOR	964,613	70.23	18.62	2,127,902	77.29	28.56
Ford Division	649,675	66.22	12.54	1,399,810	74.11	18.79
Pinto	29,058	23.30	0.56	54,526	27.40	0.73
Must./Must. II	137,831	50.80	2.66	213,802	57.80	2.87
Fairmont	161,304	68.80	3.11	275,989	69.80	3.71
Granada	75,418	83.40	1.46	150,844	82.70	2.02
LTD II				47,009	96.80	0.63
Thunderbird	147,552	94.10	2.85	274,537	96.60	3.69
Ford	98,512	95.30	1.90	339,744	95.30	4.56
Club Wagon*				43,349	82.00	0.58
L-M Division	314,938	80.24	6.08	728,092	84.25	9.77
Bobcat	9,021	36.60	0.17	17,744	35.30	0.24
Capri	44,391	55.50	0.86	63,884	58.00	0.86
Zephyr	51,156	73.00	0.99	90,648	72.30	1.22
Monarch	26,429	86.60	0.51	67,304	88.70	0.90
Cougar/XR7	55,417	95.50	1.07	160,278	97.90	2.15
Mercury	53,622	98.70	1.04	138,688	98.50	1.86
Lincoln	31,233	100.00	0.60	92,600	100.00	1.24
Versailles	4,784	100.00	0.09	21,007	100.00	0.28
Mark VI	38,891	100.00	0.75	75,939	100.00	1.02
GENTRAL MOTORS	3,532,273	77.03	68.17	4,364,582	84.51	58.59
Buick Division	718,745	89.82	13.87	675,678	92.91	9.07
Skyhawk	5,101	61.30	0.09	14,561	62.90	0.20
Skylark	167,329	79.00	3.23	22,586	77.80	0.30
Century	135,218	91.10	2.61	45,859	82.10	0.62
Regal	199,274	92.80	3.85	255,173	93.30	3.43
Buick	163,202	97.00	3.15	285,318	97.10	3.82
Riviera	48,621	100.00	0.94	52,181	100.00	0.70
Cadillac Division	231,028	100.00	4.46	381,113	100.00	5.12
Seville	39,344	100.00	0.76	53,487	100.00	0.71
Cadillac	138,999	100.00	2.68	260,190	100.00	3.50
Eldorado	52,685	100.00	1.02	67,436	100.00	0.91
Chevrolet Division	1,287,210	63.46	24.84	1,691,064	74.53	22.70
Chevette	165,266	36.60	3.19	123,399	36.20	1.66
Monza	67,894	40.00	1.31	69,329	42.30	0.93
Camaro	107,175	70.05	2.07	220,993	78.20	2.97
Nova/Citation	388,264	62.20	7.49	115,591	61.70	1.55
Malibu/Chevelle	223,170	80.40	4.31	303,373	80.30	4.07
Monte Carlo	114,035	90.50	2.20	261,317	92.60	3.51
Chevrolet	180,792	97.00	3.49	526,093	95.10	7.06
Corvette	40,614	100.00	0.78	50,841	94.50	0.68
Sportvan*				20,128	74.00	0.27
Oldsmobile Division	781,398	92.20	15.08	963,536	94.28	12.93
Omega	97,652	72.70	1.88	17,978	72.20	0.24
Cutlass	403,603	95.60	7.78	478,065	94.20	6.42
Oldsmobile	232,132	97.00	4.48	406,284	96.90	5.45
Toronado	43,440	100.00	0.85	50,056	100.00	0.67
Starfire	4,571	55.50	0.09	11,153	54.90	0.15
Pontiac Division	513,892	75.73	9.92	653,191	85.36	8.77
Sunbird	67,486	47.17	1.30	46,832	47.90	0.63
Phoenix	123,449	69.24	2.38	17,049	68.47	0.23
Firebird	86,516	80.60	1.67	180,176	85.21	2.42
LeMans	53,581	87.52	1.04	99,289	88.10	1.99
Grand Prix	110,595	96.41	2.14	134,050	96.35	1.80
Pontiac	72,265	98.19	1.39	175,795	98.06	2.36
VOLKSWAGEN	91,539	41.00	1.77	48,496	36.50	0.65
Total Cars, U.S	5,181,365	72.52	100.00	7,449,352	79.71	100.00

*—Voyager, Sportsman, Club Wagon and Sportvan are still in production. However, they began being counted by their respective manufacturers as trucks in '80, and so are excluded from the tally of '80-model car output.

Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model-year production total was 7,144,528 cars. This included 4,585,387 for General Motors, 1,373,582 for Ford Motor, 765,258 for Chrysler Corp., 199,613 for American Motors and 223,267 for Volkswagen.

Chrysler total includes 57,479 Cordobas and 34,214 Miradas built in Canada. It excludes 7,846 Caravelles, sourced in the U.S. but sold only in Canada.

Pontiac's production of 678,586 was used in computing GM's total. This excludes 19,651 Pontiac Acadian models, built in the U.S. but sold only in Canada.

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General Manager

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Its 'obscure' data is now important to public

Auto industry a prime interest

By Edward Lapham
Financial Editor

Until recently, there wasn't much interest in some of the more obscure facets of the auto industry. About the only people who cared about terminology such as dealer discount, carryover, holdback and floor-planning were dealers, their bankers, the factories and, of course, AUTOMOTIVE NEWS editors.

Now, however, with high inflation, rising car prices, periods of astronomical interest rates and the precarious financial situation of some U.S. manufacturers, there has a been a revival of interest in the auto industry.

The wire services—Reuter's, AP, UPI, Dow-Jones—have started taking an interest, as have daily newspapers. Reporters have learned that there is a growing public interest in the formerly "obscure" data because it has an impact on sales, production, pricing and, ultimately, the entire economy.

Since the '81 model year began, that interest has intensified, as consumer excitement about the new models combines with what has been described as "shock" at prices to generate a great deal of consumer and industry attention.

Reactions vary

While the public has been suffering its varying reactions to the new offerings from Detroit, some pertinent questions about the economy, interest rates and their relationship to wholesale and retail financing have been asked in financial institutions from Wall Street to San Francisco.

The reactions seemed to break down this way: Wall Street analysts are nervous, factory finance people are optimistic and the banks are cautious.

Maryann Keller, Paine Webber Mitchell Hutchins vice president and auto analyst, considered the subject of automobile financing so important she wrote a special status report on the subject in mid-October, shortly after the auto companies announced their '81 prices.

Keller said the situation is "potentially difficult enough to limit car volume and sales growth in the future," although she said she expects creative lenders to help solve the problems.

"The affordability of new cars has been a function of the willingness of credit sources to extend the terms of auto loans," she said. "Without the shift from 36-month to 48-month financing as the norm, price boosts during the last few years could have depressed car sales."

Keller compiled General Motors Acceptance Corp. data since 1969 to show that, due to longer-term contracts, monthly car payments as a percent of disposable income actually declined from 1974 to 1979.

"The favorable trends will probably reverse in the future as prices of new cars rise and are not moderated by longer financing terms," she said.

"Another adverse factor which could force the average size of a contract up faster than car prices is the trend in the underlying value of used cars.

"We have assumed that longer financing will result in an older, less valuable tradein when the motorist returns to the market. In the past, the average tradein accounted for the necessary downpayment plus a bit extra.

"In the future, buyers may have to draw down the maximum the banks will finance and still have to contribute additional cash because they will be trading in older and perhaps inefficient vehicles."

60-month loans

Keller said that to date "there has been little evidence" that banks will be willing to lend for 60 months.

"Banks have endured high repossessions recently, and lower recovery in proportion to unpaid balances has brought about more selective lending practices," she said.

The Federal Reserve Board reported that in August, 1980, 63.5 percent of all bank loans for new-car purchases were for more than 36 months, compared with 54.1 percent in May and 63.1 percent last August.

For indirect loans, 71.2 percent were for more than 36 months in August, compared with 63.2 percent in May and 71.7 percent in August, 1979. For direct bank loans, 51.0 percent were for more than 36 months in August, compared with 38.2 percent in May and 45.6 percent last August.

When the interest rates rose, the banks required larger downpayments and better terms to qualify car buyers.

One large San Francisco-based bank told AUTOMOTIVE NEWS it already has moved easily to 60-month financing.

"Right now," the banker said, "I don't think you can get a bank car loan for more than 5 years—bankers just don't want to get stuck with a fixed-interest rate for longer than that."

"Cautious optimism"

He said that, in general, his bank is "cautiously optimistic" about the retail and wholesale financing markets through the '81 model year.

New Car Loan Characteristics General Motors Acceptance Corporation

	Average Retail Contract	Percent Change	Average Monthly Payment	Percent Change	Average Term of Loan (Months)	Percent Change
1969	$3,540		$103		32.5	(0.6)
1970	3,690	4.2	104	1.0	32.7	0.6
1971	3,914	6.1	111	6.7	32.7	—
1972	4,021	2.7	120	8.1	33.1	1.2
1973	4,247	5.6	126	5.0	33.4	0.9
1974	4,599	8.3	132	4.8	34.1	2.1
1975	5,202	13.1	146	10.6	35.0	2.6
1976	5,613	7.9	156	6.9	36.0	2.9
1977	6,315	12.5	168	7.7	37.6	4.4
1978	7,197	14.0	180	7.1	40.0	6.4
1979	7,858	9.2	189	5.0	41.6	4.0

Compilation: Paine Webber Mitchell Hutchins, Inc.

Income Relative to Monthly Car Payments

	Monthly per capita disposable income	GMAC monthly auto payment disposable income
1969	$259	39.8%
1970	279	37.3
1971	299	37.1
1972	320	37.5
1973	357	35.3
1974	387	37.0
1975	424	34.4
1976	459	34.0
1977	501	33.5
1978	556	32.4
1979	614	30.8

Compilation: Paine Webber Mitchell Hutchins, Inc.

"Dealers are more aware of the effect interest rates have on their profits now," he said. "The dealers who are left seem to be more careful about their inventories and the factories seem to be pressuring them less, while they are offering some assistance on high-rate plans. It all will help."

James W. Ford

James W. Ford, Ford Motor Credit Co. chairman, said he too is moderately optimistic about the financing market through the '81 model year.

Ford said he believes interest rates will peak near 14 percent, but will begin easing and reach about 11 percent by the spring selling season, although he said he does expect them to begin rising again next autumn.

He also said he doesn't think the higher prices will restrict sales. "More people are back in the market who haven't bought a car for a while and they are talking about the prices because they haven't seen the gradual increases the way they have in the supermarket," Ford said.

Ford said the average car price was just 10.1 percent of average disposable income in 1979 and shouldn't climb to much more than 10.2 or 10.3 percent in 1980 compared with 10.5 percent in 1975 and 10.6 percent in 1977.

Ford Credit's optimism about the '81 model year is based on the assumption that car prices will not rise faster than inflation and that there will be good availability of funds for car loans.

"The banks are back in and are going to be more aggressive," he said.

The one questionable area, he said, is interest rates. "If our assumptions are wrong and rates go up instead of down, then that changes things," Ford said.

Ford Credit's retail penetration was up about 25 percent earlier in the year, but is down to a more normal 20 to 25-percent now. Ford said Ford Credit's wholesale penetration stayed right around the normal 64 percent.

Ford said he too expects the dealers to be in better shape for floorplanning because of stock adjustments.

"If there is no extreme volatility in the market the dealers should be OK," he said.

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Fleet operators downsizing, buying more small cars in '81

By Francis J. Gawronski

The nation's fleet operators will downsize their fleets during the 1981 model year by purchasing a larger percentage of smaller cars.

In assisting fleet owners in planning for their needs and determining the best ways to meet them, leasing companies are advising—by publishing 1981 vehicle recommendations in booklet form—that up to 30 percent of vehicle replacements be selected from cars one size smaller than those selected in 1980.

The reason given for the downsizing is that the fuel efficiency gained in such a move pays for itself.

According to the National Assn. of Fleet Administrators' (NAFA) annual new-car acquisition survey, six out of 10 new cars to be ordered by NAFA members will be compacts and subcompacts.

The actual breakdown of new-car orders for the 1981 model year will be subcompacts, 10 percent; compacts, 50 percent; mid-size cars, 35 percent, and large cars, 5 percent.

A total of 100 commercial fleets operating 79,433 cars participated in NAFA's annual new-car study. These fleets indicated they plan to acquire 31,000 new cars during the 1981 model year.

Survey highlights

Highlights of the survey, according to NAFA, include:

1. Along with smaller cars, fleet managers are specifying smaller engines. Nearly every fleet reported that it was making major changes in its engine specifications—four-cylinder engines in compacts and subcompacts; six-cylinder engines in mid-size and large cars. Three fleets said they were switching to diesels for their large cars.

2. Thirteen fleets are planning to order at least some of their new vehicles with standard transmissions. In previous surveys, practically every new fleet car was ordered with automatic transmission.

3. The four-door sedan remains the most popular body style—it will account for 57 percent of the new-car orders. When combined with the five-door hatchback, the two models will account for three out of four new-car orders, according to the NAFA survey.

Two-door sedans and three-door hatchbacks will garner 17 percent of the new-car orders; station wagons will account for their normal 5 percent of the new-car orders, and sport models for one percent.

4. Seventeen fleets said they plan to order some "specialty" cars and 11 fleets said they will order some imported cars during the 1981 model year.

Canadian segment

The Canadian segment of NAFA's new-car acquisition survey consists of 12 fleets operating 3,120 cars—2,119 leased and 1,001 owned.

For the 1981 model year, there also will be some major shifts in the Canadian fleet mix.

Two percent of the new-car orders will be for subcompacts; 31 percent for compacts; 61 percent for mid-size units, and only 6 percent for large cars.

At the present time, according to NAFA, none of the Canadian fleets have any subcompact units; 10 percent of their cars are compacts 67 percent are mid-size cars, and 23 percent are large cars.

For 1981, Peterson, Howell & Heather (PHH), Baltimore, is recommending to lessees that 30 percent of their replacements be selected from cars one size smaller than those they selected in 1980.

In its newsletter to lessees, PHH said, "The criterion for choosing which cars should be smaller is the monthly mileage rate — those cars traveling the least miles per month should be the smallest."

This gradual conversion to smaller cars, according to PHH, will:

1. Continue to improve the average fuel economy of the fleet.

2. Serve as a hedge against any possible (but unanticipated) decline in the value of six-cylinder, mid-size cars.

3. Begin an orderly transition to cars that will be sized right for the resale market of the mid-eighties.

4. Assure timely availability of product throughout the model year.

PHH's model selection guide for 1981 includes three lists. List A includes recommended mid-size cars, List B contains compacts, and List C carries smaller cars.

According to PHH, if a lessee normally would pick replacement cars from those on List A, he should begin by listing all cars scheduled for replacement during 1981 model year by monthly mileage rate.

Once the lessee has the cars ranked by monthly mileage, he should replace the 30 percent with the lowest monthly mileage with cars from List B, and the remaining 70 percent with cars selected from List A.

1981 new car orders by size and line

U. S. FLEETS
(percentage of new cars being ordered)

Car Size	Line Top	Middle	Bottom	Total
Subcompact	*	7	3	10
Compact	11	32	7	50
Mid-Size	18	16	1	35
Large	2	2	1	5

Source: National Assn. of Fleet Administrators

1981 new car orders by body style

U. S. FLEETS
(percentage of new-car orders)

3-door hatchback	4%
5-door hatchback	19%
Station Wagon	5%
2-door sedan	14%
4-door sedan	57%
Sport model	1%

Source: National Assn. of Fleet Administrators

Comparison of 1981 new-car orders by car size

(Percentage of orders by U. S. commercial fleets)

Car Category	Model Year 1978	1979	1980	1981
Subcompact	*	*	1	10
Compact	4	6	52	50
Mid-Size	81	71	39	35
Large	15	23	7	5

Source: National Assn. of Fleet Administrators

If the fleet is currently made up of cars from List B, all cars traveling less than 1,500 miles per month should be replaced by cars from List C. Of the remaining cars, again ranked by monthly mileage, 30 percent with the lowest monthly mileage rates should be replaced with cars from List C, while the rest should be replaced with List B cars.

Those downsizing PHH selections exclude manager's cars, station wagons and those cars needed to carry bulky, heavy samples in a secure storage space.

PHH's approach to cars for managers is the same as that recommended for all other fleet vehicles. Lessees should target 30 percent for replacement with one size smaller than they would normally buy.

For those fleets with large-car, large-load requirements, PHH suggests that 20 percent of 1981 full-size cars be equipped with diesel engines and that the highest-mileage cars be chosen for dieselization. For the remaining 80 percent, PHH recommends the four-door Chevrolet Impala equipped with a 229-CID, V-6 gasoline engine, or the four-door Ford LTD with the 255-CID gas engine.

For station wagons, PHH suggests the highest 40 percent monthly average rate be replaced with the Chevrolet Impala three-seat wagon with the 350-CID diesel. The remaining wagons should be replaced with the Chevrolet three-seat unit with 305-CID gas engine or the Ford LTD four-seat unit equipped with the 302-CID gas power plant.

Choosing right car

This year, PHH said, choosing the right car has been further compounded by concerns about future fuel costs and product availability.

"For this reason, we are departing from our traditional practice of recommending a single type of car for basic fleet use," PHH said. "Instead, we are recommending that clients select a mix of cars for their fleet.

"This mix has as its goal delivering the best blend of fuel economy, availability and resale potential," PHH said. "In addition, it will permit you to job-rate your cars so that they match your operating needs."

By adopting this mix approach, PHH said, lessees will also have adopted a strategy for improving fleet fuel economy each year.

"You will have achieved your own CAFE (Corporate Average Fuel Economy) program," PHH said. "Each year between now and 1985, you will be in a position to change your mix by merging into your fleet an increasing number of smaller cars and four-cylinder power plants as production allows.

"By gradually phasing in small cars and four-cylinder engines, you will not have to be concerned about mid-year changes on fleet composition due to sudden availability problems," PHH said. "You have all the tools and mechanisms in

Continued on Page 48, Col. 1

Fleets buying small cars

Continued from Page E-46

place to improve your company's CAFE."

Hertz Corp., New York, also indicated it will emphasize smaller four and six-cylinder vehicles and will offer fuel-efficient manual transmissions for the first time since the late 1950s.

A Hertz spokesman said the company will "sharply increase the purchase of 1981 compacts and subcompacts, drastically reduce the number of standard cars and reduce somewhat the number of intermediates."

Hertz' 1979 fleet of approximately 250,000 vehicles consisted of 40 percent intermediates, 24 percent standards, 3 percent large, 18 percent compact, 7 percent subcompact and 8 percent imports.

Front-wheel-drive

In its 1981 Make and Model Recommendations booklet, United States Fleet Leasing, Inc. (USFL), San Mateo, Calif., urged that, wherever possible, lessees change "low and medium miles-per-month vehicles to front - wheel - drive, high - EPA models."

"High consideration should be given to vehicles such as Omni, Horizon,' Escort, Lynx and the rear-wheel-drive Chevette," USFL said. "You will save three ways—fuel economy will lower operating expenses, high resale value is almost guaranteed and original investment will probably be lower, thus causing lower interest expenses embedded in your lease or ownership cost."

For medium and higher-mileage - per - month vehicles, USFL said it believes Chysler Corp.'s "K-cars deserve equivalent consideration as General Motors' X-bodies. Because of availability and price, Ford's Fairmont deserves close second consideration."

For intermediate and standard-size vehicles, where needed and especially where monthly mileage is extremely high, USFL said GM's 350 V-8 diesel is a definite option.

In making its fleet suggestions in its Fleet Manager's Newsletter, Avis Car Leasing, Garden City, N.Y., lists four basic groupings of business personnel and typical fleet vehicles for 1981.

1. Sales and service representatives: Cars—Citation, Skylark, Omega, Phoenix, Fairmont, Zephyr, Concord, Toyota Corolla. Optional equipment—four or six-cylinder engines, automatic transmission, power steering, power brakes, radio, air conditioning (where deemed necessary), tinted glass (on air cars only), body side moldings, vinyl interior, wheel covers.

2. Managerial personnel: Cars—Malibu Classic, Century Regal, Cutlass Supreme, Grand LeMans, Cougar, Thunderbird, LeBaron, Diplomat, Monte Carlo, Grand Prix, Riviera. Optional Equipment—six-cylinder engine, automatic transmission, power steering, power brakes, radio, air conditioning, tinted glass, upholstered interior, whitewall tires, wheel covers.

3. Executive cars—group one: Cars—Caprice Classic, LeSabre Limited, Delta 88 Royale, Bonneville Brougham, LTD Crown Victoria, Marquis Brougham, St. Regis, Newport. Optional equipment—six-cylinder engine (where available), automatic transmission, power steering, power brakes, AM/FM stereo radio, air conditioning, tinted glass, whitewall tires, body side moldings (where applicable), cruise control, remote control left side mirror, vinyl roof, upholstered interior.

Group two—Cadiliac Seville, Eldorado and deVille, Buick Park Avenue, Olds 98, Olds Regency and Toronado, Mark VI, Lincoln, Chrysler, Imperial, New Yorker, Toyota Supra. Optional equipment — six - cylinder and diesel engines (where available). (Note—standard equipment on these luxury cars includes most requested items.)

4. General purpose/economy-type cars for unclassified personnel: Cars—General Motors' J-car (April, 1981 introduction), Chevette, Fiesta, Escort, Lynx, Omni, Horizon, Chrysler's K-cars, Toyota Tercel. Optional equipment — four-cylinder engines, four-speed transmissions, radio, body side moldings, vinyl interior.

According to Avis, the 1981 model year will be characterized by continuing accelerated change.

"While EPA mileage requirements will be higher (than 1980's), fuel availability is questionable and fuel costs will most certainly reach new highs of $2 and $2.50 per gallon," Avis told its clients.

"As inflation exacts its toll in the automotive environment, vehicle prices will spiral in bursts rather than uniform low-level increments as in the past," Avis said.

"All of these reasons make it vitally important for the business fleet administrator to select those vehicle models and optional equipment items that make the best combinations of economy, utility and resale value," Avis cautioned in a statement that could serve as a guideline for the leasing industry.

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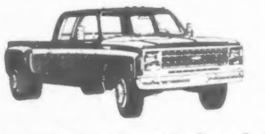

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Dip follows early-month gain

Mid-October auto sales down 24 pct. from '79

By Jenny L. King
Staff Writer

The upswing was short. Early October domestic-car sales were up a promising 13.94 percent, then mid-month sales plunged 24.14 percent, and the 19-month domestic automotive recession continued.

Sales for the Oct. 11-20 period totaled 204,466, down 24.14 percent from 269,547 a year ago and off 9.21 percent from the 225,202 new cars sold Oct. 1-10, 1980.

There were eight selling days this year compared with nine the previous year. The latest selling rate of 25,558 was down 14.66 percent from 29,950 in 1979.

Mid-October sales last year were buoyed by new-model introductions which occurred during the period. This year the new cars were brought out the end of September and the first week in October.

All the domestic auto makers were down substantially on a year-to-year basis, in spite of their new models. General Motors sales dropped 15.13 percent to 135,700 from 159,898.

Ford Motor Co. reported a 45.37-percent sales plunge, although the Ford insisted showroom traffic was up significantly and that its new Escort and Lynx were in short supply. Ford sales numbered 40,249, compared with 73,679 for the period in 1979.

Chrysler Corp. sales dropped 17.82 percent, to 20,091 from 24,449 last year. The company said it has already received 85,000 orders for K-cars which bowed Oct. 2. Volkswagen of America reported sales of 2,926 new Rabbits, down 46.02 percent from 5,421 a year ago. Estimated sales of American Motors passenger cars was 5,500, down 9.84 percent from 6,100.

- GM increased its share of the market seven percentage points, to 66.37 percent from 59.32 percent last year. Ford sales accounted for 19.68 percent, down from 27.34 percent. Chrysler earned 9.83 percent of the market, up slightly from 9.07 percent. VWoA cornered 1.43 percent, down from 2.01 percent and AMC had an estimated 2.69 percent, up from 2.26 percent.

All U. S. makes, save the new Imperial, suffered sales declines during the period, ranging from 0.31 percent at Chrysler to 62.55 percent for Lincoln.

Dodge sales dropped 12.67 percent from last year, while Plymouth was off 32.58 percent. Ford sales skidded 44.47 percent and Mercury was down 43.30 percent.

Buick came closest of the GM divisions to breaking even. Its sales were down 8.06 percent on a year-to-year basis. Chevrolet sales were down 13.17 percent, Oldsmobile was down 13.45 percent, Pontiac was down 14.65 percent and Cadillac slipped 44.83 percent.

Top-selling nameplates for Oct. 11-20 were: Chevrolet Chevette, 12,817; Chevrolet Citation, 11,198; Chevrolet Malibu, 9,043; Oldsmobile Cutlass Supreme, 8,769, and Ford Fairmont, 8,034. One year ago the top five were: Standard Chevrolet, Fairmont, Cutlass Supreme, Malibu and Ford Thunderbird.

Year-to-date sales totaled 5,343,403, down 22.64 percent from 6,907,365 last year.

DOMESTIC SALES

	Oct. 11-20, 1980	Oct. 11-20, 1979
AMERICAN MOTORS	5,500†	6,100†
Chrysler	4,526	4,540
Imperial	218	——
Plymouth	6,908	10,246
Dodge	8,439	9,663
CHRYSLER CORP.	20,091	24,449
Ford	28,892	52,025
Mercury	9,566	16,871
Lincoln	1,791	4,783
FORD MOTOR	40,249	73,679
Buick	23,593	25,661
Cadillac	6,968	12,629
Chevrolet	56,744	65,353
Oldsmobile	27,618	31,911
Pontiac	20,777	24,344
GENERAL MOTORS	135,700	159,898
VOLKSWAGEN	2,926	5,421
INDUSTRY TOTAL	204,466	269,547

†—Estimate.

DeLorean Motor spins off research, engineering unit

NEW YORK.—DeLorean Motor Co. has divested its research and engineering division into an independent. Four employes of the Troy (Mich.) company acquired it from DMC. It will be called Autosafety Engineering Corp.

Mal Harvey, one of the four employes who purchased the operation, said the move was made to facilitate doing engineering and design studies for the federal government and other auto companies.

"We want to keep working on lightweight cars," he said. "We think, for example, that we can get the weight of a car the size of a full-size Chevy down to about 2,200 pounds using ERM."

ERM is elastic reservoir molding, a process to which Composite Technology Corp., a DMC subsidiary, owns most North American transportation rights.

Harvey said the company plans to increase its staff to about 30, including "20 professionals and about 10 support people."

The company currently shares quarters in Troy with CTC but will soon be moving to a new facility, Harvey said.

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U. S. makers schedule 577,138 cars

November target lowest in decade

U. S. auto makers have posted an assembly target of 577,138 cars for November, down 8 percent from the 627,346 built during November last year and the lowest tally for that month in a decade.

The November production total has not dropped to such a low level since 1970 when the makers built 372,561 during the month, when output was cut by a strike against General Motors.

Of this month's target, GM's planned output of 330,000 units is a drop of 19.02 percent from the 407,510 the company built during November, 1979. American Motors recorded the largest drop for the month, scheduling 12,452 units, down 26.89 percent from 17,032 built during November, 1979, Checker's forecast of 306 units is down 10.79 percent from 343 built during November, 1979.

Chrysler, Ford and Volkswagen all expect gains. Chrysler plans to build 82,000 cars during November, up 20.04 percent from 68,309 last year; Ford has scheduled 136,000, up 13.73 percent from 119,586, and VW has projected 16,380, up 12.45 percent from 14,566.

U. S. production remained steady last week. The makers scheduled weekly output of 155,279 autos, up 1.06 percent from the 153,638 cars built during the previous week, but down 5.8 percent from the 164,844 built during the comparable 1979 week.

Ford's Lorain (O.) plant returned to work last week following a one-week shutdown for inventory adjustment; however, the company closed its San Jose plant last week for the same reason. It will reopen today (Nov. 3).

General Motors scheduled Saturday overtime last week at its Oklahoma and Tarrytown plants, which build Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark models, and Detroit Cadillac.

Chrysler has closed its Lynch Rd. plant for one week, beginning today (Nov. 3), to balance car stocks. The closing idles 1,900 workers. Meanwhile, the company has instituted nine-hour overtime shifts at its Newark and Jefferson plants (K-cars) beginning today (Nov. 3).

Year-to-date, the makers have built 5,385,510 cars, down 27.16 percent from the 7,394,059 assembled during the equivalent period last year.

Truck forecast for November is lowest since '70

The November truck forecast is the lowest for that month since 1970, a strike-ridden year, as the sales slump continues despite optimistic projections by some makers.

This month, the industry will assembly about 160,520 units, off 12.88 percent from the 184,255 completed in November, 1979. In November, 1970, the makers assembled 92,449 trucks, kept low because of a contract strike at General Motors.

In addition, the October estimate of 177,750 is also the lowest for that month since 1970. It is a drop of 21.99 percent from the 227,853 completed in October, 1979.

In November, GM will build about 72,000 trucks, off 18.09 percent from 87,905; Ford Motor Co., 57,000, off 4.27 percent from 59,542, and Chrysler, 16,000, down 10.14 percent from 17,805.

At the other companies, decreases in production are also prominent. American Motors Jeep will assemble 6,570 units, off 33.90 percent from 9,939; miscellaneous, 1,980, down 44.27 percent from 3,553; Mack, 1,640, down 39.90 percent from 2,729, and AM General, 310, a fall of 86.05 percent from 2,223.

International Harvester plans to build about 2,680 units this month but a comparison cannot be made because of a strike last year.

Volkswagen of America will assemble 2,340 trucks in November, but again a comparison cannot be made because production was not in full swing last year.

Planned output last week was 42,971, up 23.51 percent from the 34,792 completed in the previous week due to GMC overtime. It was off 14.51 percent from the 50,266 assembled in the year-ago week.

GM scheduled Saturday overtime at three plants last week: Fremont, Janesville and St. Louis.

IH closes its Springfield (O.) plant and will also cut some production at its Ford Wayne (Ind.) facility today (Nov. 3) to balance inventories. The slowdown is scheduled to last two weeks.

So far this year, through Nov. 1, the truck makers have completed 1,309,293 units, a drop of 51.36 percent from the 2,691,904 assembled in the comparable 1979 period.

ITC hears final arguments before import quota ruling

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — With a decision by the International Trade Commission on whether to impose import quotas on Japanese-made cars now only a week away, the principals in the dispute last week made final arguments for or against any such action.

For the Japanese makers, that meant a reiteration of their earlier claims that Detroit's current dilemma has considerably more to do with gas prices, recession and a failure to anticipate changing consumer demand than the influx of Japanese made, small, fuel-efficient cars.

For Ford Motor Co. and the UAW, it meant a reiteration of their position that the "why" of the industry's current condition is secondary to the fact that it is hurting and that Japanese imports are substantially responsible.

Meanwhile, the Carter Administration was reported last week to be readying contingency plans for whatever the ITC decides. It is an unusual effort, since the decision-making machinery normally gets rolling only after the ITC decides import relief is necessary.

The Administration has underway nine separate studies on the impacts of a 1.7-million-unit import quota, including an employment study by the Labor Department, a study of consumer prices by the Council of Economic Advisors and a study on the impact on small businesses by the Commerce Department.

DOT and the Council of Economic Advisers are studying the ability of the U.S. makers to compete.

According to Robert D. Hormats, deputy U.S. Trade Representative, the Administration is taking the action so it can be ready immediately regardless of what the ITC recommends, to avoid market uncertainties.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov 1 1980
CHEVROLET	13,560	13,864	11,219	51,859	856,126	378,836
DODGE/PLYMOUTH	3,800	4,827	48	8,760	282,753	109,636
FORD	16,732	18,793	13,489	74,883	922,481	481,375
GMC	5,289	5,615	4,753	19,488	297,670	137,287
INTERNATIONAL	140	2,023	1,769	6,970	116,439	55,064
MACK	425	919	420	1,940	31,740	19,780
JEEP	1,740*	2,975	1,740	8,100*	128,490	65,935*
AMC CORP.	85*	450	85	454*	20,955	6,204*
VOLKSWAGEN	650	....	719	2,766	....	23,301
MISCELLANEOUS	550*	800	550	2,530	35,250	31,875*
Total Trucks, U. S.	42,971	50,266	34,792	177,750	2,691,904	1,309,293

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
CHRYSLER CORP.	1,600	....	1,741	7,570	48,384	44,327
FORD MOTOR	4,976	2,806	4,730	20,884	193,525	157,669
GENERAL MOTORS	6,534	5,934	6,135	25,963	248,538	205,743
AMERICAN MOTORS	....	1,060	....	....	46,626	11,644
INTERNATIONAL	295	480	302	1,314	17,684	14,249
MACK	....	115	39	122	3,251	17,778
Total Trucks, Canada.	13,405	10,395	12,947	55,853	558,008	451,410
N. American Trucks	56,376	60,661	47,739	233,603	,249,912	1,760,703

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
AMERICAN MOTORS	3,480	4,125	3,480	16,040	152,533	145,808
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	22,225	20,330	22,129	89,865	797,223	537,546
Plymouth Total	10,500	8,180	10,163	42,078	322,074	247,398
Horizon	3,450	3,745	3,299	13,311	146,007	136,583
Volare	....	3,794	....	....	164,552	51,740
'80 Gran Fury	100	366	86	462	3,444	13,798
Caravelle	100	275	79	469	8,071	5,370
Reliant	6,850	....	6,699	27,836	....	39,907
Chrysler Total	2,445	3,578	2,478	11,001	164,155	69,006
Chrysler	1,175	953	1,164	5,033	72,663	16,739
LeBaron	1,270	2,625	1,314	5,968	91,492	52,267
Dodge Total	9,280	8,572	9,488	36,786	310,994	221,142
Omni	2,700	3,145	2,773	11,828	128,328	114,193
St. Regis	320	315	350	1,365	23,939	12,144
Diplomat	750	1,374	754	3,421	44,281	26,003
Aspen	....	3,738	....	....	114,446	36,899
Aries	5,500	....	5,611	20,177	....	31,903
FORD MOTOR	34,995	31,187	31,406	142,953	1,824,142	1,071,152
Ford Division	24,363	21,862	22,736	98,504	1,218,619	768,722
Pinto	....	3,431	....	....	159,911	68,179
Mustang II/Mustang	4,385	7,381	5,927	20,298	331,611	202,919
Fairmont	3,050	....	3,028	9,251	182,875	179,925
Granada	4,615	3,455	4,774	21,367	129,861	89,534
LTD II	....	....	....	....	22,746	....
Thunderbird	3,288	6,155	....	9,715	239,561	100,388
Ford	2,100	1,440	2,436	10,668	152,054	78,125
Escort	6,925	....	6,571	27,205	....	49,652
L-M Division	10,632	9,325	8,670	44,449	605,523	302,430
Mercury Total	8,712	5,691	6,996	36,225	469,680	261,326
Bobcat	....	601	....	....	41,558	12,445
Capri	1,071	1,844	1,218	5,205	99,334	58,221
Zephyr	790	....	836	3,062	53,823	58,396
Monarch	....	1,033	....	....	55,854	16,409
Cougar/XR7	3,154	2,213	1,686	12,068	128,506	54,098
Mercury	1,293	....	1,309	6,005	90,605	44,997
Lynx	2,404	....	1,948	9,885	....	16,760
Lincoln Total	1,920	3,634	1,674	8,224	135,843	41,104
Lincoln	873	1,311	761	3,318	66,285	16,829
Versailles	....	312	....	....	10,959	1,861
Mark VI	1,047	2,011	913	4,906	58,599	22,414
GENERAL MOTORS	89,944	103,873	91,224	398,720	4,469,550	3,462,672
Buick Division	16,973	18,863	16,882	71,937	664,720	657,825
Skyhawk	....	1,086	....	....	22,044	....
Skylark/'79-'80	3,893	3,451	4,308	17,811	94,613	184,228
Century	3,480	2,512	3,199	16,253	53,418	142,624
Regal	4,565	5,080	4,819	18,629	225,380	171,039
Buick	4,095	5,072	3,613	14,926	220,378	123,665
Riviera	940	1,662	943	4,318	48,887	36,269
Cadillac Division	4,590	7,393	4,130	20,571	298,317	166,027
Seville	611	1,504	602	3,068	39,644	28,368
Cadillac	2,724	4,657	2,263	11,753	200,675	92,997
Eldorado	1,255	1,232	1,265	5,750	57,998	44,662
Chevrolet Division	38,715	40,682	40,165	173,340	1,980,543	1,499,789
Chevette	9,000	4,021	9,108	41,713	361,728	395,200
Monza	2,780	2,980	2,889	12,882	137,804	140,573
Camaro	2,135	5,021	2,181	9,836	231,483	102,633
Nova/Citation	10,615	7,781	11,665	47,024	256,441	396,120
Malibu	6,475	7,678	6,483	28,243	346,458	227,627
Monte Carlo	4,460	4,293	4,463	18,227	203,248	99,947
Chevrolet	2,400	7,939	2,416	11,079	401,861	100,214
Corvette	850	969	960	4,336	41,520	37,475
Oldsmobile Division	16,772	21,662	16,895	74,258	887,153	642,462
Starfire	....	736	....	....	18,702	....
Omega/'79-'80	2,137	1,643	2,056	9,368	44,273	96,582
Cutlass	8,370	9,426	8,512	37,006	459,885	321,157
Oldsmobile	5,410	8,457	5,459	23,988	318,417	193,403
Toronado	855	1,400	868	3,896	45,876	31,320
Pontiac Division	12,894	15,273	13,152	58,614	638,817	496,569
Acadian†	280	133	224	1,157	15,299	17,325
Sunbird	3,620	2,445	3,585	16,895	90,316	128,413
Phoenix/'79-'80	3,034	2,131	3,295	13,860	70,649	121,094
Firebird	1,945	3,843	2,012	6,017	172,638	68,503
LeMans	1,895	1,558	1,926	8,754	79,077	52,818
Grand Prix	1,880	2,376	1,858	9,439	81,718	61,529
Pontiac	240	2,787	252	2,492	129,120	46,887
VOLKSWAGEN	4,550	5,212	5,313	20,841	146,413	165,647
CHECKER	85*	117	86	401	4,198	2,685
Total Cars, U. S.	155,279	164,844	153,638	668,820	7,394,059	5,385,510

CANADIAN CAR PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
CHRYSLER CORP.	1,492	4,345	2,385	9,624	107,069	63,961
FORD MOTOR	6,328	4,520	6,436	24,880	245,617	217,284
GENERAL MOTORS	12,800	12,663	11,918	52,975	479,892	417,575
VOLVO	225	225	215	961	7,260	8,390
Total Cars, Canada	20,845	21,753	20,954	89,440	840,038	707,210
N. American Cars	176,124	186,597	174,592	758,260	8,234,097	6,092,720
N. American Trucks	56,376	60,661	47,739	233,603	3,249,912	1,760,703
North American Cars and Trucks	232,500	247,258	223,331	991,863	11,484,009	7,853,423

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Canada posts October hikes in car, truck output

Canadian car and truck output both increased in October when compared with a year ago, partially due to increases in the General Motors line speeds.

Estimated October car output was 89,440, up 13.99 percent from the 78,465 built in October, 1979. Estimated October truck production was 55,853, up 7.46 percent from 51,976.

GM increased its line speeds at the Scarborough van plant beginning Oct. 6 and the Oshawa car assembly plant, beginning Oct. 10.

Planned car output last week was 20,845, down 0.52 percent from the 20,954 completed the previous week and down 4.17 percent from the 21,753 built in the year-ago week.

Scheduled truck production last week was 13,405, up 3.54 percent from the 12,947 assembled the previous week; and up 28.96 percent from the 10,395 built in the year-ago week.

Year-to-date, the auto makers have built 707,210 cars, down 15.81 percent from the 840,038 completed through Nov. 3, 1979. During the same period, the truck makers assembled 451,410, down 19.10 percent from the 558,008 completed in the equivalent 1979 period.

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Automotive News

Detroit, November 10, 1980

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Chrysler taps Naughton for sales; Laux to vice chairman

Chrysler Corp. last week named John B. Naughton Sr. executive vice-president — sales and marketing, to succeed Gar Laux, and realigned a number of top-level corporate activities.

Chrysler directors also established a Marketing Institute. a Dealer Review Board, elected two new vice-presidents and reassigned a third to head two merged divisions.

Naughton, 58, is a veteran executive of both Chrysler and Ford Motor Co. He retired from Ford in 1977 and thus, while he might be considered part of the "Ford movement" of executives that have moved to Chrysler, the move is not a direct one.

Laux was elected to the new position of vice chairman of Chrysler.

Along with naming Laux vice chairman, Chrysler directors established the Office of Vice Chairman to direct activities under the reshuffled setup.

That reorganization, said Chrysler Chairman Lee Iacocca, will "focus increased top management attention on the vital areas of management development, corporate communications, product quality and productivity, forward strategic planning and dealer - corporate relations."

Reporting to Laux will be G. F. Butts, vice president—quality and productivity; W. W. Larsen, group vice president—public affairs; G. E. White, vice president, personnel and administration, and T. G. Denomme, director — corporate strategic planning.

In addition, Laux will chair the Chrysler Dealer Review Board, which is being formed to strengthen dealer - company relations.

Iacocca also announced establishment of a Chrysler Marketing Institute under direction of Laux. The Marketing Institute will provide training and development for Chrysler sales people and dealership personnel.

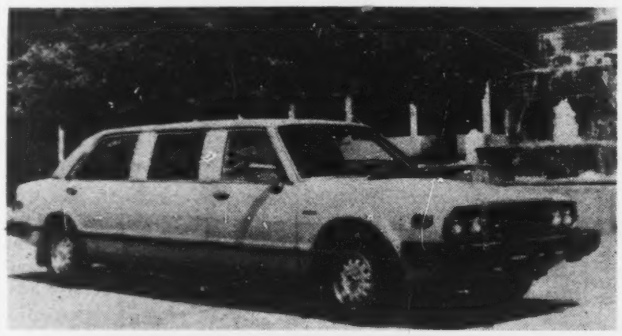
Commenting on the appoint-

Continued on Page 2, Col. 5

John B. Naughton Sr.

Gar Laux

Grander Honda



It's a limousine

Jim Ellena, of Jim Ellena Honda, St. Charles, Mo., has created the Honda Limo. Ellena stretched the 28-MPG four-door Accord by some 42 inches and added expected amenities like mouton carpeting, glass and velour driver compartment dividers, electric sunroof, rear facing jump seats, electronic bar. Price is set at $29,500 each for the 25 he will produce.

U. S. dealer total declines by 1,643 in '80 model year

By John K. Teahen Jr.
Managing Editor

The 1980 model year will be long remembered—but not fondly—by the domestic auto dealers who survived it.

It was a period of low sales, high expenses and an alarming decline in the number of dealerships handling U. S. makes of passenger cars.

The latest AUTOMOTIVE NEWS census found 21,945 establishments in operation on Oct. 1, the beginning of the '81 model year. This was a drop of 1,643 from the 23,588 counted a year earlier when the '80 season began.

It was the largest loss in the 18 years AUTOMOTIVE NEWS has been compiling census figures on a model-year basis.

By comparison, the domestic industry lost 468 dealerships in the '79 model year and only 89 in '78.

Each of the Big Three had heavy losses for the '80 model year. Chrysler Corp. was down 674 outlets; Ford Motor Co. lost 544, and General Motors had a decline of 340. American Motors, by contrast, was off only 25.

That's a total of 1,583. A change in the number of intercorporate duals raised the industry's aggregate loss of 1,643.

Intercorporate duals are dealerships that handle the products of two or more of the four U. S. manufacturers. Virtually all of them are outlets that carry AMC and a Big Three line, although the number of Chrysler Corp. links with Ford Motor deals is increasing.

All figures in this article and the accompanying tables reflect the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

From a census standpoint, the

Continued on Page 42, Col. 1

U. S. CAR OUTLETS

	Oct. 1, 1980	Oct. 1, 1979
American Motors	1,652	1,677
Chrysler Corp.	3,871	4,545
Ford Motor Co.	6,002	6,546
General Motors	11,135	11,475
Totals	22,660	24,243
Minus Intercorporate Duals	715	655
NET OUTLETS	21,945	23,588

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Looking ahead in wake of Republican landslide

Industry appears a winner, along with Reagan

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Detroit was going to be "saved" no matter who won the presidential election.

That is the case simply because it is necessary -- not only because of the national defense capabilities the auto industry alone can provide but also because of the industry's size and importance to the economy.

But the short assessment is that the Detroit companies will be more "saved" and better served by the Reagan victory.

Making it even more positive is the fact that it was a landslide, bringing with it a much more conservative Congress inherently closer to the needs of business. As history has shown, even the most popular of presidents (Kennedy) or the most skillful (Johnson) or the inept (Carter) can be thwarted by an increasingly free - wheeling Congress.

Now, from industry's viewpoint, there is almost the best of worlds—a sympathetic ear in the White House and lots of them on the Hill.

"Almost," we say, because although the Senate is clearly controlled by the Republicans, the House remains in slim Democratic control—a guarantee of some conflict in Congress for the next two years.

What makes Detroit "more saved" by Reagan than by Carter lies in deregulation or "unfed-ering" the auto industry. Whoever succeeds NHTSA head Joan Claybrook or EPA head Douglas Costle is bound to be less dedicated to regulation—although both recently have made concessions and shown restraint as the Carter Administration started its turn from consumerism and environmental protection to "revitalization" and at least some modest deregulation.

OSHA will be curbed and even the independent Federal Trade Commission, headed by consumer activist Michael Pertschuk, may be in for a showdown with a Republican boss.

- But it is the new Congress itself that will do a major part of the deregulation.

The Clean Air Act is up for renewal next year and while it would have been a rough battle in any case, the chances of easing environmental demands now are much greater. Senator Gary Hart, Colorado Democrat, was heir apparent to the departed Mr. Clean when Senator Edmund Muskie left to become secretary of state, but Hart is now a minority member and the full committee is expected to be headed by Vermont Senator Robert Stafford.

This does not bring utter joy to the auto companies, but the overall cast of the Senate may prevent any strong environmental thrust and is likely to guarantee moderation and some easing of restrictions.

The same is true on the House side where the House Commerce Committee will have a

Continued on Page 44, Col. 1

breaking news

Honda plans V-4 commuter car

TOKYO.—Honda Motor Co. is rumored to be developing a high-mileage commuter car that may be powered by a unique V-4 engine with a single cylinder head. The non-CVCC engine, which is said to feature a 15-degree V, may be mounted longitudinally in the planned front-drive minicompact. Believed to be a two-door hatchback design—somewhat like a scaled-down Civic in appearance—the new Honda commuter could debut as early as 1984, according to sources here.

Horizon replacement from Peugeot?

PARIS. — Insiders here say Peugeot is developing a new small car which will be built in American Chrysler plants, replacing the Horizon and Omni in 1983. It is believed to share the mechanical elements partly from the Peugeot 104 and partly from the 305. Both diesel and gasoline versions will be

See BREAKING NEWS, Page 47, Col. 1

NEWSPAPER

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Domestic-car outlet total falls to 21,945

1,643 dealers lost in model year

Continued from Page 1

'80 model year was a loser all the way.

It started with a dip of 209 outlets in the October-December period of last year, which is an unusually large drop for the beginning of a new-model season.

Things got steadily worse. Another 258 outlets faded away in the January-March quarter and then came the astounding decline of 672 stores in the April-June span.

The final quarter of the model year (July-September) showed some moderation with a loss of 504 establishments. It was a bright spot, but a very dim bright spot.

For hard-hit Chrysler Corp., the July-September period was definitely encouraging. The corporation lost 135 dealers, compared with 261 for April-July. Chrysler's dip was lighter than Ford's 181.

As noted, the domestic dealership total has fallen to 21,945. This is the lowest total since the infant days of the auto industry when the manufacturers were beginning to build their dealer organizations.

FRANCHISE TOTALS

	Oct. 1, 1980	Oct. 1, 1979
AMERICAN MOTORS	1,652	1,677
CHRYSLER CORP.		
Chrysler	2,689	3,171
Dodge	2,352	2,697
Imperial	355	0
Plymouth	2,482	2,867
FORD MOTOR CO.		
Ford	5,099	5,504
Lincoln	1,479	1,623
Mercury	2,723	2,952
GENERAL MOTORS		
Buick	2,985	3,045
Cadillac	1,600	1,635
Chevrolet	5,710	5,910
Oldsmobile	3,255	3,320
Pontiac	3,135	3,225

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Franchise totals plunged during the 1980 model year—losses of 200 or more for individual makes were not uncommon. The Chrysler car line suffered most with a dip of 482 franchises. Ford Division was down 405, and there were declines of 385 for Plymouth, 345 for Dodge, 229 for Mercury and 200 for Chevrolet. Lincoln lost 144.

The other GM makes also were down—90 for Pontiac, 65 for Oldsmobile, 60 for Buick and 35 for Cadillac.

There's an addition to the franchise family for the 1981 model year. Imperial, Chrysler Corp.'s new luxury car, is a separate franchise. As the current season opened, 355 Chrysler-Plymouth dealers were handling Imperial.

• By corporations, AMC fared best during the '80 model year. It had 1,652 dealers on Oct. 1, down 25 from 1,677 a year earlier. Dualing with Big Three lines helped keep the AMC total stable. It has 685 such duals, up from 642 a year ago.

AMC also is heavily dualed with its financial angel, Renault. The French car is handled by 1,015 AMC outlets. Some AMC stores, of course, have both Renault and a Big Three line.

Although it was the best of the domestics, AMC's performance was not as good as during the '79 model year when it showed a gain of 39 dealers.

Chrysler Corp. had 3,871 car dealers at the beginning of October, down 674 from the 4,545 in business at the start of '80 campaign. The loss compared with a dip of 247 in the '79 model year.

Franchise totals on Oct. 1 were: Chrysler, 2,689; Plymouth, 2,482; Dodge car, 2,352, and Imperial, 355.

In addition to its 3,871 car dealerships, Chrysler Corp. also has 11 that handle only Dodge trucks. They are not included in the corporation's car dealership total or the Dodge car franchise total.

Ford Motor Co. counted 6,002 car dealerships on Oct. 1, a drop of 544 from 6,546 a year earlier. Ford showed a decline of 95 outlets for the '79 model year.

The Oct. 1 franchise totals were: Ford, 5,099; Mercury, 2,723, and Lincoln, 1,479.

There are 90 dealerships that handle only Ford heavy-duty trucks. They are not included in the car dealer total for the company or the car franchise total for Ford Division.

• At GM, the latest car dealer figure is 11,135, compared with 11,475 at the opening of the '80 model year. The total is down 340. For the '79 model year, GM had a loss of 100 outlets.

Franchise totals on Oct. 1 were: Chevrolet, 5,710; Oldsmobile, 3,255; Pontiac, 3,135; Buick, 2,985, and Cadillac, 1,600. Chevrolet has the most franchises of any domestic make of car.

Looking only at the 1980 calendar year, the domestic car dealership total is down 1,434 for the nine-month period. Today's 21,945 compares with 23,379 on Jan. 1.

Since the first of the year, there have been declines of 548 for Chrysler Corp., 512 for Ford Motor, 290 for GM and 49 for AMC. A change in the number of intercorporate duals hiked the industry's loss of 1,434. The drop was 463 for the first nine months of 1979.

Keep eye out for dumping, Vanik tells Commerce Dept.

WASHINGTON.—Retiring House Trade Subcommittee Chairman Charles Vanik, Ohio Democrat, is telling the Commerce Department to keep an eye out for Japanese auto makers dumping cars here.

In a letter to Commerce Secretary Philip Klutznick, Vanik says he has no information at present to suggest there is any dumping going on but warns that "a situation is developing which may result in some dumping."

Vanik's reference is to the appreciating value of the Japanese yen. He says in his letter the Japanese have made tremendous windfall profits exporting cars to the U. S. because of the fluctuating exchange rate for the yen over the past year and that this has acted as an incentive for them to not build here. Now that the yen has appreciated they stand to lose profits or market share because of the exchange rate, he said.

Vanik urged the department to begin to collect data in order to begin monitoring the auto situation.

The Japanese "have enjoyed the profitable side of the exchange rate cycle," he said. "The department should make certain they do not attempt to maintain market share through dumping during the downside of the cycle."

The U. S. has conducted only one dumping investigation regarding automobiles. This occurred in 1975. It found the Japanese innocent but ruled Ford, Saab and Volvo guilty of dumping.

Vanik's caution to the Commerce Department came as the International Trade Commission is expected to announce today (Nov. 10) its decision on the case brought by Ford and the United Auto Workers regarding the alleged injury to the U. S. auto industry by Japanese imports.

Proposed import exemption draws fire from all sides

Continued from Page 2

does not meet the standards set by law — period," McElwaine said.

While the proposed regulation would appear to primarily affect imported auto dealers and those who import cars for resale, domestic makers also object to the regulation. One of their complaints is that it would considerably hurt their dealers, particularly those near the Canadian border.

General Motors, for one, believes the proposed rule might well result in many Americans buying Canadian versions of U. S. models which would be cheaper, run on leaded regular gas and in some instances provide better fuel economy.

Canadian emission regulations are less stringent than U. S. laws. This year's Canadian GM cars, for example, are not fitted with a computerized emission control system which adds $400 to $450 to the price of U. S. models.

The company also markets certain high-mileage cars in Canada in response to a Canadian government request to auto makers to boost fuel economy.

• VWoA said it is concerned that southwestern U. S. residents for similar reasons might bring back its popular Beetle, which it sells in Mexico.

Those who import cars for resale, modifying them and running them through emissions tests, were obviously against the plan, saying it would put them out of business.

Albert Mardikian, Trend Imports, Los Angeles, which modifies Ferraris, Lamborghinis and the like, told the agency he hasn't converted a single Ferrari Boxer since EPA first proposed the change in its import regulations. He said he usually does three or four per month.

Mardikian said EPA should license conversion shops if it doesn't have the manpower to make sure that all noncomplying vehicles entering the country are properly converted.

Production booster

The Mazda Familia, a new four-door notchback GLC available in Japan, helped Toyo Kogyo set production records this year. The company's domestic sales have been up in an otherwise poor car sales year in Japan.

Sports Illustrated, AIADA honor 31 import dealers

WASHINGTON. — Thirty-one imported-car dealers were honored here with the inaugural AIADA-Sports Illustrated magazine Dealers of Distinction Awards.

The awards, to be given annually, were presented by James B. Hayes, advertising sales manager of Sports Illustrated, and Edward C. Connelly, chairman of the American International Automobile Dealers Assn.

Judging for the awards was based on an individual dealer's excellence in business, on his service to the industry and on his contribution to community and country.

Final selections were made by a panel that included past and present officers of AIADA, manufacturers' representatives, consumer groups and others.

In remarks to more than 150 guests and to the winners at the awards dinner, Connelly said, "We are extremely proud of these, our first winners, for their service to our industry and for service to their individual communities and to the country. We look forward to the annual awards and to the increased recognition of our industry as one that serves the American consumer and represents a vital element in our free enterprise economy.

"The awards are a tribute to the small businessman in the U. S. as well as to our industry which is made up of 4,500 dealers and employs 140,000 Americans."

• Franchises represented by the winning dealers included: Datsun, 11; Volkswagen, 9; BMW, 8; Toyota, 8; Mercedes-Benz, 6; Porsche-Audi, 5; Volvo, 4; Fiat, 3; Honda, 3; Peugeot, 3; Ferrari, 2; Jaguar - Rover - Triumph, 2; Mazda, 2; Rolls-Royce, 2; Alfa Romeo, 1; Lancia, 1, and Maserati, 1.

Dealers winning awards were: Elvira Arman-Reed, Compton, Calif.; Arnold Baslow, Ft. Pierce, Fla.; James Bess, Canoga Park, Calif.; David P. Caldwell, Nashville; John E. Cronin, Covington, Ky.; Dam DiFeo Sr., Jersey City, N. J.; William C. Doenges, Bartlesville, Okla., and Harvey W. Ewing Jr., Reno.

J. Howard Glaners, La Crescenta, Calif.; James Giordano, New York City; Dallas Hall, Glendale, Ariz.; Robert W. Himsi, San Jose, Calif.; Fred O. LaFevers Jr., Goldsboro, N. C.; Robert G. McKamey, Chattanooga; Joseph P. Moore Jr., Philadelphia, and Frank L. Morsani, Tampa, Fla.

Thomas Nemet, Jamaica, N. Y.; Dale Olson, Santa Barbara-Goleta, Calif.; Rudy F. Pelle, Asheville, N. C.; David Prosky, New York City; Laurence G. Rader Jr., Augusta, Ga.; Robert J. Sharp, Wilton, Conn.; Phil Smart Sr., Seattle; Robert A. Smith, Hollywood, Calif., and Edward B. Snyder, Virginia Beach, Va.

Dan Unfug (posthumously), Denver; Jack K. Williams, Fort Worth; James W. Wiliams, Salt Lake City; Richard S. Wolfe, South Portland, Me.; Charles F. Yanco, Manchester, N. H., and David M. Zinn, Miami.

Auto reaction is favorable to Reagan election

Continued from Page 3

nomic conditions in the short and long term.

"When he says he wants to put America back to work, he means the auto industry," Eisenberg said. "Reagan is just what the doctor ordered."

Maryann Keller, Paine Webber Mitchell Hutchins vice president was more restrained in her appraisal. "Right now everyone is on a euphoria cloud," Keller said. "Anybody who thinks the auto industry is going to be a special beneficiary of this man in the next three months is out of his mind."

Keller agreed that the Reagan Administration will be generally good for business but said any specific benefits for the auto industry will likely involve longer-term developments and not regulations already on the books.

She said that to benefit the industry as a whole, any tax credit would have to be fully refundable in order to avoid giving GM a disproportionate advantage. "He must be careful not to further distort the competitive situation," she said.

Keller said there will likely be an easing of some small-car-occupant safety standards and that there will be an easing of the regulation pace. She said future regulations will probably be analyzed on a cost effectiveness basis.

"A lot will depend on the people who are appointed to key positions, but in general, I think the Reagan Administration will ask industry to do things in a way that will not destroy the capital base," Keller said. "I think you'll see government asking for things that are possible, realistic and affordable."

Individual import exemption encounters wide opposition

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — EPA has run into a brick wall of opposition from auto makers, dealers and importers on a proposal that would ban the importation of uncertified vehicles but give individuals a one-time-only exemption.

Far from eliminating the hardship on the few who bring cars to the U. S., unaware that they must meet U. S. emission standards, the regulation would "create a privilege" for people rich enough to import a car, Gary Rodrigues, general manager for Ferrari North America, said in arguing to leave the regulation unchanged.

Every year about 1,400 persons attempt to bring in cars that do not meet U. S. emission requirements. Many are unaware that the U. S. Customs Service must hold these vehicles under bond until they are either brought into conformity, or lacking that, shipped out of the country or destroyed.

The first option can be very expensive, running as high as $20,000 for certain models. The other options are also expensive, not to mention disheartening, to buyers.

EPA's proposal is aimed at addressing problems of these individuals at minimum cost. It says the current regulation requires too much time and talent to police.

The manufacturers, dealers and importers of cars for resale told EPA at a hearing here the proposed solution would create a worse situation.

• "This proposal displays to the members of our association, men and women engaged daily in the world of commerce, a naive underestimation of entrepreneurial ingenuity and a lack of understanding of the ardor of performance-car enthusiasts for road machines unencumbered by mandated emission controls," said Robert McElwaine, president of the American International Automobile Dealers Assn.

"This proposed rule, while designed solely for the purpose of administrative convenience, would exert a mischievous influence on the imported automobile industry, would have a deleterious effect on air quality, would deprive the consumer of needed protections and guarantees and would be manifestly unfair in its application," McElaine said.

It would result in an immediate influx of at least 40,000 noncomplying vehicles and the strong likelihood that the number could grow to at least 100,000 within the year, he said.

"I need not tell you what that could mean to some imported auto dealers," he said.

Ferrari's Rodrigues said his dealer body would cease to exist. He said few persons would pay U. S. Ferrari dealers $55,000 for a certified car when they could fly first class to Europe, buy a noncompliance Ferrari there and still save $15,000 to $20,000.

Who is going to service these cars, asked McElwaine. Import dealers will not: their memory is too fresh on Justice Department indictments of dealers for tampering with emission control systems, he said. Furthermore, it is highly unlikely any of these cars would be covered by manufacturers' warranties.

McElwaine said the result of the proposed rule would be a fleet of vehicles polluting the atmosphere considerably more than warranted, vehicles that cannot or will not be serviced by franchised dealers—and with owners unhappy because there are no warranties.

• Volkswagen of America Government Affairs Director Philip Hutchison said manufacturers would meanwhile be faced with unwarranted legal expenses because people would be driving vehicles never intended to be sold here.

"Where is equal protection under the law if a dealer is faced with criminal charges if he so much as changes the spark setting on an automobile, while individuals may, with impunity, import cars with no emission controls at all?" McElwaine asked.

"We recommend that the agency simply forbid the importation of any vehicle that

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Service Index advance is best in nearly a year

By Francis J. Gawronski
Service Editor

With all indicators except repair orders written showing good gains, new-car dealers' service and parts business rebounded in September to register the highest gain in almost a year.

As measured by the AUTOMOTIVE NEWS Service Index, September shop business amounted to 108.1 percent of the volume for the same month a year ago.

September's increase was the highest since October, 1979, when the Service Index hit 109.5 percent of the volume for the like month the year before. September marked the fourth time this year that service and parts business has recorded an increase over the year-ago volume.

For the 18th consecutive month, repair orders written failed to show a gain. This indicator was down 3.9 percent in September.

The leading indicator in September was gross profit on all labor, parts and accessory sales —the most important item from the dealer's viewpoint. This indicator was up 15.4 percent over the year-ago figure for the biggest gain since April, 1979 when it was up 21.1 percent.

Sales of all parts and accessories advanced 13.6 percent in September, while shop parts sales (those used in both customer-paid and warranty work) were up 8.9 percent over the year-ago volume.

Total labor sales — customer-paid and warranty—showed a gain of 2.9 percent in September.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the January - September period, shop business amounted to 97.5 percent of the business done in the same period a year ago, a slight improvement over the 96.2 percent showing for January-August.

The leading indicator for the nine months was gross profit, with an increase of 2.0 percent, while labor sales remained unchanged.

Repair orders written showed the biggest decline for the period, down 10.4 percent, followed by sales of all parts and accessories, down 0.7 percent, and shop parts sales, down 0.5 percent.

SERVICE INDEX
108.1*

	Sept., '80 vs. Sept., '79	9 mos., '80 vs. 9 mos., '79
Gross Profit on All Labor and P&A Sales	+15.4%	+ 2.0%
Repair Orders Written	− 3.9%	−10.4%
Total Labor Sales (Customer & Warranty)	+ 2.9%	0.0%
Shop Parts Sales (Customer & Warranty)	+ 8.9%	− 0.5%
Sales of All P&A	+13.6%	− 0.7%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1980, was 108.1 percent of business in Sept., 1979. Service business in the two months of 1980 was 97.5 percent of business in the corresponding period in 1979.

Sprint Pack inside and out

The Sprint Pack version of the Escort GL from Ford Australia includes Escort-monogrammed cloth seats road wheel trim rings, spoiler, electric clock and side striping. Ford plans to offer the Sprint Pack at no additional cost to the recommended retail price on 750 Escort GLs on which it has been included.

Newly shaped Honda Civic

Honda Civic EX four-door notchback sedan is the same size as the recently introduced Ballade, but its front end is that of the Civic hatchback. Body panels differ slightly from those of the Ballade. The Civic notchback will be sold in markets not served by Ballade.

GM forms division for parts distribution

By Francis J. Gawronski
Service Editor

General Motors has reorganized its service parts operations into four separate sales activities and has consolidated its warehousing and distribution operations into a new division.

According to Reuben R. Jensen, GM executive vice president, the reorganization will provide better service to GM dealers and its independent wholesale parts distributors worldwide.

The four sales activities include GM Parts which will have sales and marketing responsibility for service and replacement parts for franchised dealers in the U. S.—the responsibility formerly assigned to GM Parts Division (GMPD), and AC-Delco which will sell and merchandise replacement parts to independent aftermarket wholesale distributors in the U. S.

Also, Overseas Service Parts with responsibility for sales of North American-sourced service parts throughout the world, with the exception of Canada and Mexico; and Canadian Parts which will continue to sell service and replacement parts in Canada under GM of Canada.

Jensen said all of the sales activities will be supplied with service and replacement parts by the new General Motors Warehousing and Distribution Division (GMWDD).

GMWDD was formed by incorporating the existing U. S. warehousing and distribution operations of AC-Delco Division, GM Parts Division, AC Spark Plug Division and Delco-Remy Division and the warehouse and distribution facilities of GM of Canada.

• Lewis G. Kalush, currently general manager of GM Parts Division, will retire Jan. 1, 1981, and J. Wayne Cagle, currently GMPD general director parts operations, has been named GMWDD general manager, headquartered in Flint, effective the same date. GMPD will be phased out at the same time.

William C. Lee will continue as general director of AC-Delco, while Van R. Peters, currently GMPD general sales manager, has been appointed general director of GM Parts. The general director of the Overseas Service Parts activity will be named later.

AC-Delco, GM Parts and Overseas Parts selling activities and the GMWDD will report to Archie M. Long, executive-in-charge of GM Service Parts Operations. The Canadian sales activity will continue to report to GM of Canada.

Naughton to head Chrysler sales in new shakeup

Continued from Page 1

ment of Naughton, Iacocca said, "I brought him over to Ford several years ago because he is one of the best automotive sales executives in the business. I am bringing him back to Chrysler for precisely the same reasons and am delighted to have him as part of the team."

The new vice presidents are: L. Donald Gschwind, vice president — product planning, and Robert S. (Steve) Miller, vice president and treasurer. Stephan Sharf, vice president, heads the new Power Train Division.

Gschwind reports to Harold K. Sperlich, executive vice president—engineering and product development. Miller reports to Gerald Greenwald, executive vice president—finance.

Sharf's division is newly formed out of the old Engine and Casting Division and the General Manufacturing Division. Sharf formerly was vice president—Engine and Casting Division. John Bruce, former vice president—General Manufacturing Division, has left Chrysler and has been named president of the Automotive Products Division, United Technologies Automotive Group.

Naughton began his 30-year automotive career in 1948 as a zone manager with Ford Motor. He moved through a variety of corporate positions, ran his own wholesale business and managed new-car dealerships.

He joined Chrysler the first time in 1955 and became general sales manager of Dodge in 1959. From 1962 to 1965 he was assistant general manager of Chrysler-Plymouth Division and a vice president of Chrysler Motors Corp.

In 1965, he rejoined Ford as marketing and planning vice president of Ford Motor Co. of Canada, Ltd. He was named assistant general manager of Ford Division in 1967, then general manager of the division and vice president of Ford Motor, and finally group vice president of sales for all of Ford's North American operations in 1973.

He retired from Ford in 1977.

While 4-speed manual shows biggest increase in popularity

Automatics drop in '80 market

By Joseph Bohn
Marketing Editor

Automatic transmissions' popularity declined sharply on '80-model domestic-built cars.

Their decline of exactly 7 percentage points was the sharpest yet, and signaled the growing consumer preference for manual transmissions on new small cars.

Among various manual transmissions, the four-speed was far-and-away the most popular. It jumped 6.7 percentage points in penetration. Three-speed and five-speed manuals played an inconsequential role in demand.

However, judging by Volkswagens' Rabbit, there is a place for the five-speed manual, if Big Three manufacturers can produce a good one. GM's previous five-speeds were hard-shifting and were dropped as options on '80 models.

GM, as well as Ford and Chrysler, are expected to come up with improved versions in the future.

The '81 model year should see a continued growth in manual transmissions as a result of new, small Detroit models like the Escort, Lynx and the forthcoming GM J-cars.

Ford particularly should see a sharp jump in manual transmission demand on its new small cars in view of their smooth shift—equal in ease of operation to the most expensive European manuals.

- Here is a breakdown of transmission popularity on domestically-built '80-model U. S. cars:

Industrywide, automatics ended up on 5,884,326 cars, equal to 82.36 percent of domestic output. That was down from 8,351,220, or 89.36 percent in '79.

General Motors installed automatics in 3,996,446 of its cars, equal to 87.16 percent of production. That was off from 4,798,295, or 93.11 percent in '79.

Ford Motor installed them in 1,077,764 cars, equal to 78.46 percent of production. That was down from 2,385,534, or 86.65 percent in '79.

Chrysler Corp. installed automatic transmissions in 625,864 cars, equal to 87.79 percent of output. That was down from 993,547, or 87.46 percent in '79.

American Motors installed them in 159,693, or 80.71 percent, of cars. That was up in volume from 143,734, but down from the 84.83 percent penetration in '79.

Volkswagen installed automatics in 24,559 domestically-built Rabbits, equal to 11.00 percent of its total. That was down from 30,110, or 22.70 percent in '79.

- Four-speed manuals, which are the fastest growing, ended up in 1,205,115 cars, equal to 16.87 percent of production. That was up from 948,239, or 10.15 percent, in '79.

General Motors installed four-speeds in 575,281 cars, equal to 12.55 percent of production. That was up from 328,989, or 6.37 percent, in '79.

Ford Motor installed four-speeds in 289,572 cars, equal to 21.08 percent of production. That was up from 13.35 percent in '79, but down in volume from 367,444 cars.

Chrysler Corp. installed four-speeds in 134,837 cars, equal to 17.62 percent of production. That was down slightly from 138,302, but up in percentage from 12.17 percent in '79.

American Motors installed the transmission in 38,174 cars, equal to 19.29 percent of production. That was up from 22,943, or 13.54 percent in '79.

Volkswagen installed four-speeds in 75 percent of its Rabbits—a total of 167,451 units. That was up from 68.20 percent, or 90,561 units in '79.

Five-speed manuals climbed to 0.52 percent of industry production, a still insignificant 37,503 cars. That was up from 0.26 percent, or 24,313 units in '79.

Volkswagen accounted for most of the increase, installing the transmission in 31,257 Rabbits, equal to 14.00 percent of production. That was up from 12,150 or 9.10 percent in '79.

- General Motors dropped the five-speed as an option on '80 models. In '79, it had accounted for 0.23 percent, or 12,163 GM cars.

Ford Motor installed five-speeds in 6,246 cars, equal to 0.46 percent of production. It didn't offer a five-speed in '79.

Neither Chrysler Corp. nor American Motors offered a five-speed in '80 or in '79.

The three-speed manual, which is just about dead, accounted for 0.25 percent of domestic production, equal to 18,412 cars.

That was down from 21,734 or 0.23 percent in '79.

All companies are phasing out their three-speeds.

But in '80, GM still installed them in 13,660 cars, equal to 0.29 percent of production. That was off from 14,855, or 0.29 percent in '79.

Ford Motor doesn't offer a three-speed and didn't in '79.

Chrysler installed this transmission in 4,552 of its '80 models, equal to 0.59 percent of production. That was up from 4,116, or 0.37 percent in '79.

American Motors didn't offer a three-speed. In '79, it installed 2,762 in 1.63 percent of its cars.

Volkswagen doesn't offer a three-speed and didn't in '79.

POWERTRAIN OPTIONS ON 1980 U. S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	159,693	80.71	N.A.	—	38,174	19.29	N.A.	—
Eagle	45,962	99.01	N.A.	—	417	0.90	N.A.	—
Concord	74,663	92.80	N.A.	—	5,793	7.20	N.A.	—
Spirit	39,068	55.00	N.A.	—	31,964	45.00	N.A.	—
CHRYSLER CORP	625,864	81.79	4,552	0.59	134,837	17.62	N.A.	—
C-P Division	378,316	83.67	2,415	0.53	71,451	15.80	N.A.	—
Horizon	92,125	56.70	N.A.	—	70,353	43.30	N.A.	—
Volare	106,260	96.80	2,415	2.20	1,098	1.00	N.A.	—
'80 Gran Fury	18,724	100.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	57,479	100.00	N.A.	—	N.A.	—	N.A.	—
Chrysler	29,114	100.00	N.A.	—	N.A.	—	N.A.	—
LeBaron	74,614	100.00	N.A.	—	N.A.	—	N.A.	—
Dodge Total	247,548	79.07	2,137	0.68	63,386	20.25	N.A.	—
Omni	75,709	54.80	N.A.	—	62,446	45.20	N.A.	—
St. Regis	17,068	100.00	N.A.	—	N.A.	—	N.A.	—
Diplomat	38,166	100.00	N.A.	—	N.A.	—	N.A.	—
Aspen	82,391	96.40	2,137	2.50	940	1.10	N.A.	—
Mirada	34,214	100.00	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	1,077,769	78.46	N.A.	—	284,572	21.08	6,246	0.46
Ford Division	753,540	76.81	N.A.	—	224,031	22.83	3,527	0.36
Pinto	57,122	45.80	N.A.	—	67,598	54.20	N.A.	—
Mustang/Mustang II	149,769	55.20	N.A.	—	118,026	43.50	3,527	1.30
Fairmont	198,579	84.70	N.A.	—	35,875	15.30	N.A.	—
Granada	87,897	97.20	N.A.	—	2,532	2.80	N.A.	—
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	N.A.	—
Ford	103,370	100.00	N.A.	—	N.A.	—	N.A.	—
L-M Division	324,224	82.61	N.A.	—	65,541	16.70	2,719	0.69
Bobcat	11,758	47.70	N.A.	—	12,892	52.30	N.A.	—
Capri	36,873	46.10	N.A.	—	40,392	50.50	2,719	3.40
Zephyr	58,788	83.90	N.A.	—	11,280	16.10	N.A.	—
Monarch	29,541	96.80	N.A.	—	977	3.20	N.A.	—
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	N.A.	—
Mercury	54,328	100.00	N.A.	—	N.A.	—	N.A.	—
Lincoln	31,233	100.00	N.A.	—	N.A.	—	N.A.	—
Versailles	4,784	100.00	N.A.	—	N.A.	—	N.A.	—
Mark VI	38,891	100.00	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	3,996,446	87.16	13,660	0.29	575,281	12.55	N.A.	—
Buick Division	778,373	97.28	148	0.01	21,645	2.71	N.A.	—
Skyhawk	6,799	81.70	N.A.	—	1,523	18.30	N.A.	—
Skylark	191,687	90.50	N.A.	—	20,122	9.50	N.A.	—
Century	148,281	99.90	148	0.10	N.A.	—	N.A.	—
Regal	214,735	100.00	N.A.	—	N.A.	—	N.A.	—
Buick	168,250	100.00	N.A.	—	N.A.	—	N.A.	—
Riviera	48,621	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	N.A.	—
Seville	39,344	100.00	N.A.	—	N.A.	—	N.A.	—
Cadillac	138,999	100.00	N.A.	—	N.A.	—	N.A.	—
Eldorado	52,685	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	1,562,424	77.04	12,973	0.64	452,709	22.32	N.A.	—
Chevette	241,127	53.40	N.A.	—	210,422	46.60	N.A.	—
Monza	101,672	59.90	N.A.	—	68,065	40.10	N.A.	—
Camaro	132,713	87.30	7,146	4.70	12,162	8.00	N.A.	—
Citation	468,165	75.00	N.A.	—	156,055	25.00	N.A.	—
Malibu/Chevelle	271,470	97.80	5,827	2.10	278	0.10	N.A.	—
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	N.A.	—
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	N.A.	—
Corvette	34,887	85.90	N.A.	—	5,727	14.10	N.A.	—
Oldsmobile Division	828,264	97.73	423	0.05	18,804	2.22	N.A.	—
Starfire	5,552	67.40	N.A.	—	2,685	32.60	N.A.	—
Omega	118,204	88.00	N.A.	—	16,119	12.00	N.A.	—
Cutlass	421,756	99.90	423	0.10	N.A.	—	N.A.	—
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	N.A.	—
Toronado	43,440	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	596,357	87.88	116	0.02	82,123	12.10	N.A.	—
Sunbird	93,396	65.28	N.A.	—	49,674	34.72	N.A.	—
Phoenix	145,842	81.81	N.A.	—	32,449	18.19	N.A.	—
Firebird	107,340	100.00	N.A.	—	N.A.	—	N.A.	—
LeMans	61,107	99.81	116	0.19	N.A.	—	N.A.	—
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	N.A.	—
Pontiac	73,958	100.00	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	24,559	11.00	N.A.	—	167,451	75.00	31,257	14.00
Total Cars, U. S.	5,884,326	82.36	18,412	0.25	1,205,115	16.87	37,503	0.52

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Cor.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

Fisher Body cites Hamill as 'quality supplier'

WASHINGTON, Mich. — Firestone's Hamill Mfg. Co., here has been honored for the third straight year by General Motors' Fisher Body Division as a "premier quality supplier" in 1980.

Hamill manufactures seat belts for several GM car lines.

Milestone reached with billionth lock for car makers

MILWAUKEE. — Briggs & Stratton Corp. has produced its billionth automotive lock.

The occasion was marked with a celebration by management and employes at the company's lock manufacturing plant in Glendale, Wis.

The company, the world's largest manufacturer of automotive locks and keys, counts American car and truck makers and a number of foreign automotive manufacturers as its customers.

The firm also manufactures lock and keys in Perry, Ga.

President Frederick P. Stratton Jr. said the U. S. auto industry has made a total of 375 million cars and trucks in its history. Briggs & Stratton has made enough locks and keys to supply each of them with almost three locks, he said.

Today's car usually has five locks: Two door locks, ignition, glove box and deck lid locks. Station wagons often have additional locks for underfloor or side storage compartments. In addition, auto manufacturers offer such optional equipment as locking gas caps, spare tire locks and complicated locks incorporating burglar alarm switches or illuminated lock faces.

Billionth lock

Briggs & Stratton's billionth car lock is inspected by William Rollo, vice president and general manager of the Lock Division, Alma Hauslade, veteran employe, and Frederick P. Stratton jr., president.

EV short-ranged, Florida dealer claims in suit

WEST PALM BEACH, Fla.— A franchise holder has filed suit in the Circuit Court of Palm Beach County against U. S. Electricar Corp., complaining that its electric vehicles did not get the per-day mileage the company advertised.

Joseph Clark, owner of Ziebart rustproofing centers in Delray Beach and West Palm Beach, is seeking to regain the nearly $80,000 he paid for the eight Lectric Leopards, according to the complaint.

Clark claims the cars he tested ran about 40 miles a day on an overnight charge. Lectric Leopard ads claim a maximum cruising range of 70 miles.

Albert Shelman, U. S. Electricar president, said dealers are told that the vehicles don't achieve their maximum range until a break-in period of 800 to 1,000 miles.

An Electricar representative sent to Clark's outlet reported none of Clark's vehicles had more than 200 miles on the odometer, Shelman said.

factories list auction dates

American Motors

Nov. 11—Ohio Auto Auction, Grove City, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 12—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Nov. 13—Todd Auto Auction, Rte. 309, Telford, Pa.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 11—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 13—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Model breakdown
Auction averages

	November To Date	October	September
1980	$6,311	$6,311	$6,350
1979	4,991	5,021	4,787
1978	3,885	3,793	3,841
1977	2,965	3,120	3,240
1976	2,133	2,223	2,362
1975	1,637	1,804	1,741
1974	1,320	1,343	1,350
1973	847	1,079	1,167
Overall Average	$3,776	$3,665	$3,545

Ford Motor Co.

Nov. 12—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

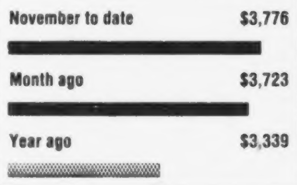
Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 19—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Ford deal adds AMC

ATLANTA.—Neal Pope Ford is adding American Motors.

Used car sales
Auction averages



Georgia gasohol sales million gallons monthly

ATLANTA. — Total sales of gasohol in Georgia are approaching a million gallons a month, according to Curtis B. Modling, director of the state's Motor Fuel Tax Division.

The state, he said, has issued 91 permits for the manufacture of alcohol for fuel purposes.

used-car auction directory

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Domestic cars slip 7.90 pct. for October

Sales are down, but hopes are up

By Jenny L. King
Staff Writer

Even though their sales were down in both the second and third periods and down for the entire month of October, the domestic auto makers remained optimistic that a strengthened selling trend is underway following introduction of their 1981 models and signs of improvement in the overall economy.

Domestic sales were down 7.90 percent in October, the smallest decline for any month this year, to 663,843 from 720,781 in 1979. It was the lowest October since 1974. Third-period sales totaled 239,499, down 6.25 percent from 255,470 a year ago.

The domestic daily selling rate averaged 24,587 this October, down 7.90 percent from 26,696 in 1979. There were 27 selling days both years. It was the best monthly average since the 25,775 rate last March.

Import sales were up in October, in spite of the fact that it was the introduction month for the U. S. industry. Sales of imported new cars reached 182,933, up 7.49 percent from 170,184, and accounted for 21.60 percent of the market.

Combined domestic and import sales totaled 846,776, down 4.96 percent from 890,965 in 1979.

Domestic year-to-date sales were 5,577,578, down 22.12 percent from 7,162,217 last year. Import sales so far this year were up 3.11 percent, to 2,048,003 from 1,986,241. Combined domestic and imports for the 10 months totaled 7,625,581, down 16.65 percent from 9,148,458 in 1979.

- Chrysler Corp., with sales up 5.46 percent to 68,843 from 65,280, was the only U. S. auto maker to notch a sales increase for October. All its car lines were reported up on a daily-rate basis during the final 10-day period, and brisk sales of the corporation's new K-cars added the necessary thrust to push it ahead of year-ago totals.

General Motors reported sales of 418,575 new cars in October, down 2.22 percent from 428,099 in 1979.

"We are very encouraged by October's results since GM car sales were at the highest daily selling rate in 11 months and nearly matched last October," said GM Marketing Vice President Robert D. Burger.

Ford's October sales fell 19.91 percent, to 152,832 from 190,835 last year. American Motors reported a sales drop of 30.94 percent, to 12,176 from 17,632. Volkswagen of America was down 39.70 percent, to 11,417 from 18,935.

Imports made a respectable showing in the October marketplace, with 16 of the 27 included in the AUTOMOTIVE NEWS charts reporting increases for the month. The top two, Toyota and Datsun, were off 6.87 percent and 1.29 percent, respectively, but their closest competitors gained ground. Honda sales climbed 19.37 percent, Mazda was up 26.00 percent and Subaru had a 24.06-percent sales increase.

Other imports on the rise in October were Volkswagen, up 85.77 percent; Volvo, up 59.43 percent; Fiesta, up 33.01 percent, and Audi, up 18.14 percent.

Imports increased their share of the total October market to 21.60 percent from 19.09 percent a year ago.

- In the domestic market alone, GM earned 63.05 percent, up from 59.39 percent. Ford sales accounted for 23.02 percent, down from 26.47 percent. Chrysler climbed to 10.37 percent from 9.06 percent, AMC dropped to 1.84 percent from 2.45 percent and VWoA went to 1.72 percent from 2.63 percent.

Of the 14 domestic makes, four reported improved sales in October. Plymouth was up 11.78 percent, Dodge was up 11.76 percent, Buick was up 17.39 percent and Oldsmobile was up 11.28 percent.

Top-selling U. S. nameplates for the month were: Chevrolet Chevette, 35,533; Chevrolet Citation, 31,931; Oldsmobile Cutlass Supreme, 29,069; Ford Fairmont, 27,253, and Chevrolet Malibu, 27,216. One year ago, the top five were standard Chevrolet, Ford Fairmont, Oldsmobile Cutlass Supreme, Chevrolet Malibu and Chevrolet Citation.

In the domestic market, subcompacts accounted for 20.43 percent of all new-car sales in October, compacts were 27.45 percent, intermediates were 31.85 percent, standards were 13.74 percent and luxury models were 6.53 percent.

A year ago their shares were: Subcompacts, 16.18 percent, compacts, 25.84 percent, intermediates, 32.05 percent, standards, 18.02 percent and luxuries, 7.91 percent.

In the total market, imports accounted for 21.60 percent, subcompacts were 16.02 percent, compacts were 21.52 percent, intermediates were 24.97 percent, standards were 10.77 percent and luxury models were 5.12 percent.

This compares with 1979 market segments of 19.09 percent for imports, 13.09 percent for subcompacts, 20.91 percent for compacts, 25.93 percent for intermediates, 14.58 percent for standards and 6.40 percent for luxury cars.

Where Auto Market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	135,613	16.02
COMPACT	182,265	21.52
INTERMEDIATE	211,439	24.97
STANDARD	91,196	10.77
LUXURY	43,330	5.12
IMPORT	182,933	21.60
TOTAL	846,776	100.00

U. S. CAR SALES BY MARKETING UNITS

	Oct., 1980	Oct., 1979	10 mos., 1980	9 mos., 10 mos.,
Chevrolet	161,558	180,620	1,501,657	1,847,605
Ford	115,007	137,913	967,471	1,366,827
Oldsmobile	92,208	82,863	704,502	819,119
Buick	80,015	69,109	604,459	621,793
Pontiac	62,068	64,744	527,284	672,351
Datsun	37,622	38,112	450,769	397,255
Toyota	36,107	38,771	498,497	427,172
Mercury	36,430	44,262	271,409	444,129
Dodge	31,673	29,297	277,512	394,815
Plymouth	30,826	27,553	264,853	340,747
Honda	30,529	25,575	309,100	300,331
VW of America	25,550	28,435	277,922	308,270
Cadillac	22,726	31,713	176,778	260,800
Mazda	17,264	13,702	130,636	126,423
AMC-Renault	14,043	19,422	148,196	146,767
Chrysler	13,179	16,422	117,272	217,603
Subaru	11,359	9,156	122,062	107,306
Lincoln	7,648	13,361	58,378	107,894
Volvo	4,936	3,096	49,128	48,798
Mercedes-Benz	4,474	3,867	45,291	45,684
BMW	2,940	3,863	31,815	30,747
Fiat	2,649	3,595	35,055	54,745
Jaguar-Rover-Triumph	2,623	2,935	29,209	39,261
Peugeot	1,110	1,008	10,919	10,024
Saab	1,074	1,234	11,547	12,831
Alfa Romeo	104	337	2,801	3,503
TOTAL	846,776	890,965	7,625,581	9,148,458

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Oct., 1980	Same month, 1979	Jan. 1-Oct. 31, 1980	Jan. 1-Oct. 31, 1979
Alfa Romeo	104	337	2,801	3,503
Arrow	3,371	2,873	50,418	41,182
Audi	3,928	3,325	36,258	36,969
BMW	2,940	3,863	31,815	30,747
Challenger	875	723	11,403	12,358
Colt	3,029	3,728	45,793	54,884
Datsun	37,622	38,112	450,769	397,255
Fiat	2,535	3,485	33,297	53,380
Fiesta	6,253	4,701	59,997	67,713
Honda	30,529	25,575	309,100	300,331
Jaguar	290	285	2,505	3,210
Lancia	114	110	1,758	1,365
Mazda	17,264	13,702	130,636	126,423
Mercedes-Benz	4,474	3,867	45,291	45,684
MG	1,136	1,561	12,942	24,510
Opel	....	950	....	13,815
Peugeot	1,110	1,008	10,919	10,024
Porsche	803	1,114	9,186	12,173
Renault	1,867	1,790	21,913	16,473
Rover	87	....	282	....
Saab	1,074	1,234	11,547	12,831
Sapporo	614	668	8,927	10,990
Subaru	11,359	9,156	122,062	107,306
Toyota	36,107	38,771	498,497	427,172
Triumph	1,110	1,089	13,480	11,541
Volkswagen	9,402	5,061	77,279	115,604
Volvo	4,936	3,096	49,128	48,798
TOTAL	182,933	170,184	2,048,003	1,986,241

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31, 1980	Same Period, 1979	October, 1980	Same Month, 1979	Jan. 1 to Oct. 31, 1980	Same Period, 1979
Spirit	....	....	3,435	5,808	43,967	45,304
Concord	....	....	5,561	7,462	55,573	72,569
Pacer	....	....	53	703	2,019	7,105
Eagle	....	....	3,127	3,659	24,724	5,316
AMERICAN MOTORS*	6,000†	5,900†	12,176	17,632	126,283	130,294
Horizon	2,318	2,161	8,132	8,527	66,235	73,926
TC3	1,278	1,607	4,346	6,161	48,440	54,893
Reliant	2,600	....	10,194	....	10,194	....
Volare	1,413	2,967	3,861	9,209	67,703	148,700
Voyager	....	....	....	....	....	8,265
Fury	....	....	....	5	....	2,681
Plymouth	135	46	308	110	12,936	110
Total Plymouth	7,744	6,781	26,841	24,012	205,508	288,575
LeBaron	2,397	1,963	6,907	6,541	53,773	86,912
Cordoba	1,425	1,498	4,357	5,169	38,359	50,392
Chrysler	730	1,126	1,915	4,712	25,140	80,299
Total Chrysler	4,552	4,587	13,179	16,422	117,272	217,603
Total Imperial	324	....	1,054	....	1,054	....
Omni	1,696	1,660	5,785	6,586	52,000	61,310
024	1,260	1,345	4,018	5,255	41,705	48,103
Aries	1,905	....	8,078	....	8,078	....
Aspen	1,076	1,889	3,150	7,048	51,338	104,115
Sportsman	....	....	....	....	....	24,917
Diplomat	1,156	742	3,163	2,718	27,427	39,796
Monaco	....	....	....	....	....	2,554
Mirada/Magnum	899	494	2,847	1,710	24,034	20,332
Dodge	280	316	728	1,529	15,734	26,446
Total Dodge	8,272	6,446	27,769	24,846	220,316	327,573
CHRYSLER CORP.	20,892	17,814	68,843	65,280	544,150	833,751
Pinto	2,779	4,529	9,281	13,441	133,990	166,149
Mustang	6,172	....	18,713	....	18,713	....
Fairmont	6,115	8,639	18,956	27,287	198,435	264,811
Club Wagon	9,916	11,007	27,253	33,813	241,821	292,923
Granada	....	....	....	....	....	31,094
LTD II	3,458	4,338	11,851	12,694	73,299	123,469
Thunderbird	....	315	....	1,090	3,012	25,346
Ford	2,917	7,933	9,504	26,801	113,520	181,720
Ford Division	4,471	5,313	13,196	18,086	124,684	213,602
Bobcat	35,828	42,074	108,754	133,212	907,474	1,299,114
Lynx	576	1,177	1,916	3,187	25,187	39,713
Zephyr	1,674	....	4,810	....	4,810	....
Monarch	3,598	3,406	9,593	9,805	71,119	84,720
Cougar	....	....	....	....	....	3,955
Cougar/Monarch	1,669	1,742	5,046	4,451	25,545	47,669
XR-7	1,549	3,311	4,315	12,536	46,118	105,951
Capri	1,908	2,634	5,613	7,056	54,528	79,283
Mercury	2,070	2,050	5,137	7,227	44,102	82,838
Total Mercury	13,620	14,320	36,430	44,262	271,409	444,129
Versailles	47	324	134	1,034	4,019	11,860
Lincoln	1,086	1,847	3,333	5,420	25,047	52,086
Mark VI	1,549	2,419	4,181	6,907	29,312	43,948
Total Lincoln	2,682	4,590	7,648	13,361	58,378	107,894
L-M Division	15,726	18,910	44,078	57,623	329,787	552,023
FORD MOTOR	51,554	60,984	152,832	190,835	1,237,261	1,851,137
Skyhawk	....	491	....	1,445	5,388	16,855
Skylark	7,123	4,084	18,915	12,272	146,021	93,068
Century	6,199	3,355	17,121	8,222	123,857	46,405
Regal	8,541	7,708	23,980	21,087	166,873	220,852
LeSabre	2,968	3,609	8,162	10,477	76,386	113,124
Electra	2,482	3,520	7,125	10,217	50,826	74,148
Riviera	1,729	1,816	4,712	4,439	35,108	43,526
Buick Division	29,042	24,583	80,015	68,159	604,459	607,978
Seville	1,460	1,994	4,078	5,042	28,854	35,655
Cadillac	4,565	7,229	12,371	20,721	105,125	171,895
Eldorado	2,369	2,021	6,277	5,950	42,799	53,250
Cadillac Division	8,394	11,244	22,726	31,713	176,778	260,800
Chevette	12,376	11,596	35,533	30,128	327,349	322,272
Monza	5,749	3,551	15,092	9,654	131,534	124,051
Citation/Nova	12,495	11,777	31,931	30,199	320,375	249,991
Sportvan	....	....	....	....	....	24,594
Camaro	3,567	5,525	9,560	15,092	102,725	181,933
Malibu	10,704	11,714	27,216	31,108	226,241	297,599
Monte Carlo	6,826	8,168	18,120	22,987	138,542	232,162
Chevrolet	8,382	14,812	20,693	37,773	223,931	382,617
Corvette	1,318	1,704	3,413	3,679	30,960	32,386
Chevrolet Division	61,417	68,847	161,558	180,620	1,501,657	1,847,605
Starfire	....	414	....	1,203	5,334	16,598
Omega	3,444	1,793	9,617	4,925	75,148	40,402
Cutlass	9,286	5,701	25,319	14,303	182,151	86,733
Supreme	10,416	11,239	29,069	33,110	223,357	362,277
Olds 88	5,157	5,192	14,553	15,843	126,761	195,395
Olds 98	3,457	2,930	9,873	9,625	60,476	77,806
Toronado	1,518	1,458	3,777	3,854	31,275	39,908
Oldsmobile Division	33,278	28,727	92,208	82,863	704,502	819,119
Sunbird	4,969	2,230	13,135	6,271	114,827	77,507
Phoenix	4,010	2,659	10,751	7,079	83,685	65,364
Firebird	2,231	3,798	6,052	10,640	73,305	131,655
LeMans	3,118	3,829	8,263	10,996	66,074	98,825
Grand Prix	5,274	5,581	14,361	15,478	98,910	152,317
Pontiac	3,569	5,304	9,506	14,280	90,488	146,683
Pontiac Division	23,171	23,401	62,068	64,744	527,289	672,351
GENERAL MOTORS	155,302	156,302	418,575	428,099	3,514,685	4,207,853
VOLKSWAGEN	5,751	13,970	11,417	18,935	155,199	139,311
DOMESTIC TOTALS	239,499	255,470	663,843	720,781	5,577,578	7,162,217
IMPORT TOTAL	....	....	182,933	170,184	2,048,003	1,986,241
GRAND TOTAL	....	....	846,776	890,965	7,625,581	9,148,458

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

TRA is approved for 4,810 at GM

WASHINGTON. — A total of 4,810 workers at four General Motors component parts plants have been certified for trade adjustment assistance.

Those declared eligible include 880 workers at Fisher Body Plant No. 1, Grand Rapids, Mich.; 2,970 at Hydramatic Division, Ypsilanti, Mich.; 320 at Chevrolet, Muncie, Ind., and 640 at Central Foundry Division, Massena, N. Y.

Another 1,000 workers at two other GM plants were denied eligibility — 335 at the Fisher Body plant in Lordstown, O., and 665 at the New Departure-Hyatt Bearings Division plant in Bristol, Conn.

After poor showing in October

Week's car output rises slightly

Domestic auto production in October was the lowest for that month since 1970, a strike-ridden year, as the makers continue to sell fewer cars.

The October total of 675,020 was down 13.88 percent from the 783,843 units assembled in 1979. In 1970, the auto makers built 390,016 cars, kept low because of a contract strike at General Motors.

The decrease in production is particularly significant since October was the introduction month for the 1981 models. The figure was up slightly, 0.02 percent, from the September total when full-scale production of the new models began.

Planned production last week was 157,394, up 1.24 percent from the 155,461 cars built in the previous week, but down 11.61 percent from the 178,070 produced in the comparable week in '79.

Chrysler Corp. will close its Belvidere (Ill.) and Lynch Road (Detroit) plants today (Nov. 10) for one week. The move temporarily idles 6,000 hourly workers.

Lynch Road (St. Regis/New Yorker/Newport/Gran Fury) is down for inventory adjustment. Belvidere (Omni/Horizon) is down for realignment because it will begin building Miser models of the Omni and Horizon. The Lynch Road facility was also closed last week.

No downtime was scheduled at either Ford Motor Co. or General Motors last week.

Seven U. S. car plants worked Saturday last week: GM Tarrytown (Citation / Phoenix / Skylark); Willow Run (Skylark/Citation/Omega); Flint (Century/Regal/LeSabre/Electra), and Detroit (Cadillac), and Chrysler Jefferson (Aries/Reliant); Newark (Aries/Reliant), and St. Louis (LeBaron/Diplomat/Caravelle).

U. S. auto production for the year-to-date is 5,553,492, down 26.62 percent from the 7,568,249 built in the equivalent week last year.

Diesel now available in all big Chevrolets

WARREN, Mich. — Chevrolet Caprice and Impala coupes and sedans now are available with General Motors' 5.7-liter diesel engine as a $695 option. Standard engine is a 3.8-liter V-6 gasoline engine. Offered as a $50 option is either the 4.4-liter or 5.0-liter V-8 gasoline engine.

The 5.7-liter, or 350-cubic-inch diesel became available in Caprice and Impala wagons in the 1980 model year. It became available in Chevy pickups in the 1979 model year.

Truck production for October off 21 pct. from 1979

U. S. truck production in October was the lowest for the month since 1970 when a contract strike at General Motors Corp. held the numbers down.

The October total was 178,116 units, down 21.82 percent from the 227,853 assembled in the same month last year. The truck makers built 108,344 in 1970.

Planned production last week was 42,983, up 3.38 percent from the 41,575 assembled the previous week, but down 4.32 percent from the 44,925 built in the year-ago week.

Chrysler Corp. will close its Warren truck plant today (Nov. 10) for one week to balance inventories, temporarily idling 4,000 hourly workers. When the plant reopens on Nov. 17, the line speed will be cut to 424 units per day from 640.

International Harvester's Springfield (O.) plant remains down this week and production also remains partially down at its Fort Wayne (Ind.) facility. The slowdown which began Nov. 3 was scheduled for two weeks to balance inventories.

GM scheduled overtime last week at Baltimore and St. Louis. GMC will increase line speed from 288 to 342 units per day on Nov. 24 at its medium-duty truck plant in Pontiac.

Car production rises in Canada as AMC returns

Canadian auto production increased slightly last week because American Motors Corp. converted its Brampton plant from truck production and began building the Concord and the four-wheel-drive Eagle there on Nov. 3.

The Brampton faciilty had been closed since June for the changeover.

Planned car output last week was 21,554 units, up 3.26 percent from the 20,869 built in the previous week, and also up 7.58 percent from the 20,034 assembled in the comparable week in 1979.

Year-to-date, the Canadian auto makers have built 712,751 cars, down 17.27 percent from thet 861,527 produced at this time last year.

Scheduled truck production last week was 13,640, up 10.23 percent from the 12,374 assembled in the previous week and up 16.89 percent from the 11,669 of the comparable year ago week.

breaking news

Continued from Page 1

offered. By that time, Peugeot will have an entirely new diesel engine in production, quieter and more efficient than present types.

Reagan Task Force includes Snow

WASHINGTON. — John Snow, a lawyer and economist who was head of NHTSA for a brief period during the Ford Administration, is on the Reagan Transportation Task Force to select appointees for DOT and make transportation policy. Snow is now senior vice president of CSX, Inc. (Chessie-Seaboard Railroad holding company). Snow headed NHTSA from July, 1976, to February, 1977. Before that he held various policy positions within the department and was deputy undersecretary of DOT until he took over from Dr. James Gregory.

Lander to join DeLorean in Northern Ireland

BELFAST, Northern Ireland. — Former Chrysler Canada President Donald H. Lander will join DeLorean Motor Cars, Ltd., as president and managing director Dec. 1. He replaces Charles Bennington, also a former Chrysler executive, who will move to New York to develop a stainless steel four-door sedan the company hopes to introduce in two years. Also new in New York is James G. Stark, DeLorean Motor Co. executive vice president and chief financial officer. Stark, former Northern Telecom executive vice president and Lehman Brothers partner, replaced Walter Strycker who left the company several months ago.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
CHEVROLET	14,204	16,992	13,303	51,028	871,500	393,838
DODGE/PLYMOUTH	3,100	4,981	3,162	8,087	287,800	108,852
FORD	15,737	12,126	16,907	75,190	934,665	1,175,012
GMC	5,857	5,903	4,485	18,451	303,100	126,601
INTERNATIONAL	600	....	140	6,991	115,642	55,305
MACK	460	698	530	2,083	32,549	20,049
JEEP	1,740*	2,975	1,740	10,101	168,744	69,161
AMC CORP.	85*	450	85	867	19,335	7,531
VOLKSWAGEN	650	....	673	2,788	....	23,428
MISCELLANEOUS	550*	800	550	2,530	36,050	33,675
Total Trucks, U. S.	42,983	44,925	41,575	178,116	2,769,385	2,013,452

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
CHRYSLER CORP.	1,579	1,061	1,600	7,694	49,984	44,288
FORD MOTOR	4,925	2,766	3,924	20,561	196,335	155,412
GENERAL MOTORS	6,801	6,199	6,550	26,065	254,496	202,264
AMERICAN MOTORS	....	1,060	....	....	47,686	11,823
INTERNATIONAL	294	484	300	1,320	17,699	13,887
MACK	40	99	....	130	3,366	1,819
Total Trucks, Canada	13,640	11,669	12,374	55,770	569,566	429,493
N. American Trucks	56,623	56,594	53,949	233,886	3,338,951	7,220,790

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov. 10, 1979	Jan. 1, to Nov. 8, 1980
AMERICAN MOTORS	3,275*	4,125	3,480*	14,408	158,772	143,238*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	22,600	19,456	20,686	94,378	816,363	535,663
Plymouth Total	11,800	7,745	9,433	44,478	329,874	246,219
Horizon	3,200	3,742	3,167	16,028	149,852	136,420
Volare	....	3,344	....	....	167,826	51,735
'80 Gran Fury	....	369	60	447	3,880	13,759
Caravelle	100	290	98	459	8,316	5,404
Reliant	8,500	....	6,108	27,544	....	38,901
Chrysler Total	1,400	3,668	2,478	11,237	167,703	69,105
Chrysler	....	922	1,151	5,208	73,586	16,705
LeBaron	1,400	2,746	1,327	6,029	94,117	52,400
Dodge Total	9,400	8,043	8,775	38,663	318,786	220,339
Omni	2,800	3,148	2,977	12,100	130,733	114,383
St. Regis	....	321	437	1,527	24,214	12,269
Diplomat	600	1,300	756	3,441	45,685	26,080
Aspen	....	3,274	....	....	118,154	36,881
Aries	6,000	....	4,605	21,595	....	30,726
FORD MOTOR	33,132	37,674	35,040	144,499	1,861,762	1,070,918
Ford Division	22,653	25,015	24,572	101,340	1,244,913	768,959
Pinto	....	....	....	....	159,912	68,179
Mustang II/Mustang	5,381	6,665	4,561	20,524	338,840	203,098
Fairmont	2,763	6,685	3,045	10,727	189,389	179,957
Granada	4,551	3,090	4,488	21,265	133,213	89,365
LTD II	....	....	....	....	22,746	....
Thunderbird	....	6,575	3,418	9,845	246,759	100,561
Ford	2,016	2,000	2,100	10,670	154,054	78,112
Escort	7,942	....	6,960	28,309	....	49,687
L-M Division	10,479	12,659	10,468	43,159	616,849	301,959
Mercury Total	8,615	8,937	8,528	35,171	477,414	261,092
Bobcat	....	....	....	....	41,573	12,445
Capri	1,675	1,277	927	4,102	100,124	58,074
Zephyr	1,077	1,781	811	3,159	55,782	58,389
Monarch	....	1,323	....	....	56,877	16,445
Cougar/XR7	1,854	1,974	3,203	12,112	129,884	52,792
Mercury	1,292	2,582	1,311	6,026	93,174	46,315
Lynx	2,717	....	2,276	9,772	....	16,632
Lincoln Total	1,864	3,722	1,940	7,988	139,435	40,867
Lincoln	847	1,357	881	3,208	67,548	16,709
Versailles	....	387	....	....	11,384	1,866
Mark VI	1,017	1,978	1,059	4,780	60,503	22,292
GENERAL MOTORS	93,751	112,128	91,381	401,018	4,576,256	3,634,930
Buick Division	18,511	19,454	17,040	71,331	684,117	797,655
Skyhawk	....	758	....	....	22,930	....
Skylark/'79-'80	5,381	3,967	3,913	17,845	98,564	184,227
Century	3,080	2,719	2,770	15,449	56,158	141,902
Regal	4,910	5,114	5,281	19,193	230,496	171,099
Buick	4,100	5,252	4,119	14,509	225,450	123,312
Riviera	1,040	1,644	957	4,335	50,519	36,513
Cadillac Division	4,609	7,377	4,618	20,093	305,688	167,957
Seville	640	1,493	613	3,015	41,139	29,057
Cadillac	2,724	4,643	2,744	11,341	205,316	93,336
Eldorado	1,245	1,241	1,261	5,737	59,233	45,564
Chevrolet Division	39,345	46,262	39,178	172,353	2,023,310	1,494,399
Chevette	9,280	6,536	9,005	41,719	365,919	397,387
Monza	2,780	3,542	2,822	12,876	141,859	140,495
Camaro	2,420	5,216	2,255	9,799	236,509	102,603
Nova/Citation	9,530	9,154	10,709	46,216	264,952	389,628
Malibu	6,570	7,902	6,453	27,952	353,911	225,030
Monte Carlo	3,575	4,865	4,592	18,276	207,641	100,091
Chevrolet	4,190	7,896	2,384	11,056	409,800	101,615
Corvette	1,000	1,151	958	4,458	42,719	37,550
Oldsmobile Division	18,831	23,363	18,052	75,778	908,922	675,317
Starfire	....	574	....	....	19,440	....
Omega/'79-'80	2,768	2,047	2,406	9,401	46,047	94,611
Cutlass	9,842	10,909	9,290	38,379	469,278	320,388
Oldsmobile	5,399	8,416	5,492	24,071	326,874	192,984
Toronado	822	1,417	864	3,927	47,283	67,334
Pontiac Division	12,455	15,672	12,493	61,464	654,219	499,602
Acadian†	315	187	313	1,188	15,262	17,267
Sunbird	3,620	2,219	3,649	16,949	93,161	135,773
Phoenix/'79-'80	2,880	2,288	2,561	13,518	72,682	115,582
Firebird	1,660	3,962	1,987	8,910	176,478	68,990
LeMans	1,815	1,771	1,845	8,785	80,635	53,124
Grand Prix	1,925	2,452	1,880	9,609	84,094	61,038
Pontiac	240	2,793	258	2,505	131,907	47,828
VOLKSWAGEN	4,550	4,590	4,786	20,311	150,781	166,045
CHECKER	86*	97	88	406	4,315	2,698
Total Cars, U. S.	157,394	178,070	155,461	675,020	7,568,249	5,553,492

CANADIAN CAR PRODUCTION

	Week Ended Nov. 8, 1980	Same Week 1979	Week Ended Nov. 1, 1980	Oct. Total	Jan. 1, to Nov 10, 1979	Jan. 1, to Nov. 8, 1980
CHRYSLER CORP.	1,498	2,856	1,748	9,639	111,414	63,948
FORD MOTOR	6,306	4,499	6,088	25,099	249,977	218,553
GENERAL MOTORS	625*	....	....	....	....	625*
VOLVO	248	180	225	980	7,485	8,493
Total Cars, Canada	21,554	20,034	20,869	88,010	861,527	712,751
N. American Cars	178,948	198,104	176,330	763,030	8,429,776	6,229,991
N. American Trucks	56,623	56,594	53,949	233,886	3,338,951	2,442,945
North American Cars and Trucks	235,571	254,698	230,279	996,916	11,768,727	8,672,936

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

VWoA moving some operations

TROY, Mich.—Volkswagen of America has begun to move parts of its Detroit-area operations to six floors in the new City Center Building here. Moving will continue through the rest of the year.

When complete, VWoA's Parkview building in Warren, Mich., will be mainly for computer information services and financial operations. The Warren engineering center will be retained. Product planning, legal, public relations and some engineering personnel will be moving here.

11/18/80 C 2700-1 U

Automotive News.

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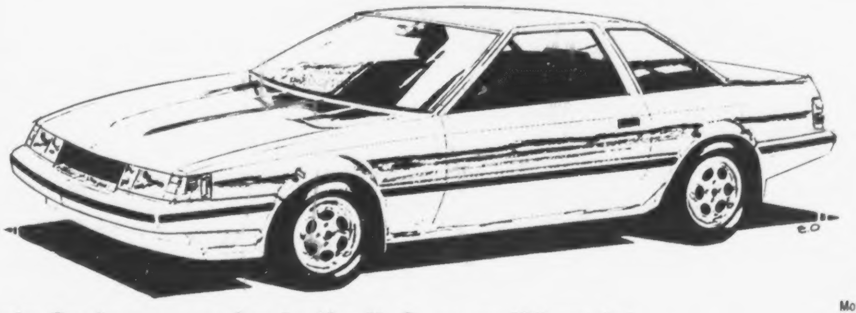
Toyota toy



Motor Fan

Sporty Soala may arrive in the U. S. as an '82 model

Toyota Soala is the Japanese maker's first new sports car in more than 10 years. It will be introduced in Japan early in 1981 and may be offered in the U. S. as an '82 model. It is powered by a fuel-injected, twin-cam, 2.8-liter six developing 160 to 170 HP. An optional turbo version of the two-seater is rumored. Story on this and other new Japanese models on Page 2.

Escort/Lynx and K-car star in a difficult new-car market

By Joseph Bohn
Marketing Editor

The Chrysler K-cars and Ford's Escort/Lynx figure to be a sellout success, unless high interest rates torpedo them.

That's the consensus of automen and analysts who see the recent rise in the prime rate as anathema to the whole industry —not just Detroit's new small cars.

"Both Ford and Chrysler models are a success," observed a General Motors analyst who was asked to compare them to early introduction of the X-bodies.

"They were both widely publicized," he said. "People were waiting for them. They stacked up good orders. These cars went as well for them as the X did for us."

A few comparative numbers tell the story.

Chrysler retailed 18,272 K-cars in the three 10-day periods following announcement, accounting for 23.8 percent of company volume.

Ford retailed 23,523 Escort/Lynxs, which accounted for 14.8 percent of volume.

General Motors retailed 60,709 X-bodies in a similar April/May, 1979, announcement period, which accounted for 12.9 percent of volume.

GM had 60,961 X-bodies on hand on announcement day, 1979. It retailed 99.6 percent of its introductory stock.

Ford had 23,700 Escort/Lynxs on hand announcement day, retailing 99.3 percent of its stock.

Chrysler had 16,000 K-cars in dealers hands, retailing 114 percent of introduction stock.

"They were all very, very successfully launched products," added the GM analyst.

• In October, Ford's small cars pushed its market share to 23.0 percent of domestic industry, up from 22.1 percent during January/September, 1980.

Ford to be sure was still far below the 26.5-percent share it held in October, 1979, but most of the erosion occurred during the early winter months of 1980. From the company's standpoint, it is now rebuilding market share gradually.

Ford lost no time in claiming a record for its new little cars. The Escort outsold every one of over 70 imported car lines offered in the U. S. during October, according to Bennett E. Bidwell, vice president, car and truck group of Ford Motor.

Bidwell added that Escort exceeded the combined sales of any competitive domestic series of cars.

Chrysler's penetration meanwhile jumped to 10.4 percent in October from the 9.7 percent level it had been at during January/September, indicating the impact of K-cars in overall company sales.

The numbers underscore the companies' overall gains, independent of any cannibalization of sales of other company lines that might have occurred.

Momentum on the new models is building in November.

Chrysler has been tracking sales of its K-cars on a daily basis at its top 400 dealerships.

In early November, they were up 65 percent over October, ac-

Continued on Page 45, Col. 1

Sales record could fall in 1982, Caldwell says

By Robert W. Irvin
Editor at Large

The slumping U. S. new-car market will recover with 10 million sales in 1981 and could zoom to record levels of 12.5 million as early as 1982, according to Ford Motor Co. Chairman Philip Caldwell.

"Sometime in the 1982-85 period we will have an alltime record year, and we should have two or three very good years then," he said.

"This year was below trend (at 9 million) and 1981 will also be below, which suggests there is a buildup in demand.

"So I can see 12.5 million cars a year sometime in that period after 1981. It could come as early as 1982, but it is hard to predict."

The present record is 11.35 million cars sold in 1973.

The truck sales record of 4.31 million, set in 1978, will not be broken in the 1982-85 period, according to Caldwell.

Truck sales dropped to about 2.6 million this year. Caldwell expects them to climb to 3 million in 1981.

And when car sales reach that 12.5-million level, truck sales should be up to 4 million again, he said.

• Caldwell made his bullish forecast in an AUTOMOTIVE NEWS interview. He also made these other points:

1. Ford's fourth-quarter financial results "will be substantially better than the third quarter" when the company lost a record $569 million. But he wouldn't comment on an analyst's prediction that Ford would still lose $400 million this quarter.

2. Rising interest rates again are having some impact on new-car sales "but our dealers are

Continued on Page 42, Col. 1

NEWSPAPER

New-car supply falls to 56½ days but loses balance

By Richard A. Wright
Assistant Managing Editor

New-car announcements seemed to effect a quick cure for the domestic auto makers' inventory woes, slashing their new-car inventory from a burdensome 71-day supply Oct. 1 to a healthy 56½ days Nov. 1. But the healthy look was partly illusory.

The industry opened November with 1,389,549 new cars in stock, much lower than the 1,743,012 inventory on hand a year earlier. And this year's 56½-day supply compares very favorably with the 65-day stock Nov. 1 last year.

The Nov. 1 inventory included about 500,000 carryover '80 models.

But the balance of cars between General Motors and the other corporations was not good. And by and large the reason for the sound inventory figures was that production of many lines has been sporadic.

GM was the only corporate maker to trim its inventory unit count during October, although Ford Motor Co. and Chrysler Corp. had lower days-supply figures Nov. 1 than they had a month earlier.

• GM opened November with a lean 48-day supply, down from 60 days Oct. 1. Oddly, shortages in the GM stable did not follow size-class patterns as is usually the case, but followed divisional lines. Virtually all Buick and Oldsmobile lines were in short supply. At Chevrolet and Pontiac, not even the X-body cars were short.

Ford Motor Co. trimmed its inventory to a 65-day supply from 95 days a month earlier. Ford had a 39-day supply of Escorts and a 52-day supply of Lynx.

Chrysler Corp. had an 87-day supply of new cars Nov. 1, down slightly from 93 days Oct. 1. Chrysler had a 61-day supply of Reliant, a 59-day stock of Aries and a 61½-day supply of Imperial. Omni and Horizon were in 99½-day and 97-day supply respectively.

American Motors boosted its inventory to a 91-day supply, compared with a 74-day stock a month earlier. Volkswagen of America built up its stock of U. S.-made Rabbits to 64 days, compared with 44 days Oct. 1.

Table on Page 42.

The Nov. 1 domestic new-car inventory was divided this way: GM, 53.69 percent; Ford Motor Co., 25.51 percent; Chrysler Corp., 15.90 percent; AMC, 2.95 percent, and VWoA, 1.95 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.66 percent; Ford Motor Co., 25.78 percent; Chrysler Corp., 13.89 percent; AMC, 2.93 percent, and VWoA, 1.74 percent.

By size class, the Nov. 1 domestic new-car inventory was the reverse of what it had been through most of the 1980 model year — subcompacts were heaviest and the day-supply figures

Continued on Page 42, Col. 5

breaking news

Kopka to replace Bordinat in Ford design

DEARBORN.—Donald F. Kopka will replace Gene Bordinat as Ford Motor Co. design vice president when Bordinat retires this month. Bordinat, 60, joined Ford in 1947 after working in General Motor's defense operations since 1939. He was elected a vice president in 1961. Kopka, 54, who has been executive director of advanced and international design, administration and color and trim, joined Ford in 1964. He was a Chrysler Corp. stylist from 1950-1964.

Ford, Toyota executives to meet

TOKYO.—A team of high-ranking Ford Motor Co. officials reportedly will meet with Toyota executives this week. It is believed that a prime topic of discussion will be a proposed joint small-car manufacturing project in the U. S.

NHTSA declines to launch 2 defect probes

WASHINGTON.—NHTSA says it will not open safety defect investigations into alleged engine compartment fires in 1977-78 Subaru vehicles nor alleged front-wheel-bearing failures in Omni/Horizon models. In denying the petition of a Montana attorney whose client died when his vehicle caught fire while the engine was idling, the safety agency said it had only four other complaints of Subaru fires and that each was

See BREAKING NEWS, Page 47, Col. 1

After reaching 10 million in 1981

Caldwell: '82 sales could set record

Continued from Page 1

in much better shape, at least as far as inventories are concerned, than they were in the spring."

3. Ford, noting General Motors' latest program to ease dealer floorplanning problems, is also "looking at the situation but there is nothing to announce."

4. Ford has already taken 250,000 orders in North America and Europe for the new Escort world car.

5. The big Ford and Mercury "are selling better than anticipated" but he denied reports the company is planning soon to restore the second shift at the Wixom plant near Detroit which builds the Lincolns and Continental Mark VI cars.

6. The presidential election of Ronald Reagan will boost the public's confidence in the economy and that in turn should help auto sales.

7. The new Republican administration should get a tax-cut bill through Congress next year and should grant the industry regulatory relief.

8. He doesn't believe the Japanese will build auto plants in the U. S. unless they are pressured into it because of "their huge capacity already in place in Japan."

9. He doesn't know if anything will come of the discussions Ford is having with Toyota about joint assembly of a Japanese car in this country. He said no decision is likely until next year and "these can't be called negotiations — they are just discussions."

10. He doesn't expect Henry Ford II, the retired chairman, to come back and take a more active role in the company, which has been suggested in some newspaper reports.

Ford called Caldwell after seeing the reports. "He surprised me by calling and was laughing about it harder than I was," Caldwell said.

"No," Caldwell added, he did not expect anything to change. Ford is still the chairman of the finance committee and a member of the board of directors, which means he is at company headquarters in Dearborn for meetings once a month. Caldwell added:

"He announced his plans in 1977 and what he said at the time he was going to do he has done. Yet, over this period there have been articles written about how he wasn't going to do it. Maybe sometime now people will start believing him."

Caldwell became chief executive a little over a year ago, in October, 1979, and then became chairman last spring when Ford relinquished that title as well.

Because of the company's mounting losses at home, he instituted a $1.5-billion cost-cutting program in mid-1979. The results are now being seen, he said, adding that "things will be better from here on out."

The auto market, he says, "is bottoming out. It's improving but slower than we would like."

- "We believe calendar year 1981 sales will be 10 million cars and three million trucks," he said. "The 1981 model-year outlook is a little less clear because of the interest rate, which is greater now at 15.5 percent than I had anticipated."

While car sales will in a year or two be at record levels again, he doesn't see the same thing for trucks.

"The truck situation is quite a bit different," he said. "The truck market had a very big buildup because so many people bought them for personal use. There has now been some swing back to cars."

But, he added, "we and some of our competitors have very aggressive new light-truck product programs," with the goal, of course, to improve fuel economy and enable more people to use them again as recreational vehicles.

He also confirmed Ford has stopped importing the Fiesta minicar from Europe because it could no longer be counted towards the fuel economy standard and because the new Escort/Lynx car covered that market.

Spurned on diesel waiver, Isuzu files an EPA appeal

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Isuzu Motors, Ltd., facing the prospect of having to become the first to build diesel engines meeting a 1.0 grams-per-mile NOx emission standard, has appealed to the EPA to take another look at its case.

The company earlier this year asked the EPA to waive the 1981-model-year standard to 1.5 gpm, saying it is unable to bring down emissions of the 1.8-liter diesel engine it wants to begin selling here this winter. The agency denied that request on the grounds that a minor adjustment would allow the vehicle to meet the 1.0-gpm standard.

In its appeal, Isuzu said EPA used the wrong data in coming to that conclusion.

Isuzu builds the LUV mini-pickup truck now sold by Chevrolet dealers, but plans to market its own version of the truck and a sedan in the U. S. under the banner of American Isuzu Motors, Inc.

General Motors, which holds a 34-percent share in Isuzu, will begin in 1982 to build a domestic version of the LUV to supplement Isuzu's LUV.

Waivers from the 1981 and later-model-year NOx standard of 1.0 gpm are available for diesels for up to four years and to 1.5 gpm. The waiver provision was included in the Clean Air Act Amendments of 1977 because NOx emissions are difficult to control in diesel engines.

EPA previously granted two-year waivers from the standard to General Motors, Mercedes-Benz, Peugeot, Volvo and Volkswagen of America. It has under consideration a request by Nissan for a diesel it wants to put in its small Datsun pickup truck.

Isuzu is the first maker to have been denied a waiver. Helping on its reconsideration request, however, is GM, which is planning to use the same 1.8-liter engine in its Chevette for the 1981 and 1982 model years.

- GM has supported Isuzu's claim that EPA made a mistake when it suggested that advancing the injection timing on the engine by three degrees would allow it to meet the 1.0-gpm NOx standard.

The accepted principles of diesel combustion hold that advancing injection timing will increase NOx emissions, GM said. "What you are suggesting asserts the opposite to be true without justification," the auto maker told EPA.

GM anticipates the 1.8-liter Isuzu diesel will allow its Chevette to achieve city mileage numbers in the 37 to 38-MPG range with a manual transmission and 33 MPG with the automatic. Highway mileages are expected to be in the ranges of 53 MPG and 42 MPG respectively.

EPA will hold a hearing in Washington today (Nov. 17) on the Isuzu and GM petitions. At the same time it will consider a request by VWoA to grant it a waiver to 1.4 gpm NOx for 1981 and 1982 for naturally aspirated and turbocharged versions of a 1.6-liter diesel it will offer in the Audi 4000 and redesigned Dasher.

EPA previously granted waivers for these, but body design changes raised both their weights by 250 pounds.

Although VWoA asked for the waivers for both 1981 and 1982, neither the diesel Audi 4000 nor the new Dasher diesel are expected to reach the U. S. until the 1982 model year.

ESCORT
LYNX
OFFICIAL CAR
FORD ESCORT

Bicentennial favorites

Philip Caldwell, left, Ford Motor Co. chairman, and Los Angeles Mayor Tom Bradley following the announcement that named Mercury Lynx and Ford Escort official vehicles of the Los Angeles Bicentennial Celebration. Both vehicles were featured in special activities for the city's celebration.

Volvo enters the turbo derby

New Volvo 244 Turbo for 1981, seen here with European-type headlamps, features black surrounds on the side windows. Turbo is laid out to provide maximum performance at medium ranges. For U. S. market, Volvo Turbo will be delivered only in four-door version with luxury trim.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Nov. 1, 1980	Oct. 1, 1980	Nov. 1, 1979
Spirit	111	85	81
Concord	82	61	63
Eagle	86	93	60
AMERICAN MTRS.	91	74	70
Horizon	97	91	57
Reliant	61	—	—
Volare	81	57	113
Gran Fury	113	77	391
Plymouth	81	78	80
Imperial	61½	—	—
LeBaron	78	106	123
Cordoba	118	142	153
Chrysler	103	68	133
Chrysler	95	111	135
Omni	99½	97	55
Aries	59	—	—
Aspen	86	67	118½
Diplomat	108	122	184
Mirada	115	150	184½
St. Regis	102	69½	133½
Dodge	89	97	101
CHRYSLER CORP.	87	93	102
Escort	39	—	—
Pinto	54	43	85
Mustang	79	89	78
Fairmont	67	118	59
Granada	80	100	80
Thunderbird	78	83	64
Ford	61	111	105
Ford	67	94	75
Lynx	52	—	—
Bobcat	54	54½	89
Capri	67	84	88
Zephyr	49	95	64
Cougar/Monarch	64	156	90
Cougar XR-7	69	87	71
Mercury	54	75	75
Mercury	58	94½	76
Lincoln	51	91	88
Mark VI	58	91	74
Lincoln	57	91	81
FORD MOTOR CO.	65	95	76
Skylark	35	57	10
Century	38	59½	41
Regal	38	57	43
LeSabre	38	50	61
Electra	39	55	57
Riviera	33	48	37
Buick	36½	55	42
Seville	45	78½	49½
Cadillac	31	46	46
Eldorado	32	49	30
Cadillac	34	52	44
Chevette	70	67	49
Monza	41	47	74
Citation	62	61½	24
Camaro	67	71	77
Malibu	62	79½	68
Monte Carlo	66	71	77
Chevrolet	60	76	97½
Corvette	59	57	45
Chevrolet	62	67½	65½
Omega	33	52½	21
Cutlass	27	44	47
Supreme	32	48	47
Olds 88	29	46	44
Olds 98	27	50	41
Toronado	31	43	40
Oldsmobile	30	47	44½
Sunbird	62	57	68½
Phoenix	49	69½	22
Firebird	83	68	91½
LeMans	66	77	70
Grand Prix	53	67	70½
Pontiac	52	60	75
Pontiac	59	65	69
GENERAL MTRS.	48	60	57
VOLKSWAGEN	64	44	26
TOTAL	56½	71	65

New-car inventory of 1.38 million is a 56½-day supply

Continued from Page 1

got smaller as the size class got larger. Much of the reason for the leaner supply of big cars was simply lower production, but strong sales among GM intermediates helped keep that segment healthy.

Subcompacts were in 65-day supply, unchanged from Nov. 1. The industry had a 61-day supply of compacts, down sharply from 78 days a month earlier. Part of the reason for the compact dip was the fact that Chrysler's K-cars went on sale.

Intermediates were in 55-day supply Nov. 1, down sharply from 73 days a month earlier. Introduction of GM's restyled mid-sized A-Specials no doubt worked to reduce the intermediate stock, as did continued strong sales of Cutlass and Century.

The industry had a 48-day supply of standards, down from 66 days, and a 40-day supply of luxury cars, down from 58 days.

The Nov. 1 inventory was divided this way among the size classes: Subcompact, 23.58 percent; compact, 29.80 percent; intermediate, 30.27 percent; standard, 11.72 percent, and luxury, 4.63 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 21.95 percent; compact, 28.94 percent; intermediate, 31.50 percent; standard, 12.75 percent, and luxury, 4.86 percent.

The Nov. 1 days-supply figures by market class were:

Subcompact—Escort, 39; Monza, 41; Lynx, 52; Pinto, 54; Bobcat, 54; Sunbird, 62; Rabbit, 64; Chevette, 70; Horizon, 97; Omni, 99½, and Spirit, 111.

Compact—Omega, 33; Skylark, 35; Zephyr, 49; Phoenix, 49; Aries, 59; Reliant, 61; Citation, 62; Capri, 67; Camaro, 67; Fairmont, 67; Mustang, 79; Volare, 81; Concord, 82; Firebird, 83; Aspen, 86, and Eagle, 86.

Intermediate—Cutlass, 27; Supreme, 32; Century, 38; Regal, 38; Grand Prix, 53; Malibu, 62; Cougar, 64; Monte Carlo, 66; LeMans, 66; Cougar XR-7, 69; LeBaron, 78, Thunderbird, 78; Granada, 80; Diplomat, 108; Mirada, 115, and Cordoba, 118.

Standard—Olds 98, 27; Olds 88, 29; LeSabre, 38; Electra, 39; Pontiac, 52; Mercury, 54; Chevrolet, 60; Ford, 61; St. Regis, 102; Chrysler, 103, and Gran Fury, 113.

Luxury—Cadillac, 31; Toronado, 31; Eldorado, 32; Riviera, 33; Seville, 45; Lincoln, 51; Mark VI, 58; Corvette, 59, and Imperial, 61½.

In economic performance between 1966 and 1978

U. S. calls auto industry a winner

By Miles Moore
Washington Staff Writer

WASHINGTON. — The auto industry was a "winner" in economic performance between 1966 and 1978, according to a study just published by the Commerce Department's Bureau of Industrial Economics.

The study evaluates the performance of 22 U. S. industries during the above years, based on six economic factors. Those industries which achieved the highest output growth rate, the highest profitability, the highest return to labor, the greatest export share, the smallest price increase and the least import penetration were declared economic "winners."

In 1966-78, according to the study, the auto industry tied for fourth place with non-electrical machinery among the 22 industries, behind only chemicals, tobacco and instruments and photo equipment.

Autos ranked first in net output growth and third in returns to labor, but suffered (not surprisingly) from high import penetration and poor export/shipment ratio.

Output in the auto industry grew at an annual rate of 5.17 percent between 1966 and 1978, and hourly wages grew 8.51 percent annually. Prices rose an average of 4.71 percent annually, putting cars in sixth place in that category; profit-sales ratio grew 4.2 percent annually, for 12th place, and profit-equity ratio grew 12.8 percent, for a ninth-place tie.

Import penetration grew 9.29 percent in 1978, and averaged 7.23 percent between 1966 and 1978, for 16th place. The export-shipment ratio grew 3.94 percent in 1978 and an average of 2.32 percent between 1966 and 1978, for 14th place.

Autos ranked second in labor productivity (up 4.26 percent), third in least energy intensity (up 2.24 percent) and sixth in least unit labor costs (up 4.73 percent), but only 20th in least increase of hourly compensation (up 8.99 percent) and 14th in least increase in materials costs (up 6.37 percent).

- In capital factors, autos ranked second in new equipment (up 11.9 percent) but only 18th in new structures (down 9 percent). Autos were sixth in R&D expenditure (up 7.36 percent) and eighth in capital stock per production worker ($30,120), but 17th in rate of change in capital/labor ratio (3.79 percent).

Autos placed first both in concentration and in shipments from large plants, and fourth in least overall regulatory burden.

In discussing the study, the bureau said that "winning performance in the past is no guarantee of winning performance in the future." As an example, the bureau used the "winning" auto industry, citing its recent sales and production declines, rising imports and low profitability.

"Although many of the industry's difficulties are cyclical and of relatively recent vintage," the bureau said, "it stands out that the industry's winning composite rank of 8.5 was primarily due to its No. 1 rank in output growth and its No. 3 rank for return to labor.

"While the motor vehicle industry is likely to continue to rank high in terms of wage levels, given the prospects for energy prices, it is not likely to continue to show long-term growth considerably above the average," the bureau added.

Fraser sees no turnaround until 1983 at the earliest

By Marjorie Sorge
Labor Editor

DETROIT.—There will be no turnaround in the auto industry until at least 1983 and the greatest causes are the interest rates and the imports, according to UAW President Douglas A. Fraser.

While he said there is no greater cause for the market slump than the import invasion, he also said the slowing of car sales is directly attributable to the rising interest rates.

All the auto companies have been hit hard by the slump but Fraser said Chrysler Corp., still in dire financial straits, can't survive long with the interest rates as they are.

Last year the company received $1.5 billion in federal loan guarantees after a rugged Congressional struggle but would find it politically unfeasible to go back and ask for more, he said.

Part of the problem lies in the new Congress, which lost many liberal Democratic seats during the last election. According to Fraser, most of the senators who voted for the loan guarantees lost their bid for re-election.

He questioned whether Chrysler could even have gone back to the old Congress for more money. At the time the bill passed, many members had a "once - is - enough" attitude and the bill met with staunch opposition.

- Chrysler has been making progress in its drive to come back, according to a federal panel that oversees the company's loan guarantees, but it is far from out of the woods yet.

The report says it is unlikely Chrysler will achieve its profit projections for the fourth quarter of 1980 but that it would be better than the preceeding four quarters.

Pricing, too, has become a problem for the car buyer and Fraser, as a member of the board said he "wishes" prices at Chrysler could be lowered. He said Chryselr will lose $1.3 to $1.4 billion this year and a cut in prices would be difficult unless "you're anxious to increase that loss to $1.8 billion."

According to Fraser the only way an appreciable cut could be made would be with more volume.

Chrysler has also been discussing a joint venture with Automobiles Peugeot, Fraser said. That venture would include a jointly built car for 1985-86 which would replace the Omni and Horizon. He said the project was only in the talk stage and "I don't know if the agreement will be consummated."

Chrysler is not the only auto maker in financial difficulty, just the most visible. Both Ford Motor Co. and General Motors showed record losses for the third quarter.

GM Chairman Thomas Murphy has projected the sale of 13 million cars and trucks in the 1981 model year. Fraser called him the "optimist of the optimists" but said he would be "delighted" with the 13 million sales.

However, he pointed out 13 million is off substantially from the 15.3 million sold in 1978.

U.S. trade show opens today in mainland China

WASHINGTON. — A U. S. trade exhibition by 250 American companies officially opens in Peking today (Nov. 17).

Participants include such firms as General Motors, Ford Motor Co., TRW, Dow Corning and Caterpillar. The participants were assembled by the U. S. Department of Commerce after detailed consultation with the Chinese officials charged with advancing the industrial modernization of their country.

The exhibition will display products specifically chosen to assist mainland China's growth plans in five fields: Transportation, petroleum exploration and extraction, agriculture, power generation and textile and consumer goods machinery.

The 12-day event is expected to draw some 200,000 Chinese officials, managers, engineers and technicians.

Renault chief honored

PARIS. — Renault Chairman Bernard Vernier-Palliez has been designated manager of the year by Le Nouvel Economiste, a French business weekly.

Competitive Cortinas

Ford Australia says its new TF series Cortina sedans and wagons have improved safety features, more luxurious interiors, better handling characteristics and are quieter and more fuel efficient than the previous TE model. Standard engine is the two-liter OHC four; a six is optional. Both have a temperature-sensitive viscous clutch fan which is said to use less power and help improve fuel economy.

Month's import penetration soars to record 30.5 pct.

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in August set a record for the month and import penetration of the U. S. total was highest for any month in history, according to figures compiled by R. L. Polk & Co.

New import registrations in August totaled 214,742, up 10.21 percent from 194,849 a year earlier. Record for August had been 201,977, set in 1977.

The August total was down from 215,677 in July, but import penetration of total U. S. registrations in August hit 30.51 percent, topping the former high mark of 30.12 percent set in July.

For the first eight months of 1980, import registrations totaled 1,686,030, up 6.72 percent from last year's record 1,579,227.

Imports accounted for 28.72 percent of U. S. new-car registrations in the first eight months, compared with 22.41 percent last year.

- Front-running Toyota and Datsun led the strong import showing in August and both increased their shares of the import market, compared with the preceding year. Toyota accounted for 23.22 percent of import registrations, up 2.61 percentage points from a year earlier. Datsun was up 1.36 points to 20.88 percent.

Also gaining were Volkswagen, up 0.49 of a point to 10.97 percent; Mazda, up 0.13 of a point to 5.92 percent, and Subaru, up 0.86 of a point to 4.89 percent.

Down from a year earlier were Honda, off 0.61 of a point to 13.49 percent; Fiesta, off 1.23 points to 2.40 percent, and Volvo, which dipped 0.09 of a point to 2.36 percent.

Rounding out the top 10 imports were Mercedes-Benz, which accounted for 2.13 percent of the total, and Arrow, which accounted for 1.90 percent. Neither of these nameplates were in the top 10 a year earlier.

The top 10 imports accounted for 88.16 percent of total import registrations in August, up from 85.79 percent a year earlier. For the first eight months, the top 10 accounted for 88.97 percent, compared with 86.07 percent last year.

- Japanese nameplates accounted for 72.83 percent of the August import total, up from 69.87 percent a year earlier, but down from 73.83 percent in July.

Registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 156,403 (136,140); West Germany, 40,812 (39,733); Sweden, 6,347 (5,984); United Kingdom, 4,679 (4,312); Italy, 3,321 (5,907); France, 3,172 (2,773), and others, 8 (0).

Registrations of imported cars by country of origin for the first eight months of 1980, with year-earlier figures in parentheses, were: Japan, 1,260,078 (1,088,635); West Germany, 308,993 (349,076); Sweden, 42,666 (45,960); Italy, 30,511 (46,495); France, 23,841 (19,198); UK, 19,932 (29,862), and others, 8 (1).

- Registrations or imported trucks in August totaled 45,291, up 23.12 percent from 36,785 a year earlier.

Registrations of imported trucks in August, with year-earlier figures in parentheses, were: Toyota, 12,479 (10,785); Datsun, 9,615 (7,475); LUV, 6,494 (6,785); Courier, 5,952 (5,309), and others, 10,751 (6,431).

The truck import total for the first eight months of 1980 was 357,862, up 9.75 percent from 326,084 last year.

Registrations of imported trucks in the first eight months, with year-earlier figures in parentheses, were: Toyota, 93,210 (81,792); Datsun, 73,976 (73,056); LUV, 57,840 (66,384); Courier, 50,827 (51,309), and others, 82,009 (53,543).

IMPORT REGISTRATION SHARES IN U. S.

AUGUST

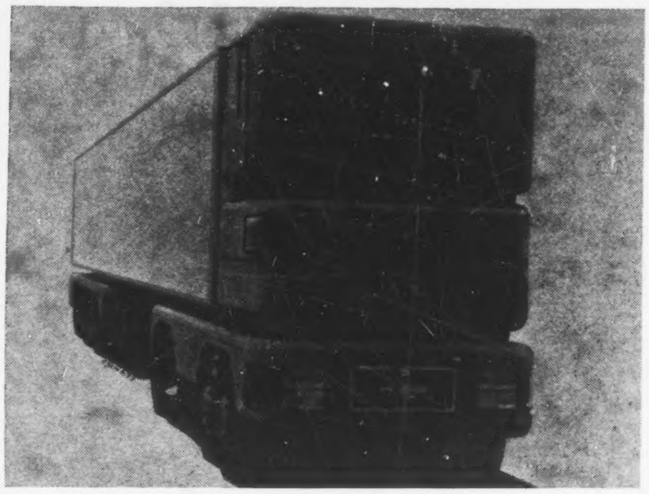
	Regis., Aug., 1980	Percent Share of Market	Regis., Aug., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	49,864	23.22	40,155	20.61	+ 2.61
Datsun	44,845	20.88	38,028	19.52	+ 1.36
Honda	28,963	13.49	27,484	14.10	— 0.61
Volkswagen	23,551	10.97	20,432	10.48	+ 0.49
Mazda	12,717	5.92	11,289	5.79	+ 0.13
Subaru	10,509	4.89	7,860	4.03	+ 0.86
Fiesta	5,158	2.40	7,068	3.63	— 1.23
Volvo	5,069	2.36	4,766	2.45	— 0.09
Mercedes	4,572	2.13	....	....	....
Arrow	4,070	1.90	....		....
Fiat	....	....	5,412	2.78	....
Audi	....	....	4,673	2.40	....
All Others	25,424	11.84	27,682	14.21	— 2.37
TOTAL	214,742		194,849		
Share of U.S. Total		30.51		22.12	+ 8.39

EIGHT MONTHS

	Regis., 8 mos., 1980	Percent Share of Market	Regis., 8 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	394,571	23.40	305,431	19.34	+ 4.06
Datsun	356,085	21.12	284,410	18.01	+ 3.11
Honda	232,704	13.80	229,243	14.52	— 0.72
Volkswagen	172,303	10.22	204,334	12.94	— 2.72
Mazda	101,445	6.02	92,565	5.86	+ 0.16
Subaru	80,321	4.76	67,242	4.26	+ 0.50
Fiesta	46,313	2.75	53,770	3.40	— 0.65
Arrow	41,414	2.46	....	....	....
Colt	37,781	2.24	44,091	2.79	— 0.55
Voivo	34,137	2.02	35,850	2.27	— 0.25
Fiat	....	....	42,353	2.68	....
All Others	188,956	11.21	219,938	13.93	— 2.72
TOTAL	1,686,030		1,579,227		
Share of U.S. Total		28.72		22.41	+ 6.31

Registrations not available for Oklahoma, delayed for Washington.

truck industry news



The future according to MAN

The MAN X 90 truck of the 1990s would have interchangeable cab, sleeping area and freight containers and could be easily transformed into a bus. Large windows and electronics play an important role, as do aerodynamics; the rounded-box shape and gapless cab-trailer junction give the truck as little wind resistance as a Porsche.

Truck talk fills air in Nissan's home state

By Edward Lapham
Financial Editor

NASHVILLE, Tenn. — There was no doubt that trucks were one of the most important topics in middle Tennessee following announcement that Nissan Motor Mfg. Corp. U.S.A. will build a $300 million truck plant in nearby Smyrna.

In fact, trucks were so important that Robert W. McComb, Nashville Lumber Inc., walked into Dixie Datsun within hours of the announcement and paid a $200 deposit "to purchase the first American produced Datsun pickup truck."

Glen Roberts, Dixie Datsun, said this sort of enthusiasm should help Datsun truck sales throughout the area.

Gary Proctor, Hippodrome Datsun sales manager, said that truck sales have held up well despite the imposition of the permanent 25 percent tariff. "The only problem I have right now is getting enough 4x4s to sell," he said.

Proctor told AUTOMOTIVE NEWS he approached the Governor's office the day of the announcement to talk about fleet sales to the state government.

- The state government has not used Datsuns in any quantity, although officials at a reception here were certain there would be fleet business in the future. Nashville Electric Co. and the state library have used Datsun trucks in the past, Proctor said.

It is assumed that the Datsun truck plant will begin to draw supplier plants into the area, which in turn will help the economy here.

However, there was some surprise at a press conference when Takashi Ishihara, Nissan Motor Co. Ltd. president and chief executive officer, said other truck manufacturers from Japan might also choose to locate in the Nashville area.

"Nashville might become lit-

Continued on Page 22, Col. 5

Decline in sales, profits reported by Caterpiller

PEORIA, Ill. — Caterpillar Tractor Co. reported a decline in both consolidated sales and after-tax profits in the third quarter. Nine-month profits also were down from a year ago, but sales showed an increase of 33.3 percent.

Profits in the July-September period amounted to $109.1 million, down 35 percent from the year-ago $167.8 million. Sales decreased 6.6 percent, from $2.23 billion in 1979 to $2.0 billion.

Profits for the first nine months totaled $421.6 million, off 9.4 percent from a year ago. Sales were up from $6.29 billion in 1979 to $6.50 billion.

The company said the third-quarter drop in profits resulted from a decline in physical volume, higher depreciation expense, increased operating costs at some non-U. S. subsidiaries and reduced earnings of its main affiliate, Caterpillar Mitsubishi, Ltd.

Because of the U. S. recession, Caterpillar said, demand in almost all major machine and engine end-use categories declined. But it added that efforts to increase domestic oil production resulted in substantially increased demand for machines and engines used in a variety of petroleum applications.

Outside the U. S., the company reported, third-quarter sales amounted to $1.35 billion, an increase of 20.7 percent over the comparable period a year ago.

West Coast facilities being closed by Mack

ALLENTOWN, Pa. — Mack Trucks, Inc., will close its West Coast assembly/manufacturing facilities in Hayward, Calif., during the first quarter of 1981. The decision was based on "the desire to more effectively utilize corporate assets and reduce costs," a spokesman said.

About 70 percent of the Hayward production is sold outside the Western region, he added. Cruise-Liner and Super-Liner models built in Hayward will be transferred to the Allentown area, and lightweight features of West Coast models will be incorporated.

Compacts continue to rise in most cases

10-month truck sales drop 28.8 pct.

Franchised dealers and factory outlets retailed an estimated 2,139,931 new trucks of all types in the U. S. in the first 10 months of 1980, a decline of 28.8 percent from the 3,005,739 sold in the comparable period in 1979.

October sales were down 34.4 percent from the same month a year ago, from 298,300 units to an estimated 195,832. Totals for the month and the January-October period include the non-captive Japanese-built compact pickup trucks.

If retail sales hold at the October level for the last two months of the year, the total for calendar 1980 will come in at about 2.5 million units, a decline of 22.7 percent below last year's 3,235,795 units.

Sales of the compact pickups as a group were up for October and the 10-month period, but the non-captives—Toyota, Datsun and Mazda—were down for the month as a group and up for the year.

In October, combined sales of the Ford Courier, Chevrolet LUV, Dodge Ram 50 (formerly called the D-50), Plymouth Arrow, Toyota, Datsun, Mazda and Volkswagen totaled 35,948 units, a gain of 7.5 percent over last year's 33,433.

For the 10 months, the total of 447,511 units was 14.1 percent higher than the 392,364 delivered in the same period in 1979.

Table on Page 22

Dealers for the non-captive makes retailed 14,342 units during the month, down 16 percent from the year-ago 17,087. But the 10-month count was up 11.6 percent, from 199,965 in 1979 to 223,113, an alltime high for the period.

The Motor Vehicle Manufacturers Assn. said in a preliminary report that dealers franchised by U. S. truck producers and factory outlets sold 181,490 units in October, a decline of 35.4 percent from last year's

Continued on Page 22, Col. 3

Argentine distributor is signed by White

FARMINGTON HILLS, Mich.—White Motor International, Inc., White Motor subsidiary, has signed a distributor agreement with PROMOVIAL, Buenos Aires, Argentina, and has begun manufacture of the first of an introductory order of 40 heavy trucks valued at approximately $1,570,000.

PROMOVIAL is a subsidiary of MACROSA, the Caterpillar distributor in Argentina. Alberto J. Boggio, PROMOVIAL president, visited White headquarters here recently to sign the distributor agreement. The Argentine company expects to begin regular monthly deliveries of White and Autocar trucks in January.

Z-van's MPG exceeds hopes, operator says

MEMPHIS. — When Federal Express, Memphis-based air express service, took delivery of its first U. S. shipment of IVECO Z-vans several months ago, Michael J. Fitzgerald, the firm's senior vice president for vehicle and ground transportation, said the pickup-and-delivery van, powered by a five-cylinder Deutz "AirDiesel" engine, was expected to achieve about 16 MPG.

According to recently compiled performance data, however, Fitzgerald said the first vehicles in service are getting 18 MPG, which he called a considerable improvement over the 10.4 MPG that Federal Express was getting from gasoline-driven vans.

Fitzgerald said the higher-than-expected fuel economy was achieved in spite of the fact that the Z-van is heavier than the gasoline van and has almost twice as much payload space.

He added that Federal Express has been impressed enough by this performance that it has ordered 150 more Z-vans to complement the original 250 units, and is planning to expand its use of the IVECO vans in the years to come until they represent the majority of vehicles in the fleet.

- The IVECO van is a joint venture of Italy's Fiat S.p.a. and the West German firm of Klockner-Humboldt-Deutz, AG (KHD). The 4.7-liter, five-cylinder air-cooled Deutz diesel, which delivers 108 HP at 2,800 RPM, is used in the Fiat chassis. A fiber-glass-reinforced body is added in the U. S.

According to Fitzgerald, Federal Express considered a number of vehicles when it realized it had to change its whole philosophy regarding Class 2 and 3 delivery vans.

No longer did Federal Express feel it could afford "throwaway" vehicles that have a life of only 3 to 5 years, he explained, adding that it was decided to look for a vehicle with a projected life of from 7 to 10 years.

Fuel economy and cargo capacity were other considerations in ultimately deciding which vehicle to go with, he said.

"In addition," he said, "air-cooled engines have no hoses, radiators or water pumps to contend with and therefore cost less to maintain than liquid-cooled engines. With a fleet of nearly 2,700 vehicles, the savings there could be very significant over the long run.

"There is a great market developing now for a premium priced vehicle," Fitzgerald said, "one that offers good perfor-

Continued on Page 22, Col. 5

GRUMMAN OLSON

Ready for U. S. mail testing

This is one of 10 electric trucks being built by Grumman Allied Industries, Inc., for the U. S. Postal Service as part of a program to test commercially available electric vehicles. Each truck can accommodate a payload of 500 pounds.

Grumman builds electric truck for mail delivery

MELVILLE, N. Y.—Grumman Allied Industries, Inc., a subsidiary of Grumman Corp., has been awarded a contract by the U. S. Postal Service to build 10 light-delivery electric trucks as part of a program to test commercially available electric vehicles.

The Grumman vehicle will be aluminum and will meet the customer's specifications for a truck capable of making 350 starts and stops before recharging, a spokesman said.

The vehicles for the Postal Service essentially will be identical to Grumman's recently developed electric truck, which is the product of a two-year development effort. Each carries a driver and a payload of 500 pounds. The payload area exceeds 65 cubic feet.

The vehicles will be built in Sturgis, Mich., by Grumman Olson, a division of Grumman Allied Industries, Inc.

Although the Postal Service vehicles will be Grumman's first sale of production model electrical trucks, the company is a major builder of aluminum truck bodies, having built more than 140,000 since 1946.

Grumman Allied Industries also builds buses, fire trucks, canoes, boats, yachts, and storage and transportation systems for perishables.

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Compacts continue to rise in most cases

10-month truck sales drop 28.8 pct.

Continued from Page 10

281,213. The count includes the captive compact pickups.

The 10-month total was 28.8 percent below that for the comparable period in 1979, from 2,805,774 units to 1,916,818.

In October, according to the MVMA report, domestic sales were down in all three market categories.

Light-truck deliveries totaled 157,158 units, off 36.8 percent from the year-earlier 248,639. Mediums were down 38 percent, from 12,636 a year ago to 7,833, and the heavies showed a decline of 17.2 percent, 16,499 units versus 19,938.

On Nov. 1, the number of unsold trucks in retailers' hands was down significantly in all three market segments.

The inventory of light trucks totaled 461,751 units, down 39.4 percent from last year's 762,103. Mediums were off 46.2 percent, from 45,146 to 24,275, and the heavies dropped to 42,750, a decline of 28.1 percent from the year-ago 59,468.

- During the month, the Big Three truck manufacturers said their dealers and factory outlets retailed 155,397 units, a decline of 39 percent from the 254,619 sold in the same month in 1979.

The 10-month total of 1,703,401 units was 34.6 percent lower than the year-earlier 2,603,240 vehicles.

In October, Ford dealers sold 70,220 units, off 37.5 percent from last year's 112,403. The count included 7,044 Couriers, an increase of 18.5 percent over the year-ago 5,943.

For the January-Ocober period, Ford sales totaled 676,991 units, down 33.8 percent from last year's 1,023,368. Courier sales, however, were 2.1 percent higher, from 66,710 in 1979 to 68,124.

Chevrolet dealers retailed 54,985 new trucks during the month, a decrease of 36.5 percent from the year-earlier 86,553. LUV sales were up slightly, from 7,308 units to 7,587.

Through October, Chevrolet sales totaled 645,956 units, off 34.3 percent from the 983,007 retailed in the like period in 1979. LUV deliveries for the 10 months were down 8.3 percent, from last year's record 85,217 to 78,119 units.

- Dodge and Chrysler - Plymouth retailed 16,992 light trucks during the month, down 50.6 percent from the year-ago 34,373. The total included 3,910 Ram 50s, up almost 85 percent from last year's 2,115, and 1,338 Plymouth Arrows, an increase of 36.5 percent over the year-ago 980.

For the first 10 months, sales were down 35.8 percent, from 344,885 in 1979 to 221,438. Ram 50 sales were 43.7 percent higher, 39,805 versus 27,703, and Arrow deliveries totaled 16,688, up 30.7 from last year's 12,769.

During the month, GMC outlets retailed 13,200 vehicles, a drop of 38 percent below the year-earlier 21,290. The 10-month count was 159,026, off 36.9 percent from last year's 251,980.

American Motors reported that 5,847 Jeep four-wheel-drive vehicles were sold in October, a decline of 58.3 percent from last year's 14,009. Through October, the total was off 43.6 percent, from 117,244 a year ago to 66,128.

Volkswagen dealers retailed 1,727 compact pickups during the month, bringing the 10-month total to 21,662. The vehicle was not available in volume until last January.

Datsun was the only one of the three non-captive truck distributors to report a sales gain in October. However, all three reported increases in 10-month deliveries.

Datsun dealers sold 7,298 units during the month, up 7.2 percent over last year's 6,805. The 10-month total was 13.7 percent higher, 98,119 versus 86,298.

In October, Toyota sales slipped 34 percent, from 9,443 a year ago to 6,229. Through October, the count was 117,459, an increase of 10.1 percent over last year's 106,693 units.

Mazda's October sales dropped almost 3 percent below last year's level, from 839 units to 815. The 10-month count was 8 percent hgiher, however, 7,535 versus 6,974.

Mercedes - Benz of North America reported 318 retail sales during the month, a decline of 7.8 percent from last year's 345. The January-October count was up 13.1 percent, from 2,954 a year ago to 3,340.

Big Three October, year-to-date truck sales

	October		Year to date	
	1980	1979	1980	1979
Ford				
Vans	9,194	15,599	88,320	149,625
Club Wagon	2,326	2,884	21,100	33,978
Courier	7,044	5,943	68,124	66,710
Bronco	3,270	7,066	33,385	58,068
Conventional Pickups	43,858	72,696	405,456	632,855
Mediums	3,679	6,061	48,078	61,644
Heavies	849	2,154	12,528	20,488
Chevrolet				
Vans	5,526	11,481	76,334	148,434
Sportvan	1,017	2,096	14,589	26,690
LUV	7,587	7,308	78,119	85,217
El Camino	3,608	4,654	35,193	45,146
Blazer	1,505	4,659	23,380	49,527
Suburban	958	2,653	18,275	33,309
Conventional Pickups	32,768	49,868	371,476	555,843
Mediums	1,903	3,512	26,672	35,626
Heavies	113	322	1,918	3,215
Chrysler				
Vans	4,323	11,771	59,860	110,994
Voyager	416	586	5,820	8,851
Ram Wagon	1,239	1,823	18,548	26,740
Arrow	1,338	980	16,688	12,769
Ram-50	3,910	2,115	39,805	27,703
Trail Duster	131	655	2,924	4,960
Ramcharger	410	1,585	6,586	12,925
Conventional Pickups	5,225	14,858	71,207	139,943
GMC				
Vans	1,212	2,932	18,530	36,566
Caballero	375	452	3,762	5,509
Jimmy	325	878	4,835	10,139
Suburban	212	503	3,720	6,186
Conventional Pickups	8,016	12,880	87,027	143,037
P models	174	296	3,179	4,709
Mediums	1,736	1,850	21,473	25,497
Heavies	1,150	1,499	16,500	19,961
Motor homes	....	....	....	376

Tennessee hails Datsun's move to Dixieland

Continued from Page 10

tle Detroit," Ishihara said.

Tenn. Governor Lamar Alexander, who met the Nissan party at the Nashville airport and appeared at the press conference and reception with the Nissan officials, said the average annual wage for the workers would be about $20,000.

Marvin T. Runyon, retired Ford Motor Co. manufacturing vice president who became president of the Nissan manufacturing subsidiary earlier this year, told the Nashville press conference the company does not intend to interfere if the UAW or any other union tries to organize the workers at the truck plant.

"They won't have to organize me," Runyon said. "I have a withdrawal card from the UAW. I was a member many, many years ago," he said.

"It will be entirely up to the employes to decide whether they want to belong to the UAW, another union, or no union at all," he said.

The truck plant is the second Nissan operation in the state, the ninth Japanese manufacturing operation and the 13th Japanese-owned business, the governor said. Nissan has a Memphis parts operation.

"For three generations, Tennesseeans have left home to go to Detroit for the kind of jobs Nissan is now bringing here," Gov. Alexander said.

Z-van's MPG exceeds hopes

Continued from Page 10

mance and long life. I think the days of the throwaway model are over. It just isn't good economics anymore."

Fitzgerald said he had some concerns about purchasing a foreign product, but added that a vehicle to meet the Federal Express criteria simply wasn't available domestically.

Fitzgerald sees Federal Express eventually having a two-tier fleet, as its 2,700 vehicles—most of which are now Econolines—are replaced.

The majority of the fleet will be Deutz-powered Z-vans with 500 cubic feet of payload area, he said. A smaller fleet of Econoline-type vans with a payload space of only 275 cubic feet will be retained.

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factories list auction dates

American Motors

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction, Columbus, O.: D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

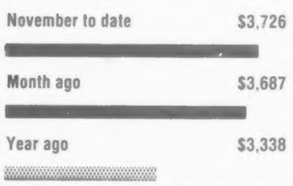
Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 19—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

For job well done

Rodney Hobbs, second from right, parts manager, Rosenthal Toyota, Bladensburg, Md., receives a gift for a job well done from John Winkles, parts operation manager, Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md. Adding their congratulations are John D. Walsh, left, general parts manager, Mid-Atlantic Toyota, and Dave Perno, general manager, Rosenthal Toyota. Hobbs won a 10-day trip to Japan by maintaining an outstanding parts inventory, running promotional campaigns and using innovative business practices that led to a big increase in parts sales.

Used car sales
Auction averages



Model breakdown
Auction averages

	November To Date	October	September
1980	$6,081	$6,311	$6,350
1979	5,058	5,021	4,787
1978	3,920	3,793	3,841
1977	3,055	3,120	3,240
1976	2,106	2,223	2,362
1975	1,646	1,804	1,741
1974	1,269	1,343	1,350
1973	899	1,079	1,167
Overall Average	$3,726	$3,665	$3.545

Bumper to Bumper remains defendant

Monroe Auto, B & E settle antitrust suit

KANSAS CITY.—Monroe Auto Equipment Co. and Barkley & Evergreen, Inc. (B & E) have agreed to a stipulation and order settling the civil action between them instituted by Monroe charging price fixing.

The lawsuit, which was filed by Monroe on June 16, 1980, charges violations of the Sherman Act and the Robinson-Patman Act by a number of defendants, including (B & E).

Previously, the court entered a similar order settling the action by Monroe against Bumper to Bumper Program, Inc., Kansas City, and four automotive parts distributors that are members of the Bumper to Bumper group. Maremont Corp. remains as the sole defendant in the proceeding.

James K. Ashford, Monroe president, in commenting on the settlement with B & E said: "We are especially pleased and gratified with this settlement in that it affirms the position of Monroe in this litigation.

"The favorable settlement of this suit should serve as an indication that Monroe will take appropriate action to protect its position and the position of its customers."

Under the stipulation and order, Monroe said, B & E has agreed that it will not engage in any discussions or negotiations concerning prices, terms or conditions at which Bumper to Bumper, or any other programmed distribution group may purchase ride control products.

Monroe said B & E has also agreed not to engage in, or recommend, the inducing or granting of discriminatory prices, services or facilities in connection with the purchase or sale of ride control products; and not to recommend that any programmed distribution group or member favor or select one manufacturer or supplier of ride control products over another.

The stipulation and order was signed by U. S. District Court Judge Howard F. Sachs. The court will retain jurisdiction to enforce the stipulation and order.

In addition to Bumper and Bumper, a buying organization that purchases parts for its warehouse distributor members, the earlier court order involved Keystone Automotive Warehouse, Kansas City; Wayne Bull Co., San Antonio; Parts Central, Inc., Macon, Ga., and Pacific Wholesalers, Inc., Eugene, Ore. B & E is Bumper to Bumper's advertising agency.

Monroe's suit alleged that Maremont gave a discriminatory 10-percent discount on shock absorbers to Bumper to Bumper and its distributor members in exchange for an agreement to boycott Monroe shock absorbers. Monroe alleged the discount was not available outside the group.

Maremont and Wayne Bull have been named in a price-fixing suit filled in Dallas by Mid-America Industries, Inc., a warehouse distributor in Fort Smith, Ark.

used-car auction directory

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For the first time in 15 months

Week's auto output tops '79 figure

For the first time in 15 months, weekly domestic auto production topped year-ago figures as the makers continue their push to regain lost sales ground.

While weekly production seems to be improving, year-to-date output is still dragging far behind last year. Through Nov. 15, the makers built 5,564,745 cars, down 27.87 percent from the 7,715,681 completed in the comparable period. At this rate, the auto makers will build around 6.3 million cars in the 1980 calendar year, down 25 percent from the 8.4 million assembled in 1979.

Planned output last week was 152,999, up 2.03 percent from the 149,950 built a year ago, but off 2.13 percent from the 156,250 assembled the previous week. The last time the makers topped year-ago output was the week ended Aug. 11, 1979, when the makers built 81,621 cars, which was an increase of 7.65 percent over the comparable week one year earlier.

Last week, two Chrysler Corp. plants were closed but seven car points worked Saturday overtime. In the year-ago week, nine plants were closed for inventory adjustment and only two operated overtime shifts.

The downtime at Chrysler's Lynch Road (St. Regis/New Yorker/Gran Fury/Newport) and Belvidere (Omni/Horizon) facilities accounted for much of the decrease in production from the previous week.

The Lynch Road operation was closed for inventory adjustment, while Belvidere was down for realignment to begin building the new Miser models of the Omni and Horizon.

Both were slated to resume operations today (Nov. 17).

There was no downtime at either Ford Motor Co. or General Motors last week.

The auto makers scheduled Saturday overtime at four plants last week: GM at Oklahoma and Tarrytown (both X-car facilities), and Chrysler at Jefferson and Newark (both K-car plants). In addition, Chrysler's Jefferson, Newark and St. Louis points worked nine-hour shifts Monday through Friday last week.

For the year-to-date total, only Volkswagen of America showed an increase in output, up 9.73 percent to 170,496 from 155,371. Ford showed the largest drop, 41.02 percent, to 1,108,186 from 1,879,223.

Chrysler is off 33.64 percent to 549,447 from 828,019; Checker, off 34.21 percent to 2,784 from 4,252; GM, down 23.44 percent to 3,587,319 from 4,685,939, and American Motors, down 10.05 percent to 146,513 from 162,897.

breaking news

Continued from Page 1

attributable to a different cause. Regarding the alleged wheel-bearing problem on Omni/Horizon, NHTSA said Chrysler is aware of the problem and has announced a warranty system to cover it. It said it would not institute a recall campaign because it has received only 12 complaints and no reports of accidents.

Russians studying rotary engine

BERLIN.—Volga Auto Assembly (VAZ), Russian builder of Lada cars, is field-testing a single-rotor, 70-horsepower Wankel engine in 200 Lada sedans on Soviet highways, according to reports here. The VAZ rotary is said to be the first engine to use a digital electronic ignition advance. Audi-NSU, Wankel patent holder, has confirmed that VAZ is negotiating a Wankel production license.

Domestic new-car sales off slightly Nov. 1-10

DETROIT. — Domestic new-car sales Nov. 1-10 totaled 163,602, off 7.41 percent from 176,810 a year earlier. Chrysler Corp. sales were up 5.42 percent to 14,843. General Motors was off 2.57 percent to 105,123. Ford Motor Co. slipped 18.62 percent to 38,451, and Volkswagen of America dropped 32.40 percent to 2 285. Estimated sales of American Motors cars were 3,000, down 29.57 percent.

NLRB says Fraser's Chrysler board seat OK

WASHINGTON. — The National Labor Relations Board has dismissed charges by a New York resident that UAW President Douglas A. Fraser's seat on the Chrysler board will interfere with good-faith bargaining between the two factions.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
CHEVROLET	14,695	16,551	12,860	27,555	887,662	407,189
DODGE/PLYMOUTH	....	3,231	3,110	3,110	290,921	108,862
FORD	16,124	17,823	15,802	31,926	952,464	513,503
GMC	5,175	5,616	5,113	10,288	308,916	131,032
INTERNATIONAL	1,730	....	590	2,320	115,642	57,025
MACK	415	728	420	835	33,282	20,424
JEEP	1,740*	2,975	1,740*	3,480*	171,719	70,901*
AMC CORP.	85*	450	85*	170*	19,785	7,616*
VOLKSWAGEN	650	....	547	1,197	....	23,975
MISCELLANEOUS	500*	800	500	1,000	36,850	34,125
Total Trucks, U. S.	41,114	48,174	40,767	81,881	2,817,241	1,374,652

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
CHRYSLER CORP.	1,280	1,291	1,442	2,722	50,725	45,431
FORD MOTOR	2,892	2,405	4,149	7,041	199,773	157,528
GENERAL MOTORS	6,793	4,028	6,389	13,187	258,783	208,650
AMERICAN MOTORS	....	....	....	....	47,686	11,823
INTERNATIONAL	295	414	303	598	18,648	14,190
MACK	40	87	40	80	3,465	1,859
Total Trucks, Canada.	11,305	8,225	12,323	23,628	579,080	439,481
N. American Trucks	52,419	56,399	53,090	105,509	3,396,321	1,814,133

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U.S. truck output climbs slightly to 41,114 for week

Despite two plant closings and scattered downtime, U. S. truck production last week was able to pull slightly ahead of the previous week's output as overtime was slated at two General Motors points.

Scheduled output last week was 41,114, up 0.85 percent from the 40,767 completed the previous week, but off 14.65 percent from the 48,174 assembled in the year-ago week.

Chrysler Corp.'s Warren truck plant was closed last week for inventory adjustment, temporarily idling 4,000 hourly workers. The plant was scheduled to resume operations today (Nov. 17) but the downtime was extended to Nov. 24. When the plant reopens, the line speed will be cut from 640 units a day to 320. The company had previously announced the line would be building 424 units a day.

International Harvester's Springfield plant was down last week and production was also partially closed at its Fort Wayne point. The downtime began Nov. 3 and the Springfield plant is slated to return today.

Ford closed one line at its Kentucky truck plant last week to balance inventories. That line built the big CL-3.

General Motors has scheduled Saturday overtime at two plants: Baltimore and Janesville.

Year-to-date truck production through Nov. 15 was 1,374,652, down 51.20 percent from the 2,817,241 completed in the comparable 1979 period.

Advance by GM leads to gain in Canadian output

Canadian auto production increased slightly last week as a gain in General Motors' weekly output offset a decline by Ford Motor Co

Last week's scheduled output of 19,621 units was up 0.47 percent from the 19,529 built the previous week, though down 7.43 percent from the 21,197 assembled during the comparable 1979 week.

Ford production dropped last week because the maker's plants were closed Nov. 10 for Remembrance Day. General Motors, which did not close its plants for the holiday, recorded a substantial increase last week because the previous week's output at the St. Therese plant was hampered by quality control problems.

Output of Concord and Eagle vehicles at the American Motors Brampton plant has been picking up steam since the assembly-line start-up there Nov. 3.

Year-to-date, Canadian auto manufacturers have built 730,347 vehicles, a 17.10-percent drop from the 881,054 assembled during the equivalent period last year.

U. S. CAR PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	6,550*	162,897	146,513*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	15,100	11,617	21,284	36,384	828,019	549,447
Plymouth Total	7,300	5,615	10,608	17,908	335,659	252,327
Horizon	....	3,510	3,219	3,219	153,554	136,439
Volare	....	1,878	....	....	169,540	51,735
Gran Fury	....	227	....	....	....	13,759
Caravelle	100	....	114	214	8,366	5,518
Reliant	7,200	....	7,275	14,475	....	44,876
Chrysler Total	1,500	864	1,436	2,936	168,691	70,641
Chrysler	....	864	....	....	74,408	16,705
LeBaron	1,500	....	1,436	2,936	94,283	53,936
Dodge Total	6,300	5,138	9,240	15,540	323,669	226,479
Omni	....	3,335	2,924	2,924	133,921	114,507
St. Regis	....	359	....	....	24,525	12,269
Diplomat	600	....	805	1,405	45,595	26,885
Aspen	....	1,444	....	....	119,628	36,881
Aries	5,700	....	5,511	11,211	....	35,937
FORD MOTOR	37,174	17,328	33,226	70,400	1,879,223	1,108,186
Ford Division	25,867	13,898	22,437	48,304	1,259,218	794,610
Pinto	....	....	....	....	159,912	68,179
Must./Must. II	5,336	6,246	5,279	10,615	345,218	208,332
Fairmont	2,724	....	2,735	5,459	189,560	182,653
Granada	4,780	....	4,499	9,279	133,097	94,093
LTD	....	....	....	....	22,746	....
Thunderbird	3,393	2,655	....	3,393	249,507	103,954
Ford	2,100	4,997	2,016	4,116	159,178	80,212
Escort	7,534	....	7,908	15,442	....	57,187
L-M Division	11,307	3,430	10,789	22,096	620,005	313,576
Mercury Total	9,641	3,430	8,901	18,542	480,558	271,019
Bobcat	....	....	....	....	41,573	12,445
Capri	1,738	1,525	1,840	3,578	101,477	59,977
Zephyr	1,116	....	1,105	2,221	55,604	59,533
Cougar/Monarch	1,727	....	1,893	3,620	57,013	20,065
XR-7	1,211	1,905	....	1,211	131,704	52,149
Mercury	1,297	....	1,314	2,611	93,187	47,634
Lynx	2,552	....	2,749	5,301	....	19,216
Lincoln Total	1,666	....	1,888	3,554	139,447	42,557
Lincoln	909	....	857	1,766	67,568	17,628
Versailles	....	....	....	....	11,364	1,866
Mark VI	757	....	1,031	1,788	60,515	23,063
GENERAL MOTORS	92,815	111,709	93,927	186,742	4,685,939	3,587,319
Buick Division	17,041	17,836	18,307	35,348	701,997	673,890
Skyhawk	....	586	....	....	23,300	....
Skylark	4,806	3,592	5,188	9,994	102,212	188,840
Century	2,943	2,518	3,023	5,966	58,593	144,788
Regal	4,657	4,714	4,844	9,501	235,284	175,690
Buick	3,595	5,048	4,206	7,801	230,702	127,013
Riviera	1,040	1,378	1,046	2,086	51,906	37,559
Cadillac Division	4,193	6,965	4,641	8,834	312,650	172,182
Seville	640	1,255	646	1,286	42,399	29,703
Cadillac	2,308	4,668	2,792	5,100	209,964	95,712
Eldorado	1,245	1,042	1,203	2,448	60,287	46,767
Chevrolet Division	40,290	48,850	39,774	80,064	2,069,787	1,535,118
Chevette	9,000	8,940	9,235	18,235	372,400	406,342
Monza ('80)	2,780	3,367	3,008	5,788	144,421	143,503
Camaro	2,420	5,167	2,426	4,846	241,725	105,029
Citation	10,145	9,905	9,542	19,687	275,641	399,785
Malibu	6,570	7,783	6,591	13,161	361,728	231,621
Monte Carlo	3,575	4,726	3,561	7,136	212,466	103,652
Chevrolet	4,800	7,981	4,421	9,221	417,696	106,646
Corvette	1,000	981	990	1,990	43,710	38,540
Oldsmobile Division	18,073	22,135	18,351	36,424	931,824	692,910
Starfire	....	343	....	....	19,909	....
Omega	2,336	1,665	2,215	4,551	48,090	96,394
Cutlass	9,516	10,709	9,909	19,425	480,054	329,971
Oldsmobile	5,397	8,223	5,396	10,793	335,290	198,378
Toronado	824	1,195	831	1,655	48,481	68,167
Pontiac Division	13,218	15,923	12,854	26,072	669,681	513,219
Acadian†	280	328	233	513	15,504	17,465
Sunbird ('80)	4,216	2,145	3,695	7,911	94,621	140,064
Phoenix	3,082	2,767	3,189	6,271	75,339	118,973
Firebird	1,660	3,945	1,665	3,325	180,440	70,655
LeMans	1,815	1,788	1,905	3,720	82,531	55,029
Grand Prix	1,925	2,298	1,906	3,831	865,146	62,944
Pontiac	240	2,652	261	501	134,700	48,089
VOLKSWAGEN	4,550	5,107	4,451	9,001	155,371	170,496
CHECKER	85*	64	87	172	4,232	2,784
Total Cars, U. S.	152,999	149,950	156,250	309,249	7,715,681	5,564,745

CANADIAN CAR PRODUCTION

	Week Ended Nov. 15, 1980	Same Week 1979	Week Ended Nov. 8, 1980	Nov. to Date	Jan. 1, to Nov. 17, 1979	Jan. 1, to Nov. 15, 1980
AMERICAN MOTORS	319	....	199	518	....	518
CHRYSLER CORP.	1,440	3,501	1,749	3,189	113,390	65,639
FORD MOTOR	4,352	5,102	6,185	10,537	255,185	222,784
GENERAL MOTORS	13,285	12,359	11,194	24,479	504,814	432,734
VOLVO	225	235	202	427	7,665	8,672
Total Cars, Canada	19,621	21,197	19,529	39,150	881,054	730,347
N. American Cars	172,620	171,147	175,779	348,399	8,596,735	6,295,092
N. American Trucks	52,419	56,399	53,090	105,509	3,396,321	1,814,133
North American Cars and Trucks	225,039	227,546	228,869	453,908	11,993,056	8,109,225

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

11/23/80 C 2700-1 U

Automotive News.

Detroit, November 24, 1980

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Black-ink month for Chrysler is first one since early 1978; Iacocca sees hurdles ahead

By Robert W. Irvin
Editor at Large

Chrysler Corp. Chairman Lee A. Iacocca said October was the auto firm's first profitable month since early 1978.

But he added that the way things are going Chrysler will probably end up losing money for the last quarter of the year — the full October-December period — because of soaring interest rates.

Iacocca noted that tight credit, with the prime rate up to the 17 percent range last week, is starting to have an impact like last spring when 20 percent interest devastated the auto market.

He also suggested that in order to get through January and February Chrysler will probably have to draw upon another $200 million in federal loan guarantees, although no request would be made until after the first of the year.

Iacocca, in an AUTOMOTIVE NEWS interview last week, made these other points:

1. To pump up sales of the new Reliant-Aries K-cars and the Omni-Horizon models, Chrysler will begin building and advertising "high value, high impact" offerings, instead of the expensive loaded models available up to now.

2. He hopes President-elect Ronald Reagan will carry through on a campaign promise to be a "tough negotiator" and persuade the Japanese auto makers to reduce their exports to America.

3. He hopes the arrival of the new administration will produce some "euphoria" which will help new-car sales enough so the market can recover in 1981 to the 10-million level from nine million this year.

4. In the mid-1980s he looks for "a lot of joint ventures, common designs" and other ties among the world's surviving auto companies.

• Chrysler lost $1.1 billion last year and has already lost $1.5 billion this year. The auto firm had been hoping to show a profit in the fourth quarter of this year.

Actually it did for the first month of the quarter, according to Iacocca.

"We should have run up a flag and thrown a big party in this company after just closing our books on October," he said.

"We don't report month-by-month results. We report quarterly, which is why this is touchy. But in October we had our first black month in about 2½ years — our first clean-cut, black month." He didn't give any figures.

Can the trend continue in November and December?

That will depend on getting enough dealer orders to fill next month's production schedules. The auto companies, of course, don't get their revenues from retail sales but rather from cars and trucks they build and sell wholesale to the dealers.

"Our biggest problem is getting the dealers to take the three weeks of December production —it all hinges on that," Iacocca said when asked about the fourth-quarter profit.

"I don't know how much we'll have to cut from our December schedules, if any," he hastened to add. But he made it clear any major cuts in the three weeks of production before the Christmas - New Year's holiday would more than offset the October profits.

"If sales continue the way they are the last 10 days, I doubt if the quarter will be profitable," he said. "I have a feeling we are headed into solid concrete with some dealers and fleets telling us to delay the units they have ordered.

• "Our only problem now is interest rates," he said. "I hope they peak at 17 and don't hang up there too long."

He said raising the interest rate isn't the answer to curbing inflation, that it didn't work when it was tried last spring. "All it does is emasculate the auto and housing businesses," he said.

"I don't care what the theories are — it doesn't work. I did applaud this originally last spring but we found then that money rates aren't the answer; I don't know why the Federal Reserve Board is flirting with this again.

"Monetary policy alone with-

Continued on Page 37, Col. 1

Chrysler goes all out to hype auto market

By Joseph Bohn
Marketing Editor

Chrysler Corp., seeking to "force" the sagging car market, launched a sweeping series of special values, consumer rebates and dealer incentives, backed by heavy merchandising and advertising support.

Most of the 10 components of its "Market Force 10" program run for 40 days.

Highlights include:

1. Dealer cash incentives of $200 to $600 on carryover '80s, with additional $200 bonus payments and potential earnings of an extra $1,000 or $1,500 for sales managers.

2. A $417 special value package on Omni 024 and Horizon TC3.

3. A new low-line K-car four-door, priced $100 above the low-line coupe.

4. Special demonstrator allowance on Aries/Reliant.

5. Rebates of $250 to employes, retirees and supplier employes on '81s, plus $100 bird-dog payments to employes and retirees and wholesale prices available to vendors on three K-car models.

6. A $700 dealer allowance on Imperials and guaranteed resale value to Imperial lessors.

• With its "Operation: Cash out the '80s," Chrysler is paying all dealers $200 to $600 on eligible carryover '80s. Dealers earn $200 on Omni, Horizon, Volare, Aspen, LeBaron and Diplomat retailed from Nov. 11 to Jan. 20.

Also, they earn $400 on Cordoba, Mirada, vans and wagons and 2WD pickups and sport utilities; $500 on Gran Fury, Chrysler Newport and Dodge St. Regis and $600 on New

Continued on Page 37, Col. 1

breaking news

Porsche 911 up $665; 928 climbs $920

WARREN, Mich —Prices of two Porsche models have been increased an average of 2.4 percent for 1981. The 911 coupe is $28,365, up $665, and the 928 coupe is $38,850, up $920. Option prices have been raised 2.4 percent, and transportation charges have gone up $20 to $245. Prices of the 1981 Porsche 924 and 924 Turbo models will be announced later when the vehicles become available.

Ban on Japanese cars moves ahead

WASHINGTON. — A resolution to curb Japanese auto imports—somewhat changed because of the President's objections—has been approved 16 to 1, by a House subcommittee and at presstime was being debated by the full committee. Earlier story on Page 2.

See BREAKING NEWS, Page 43, Col. 1

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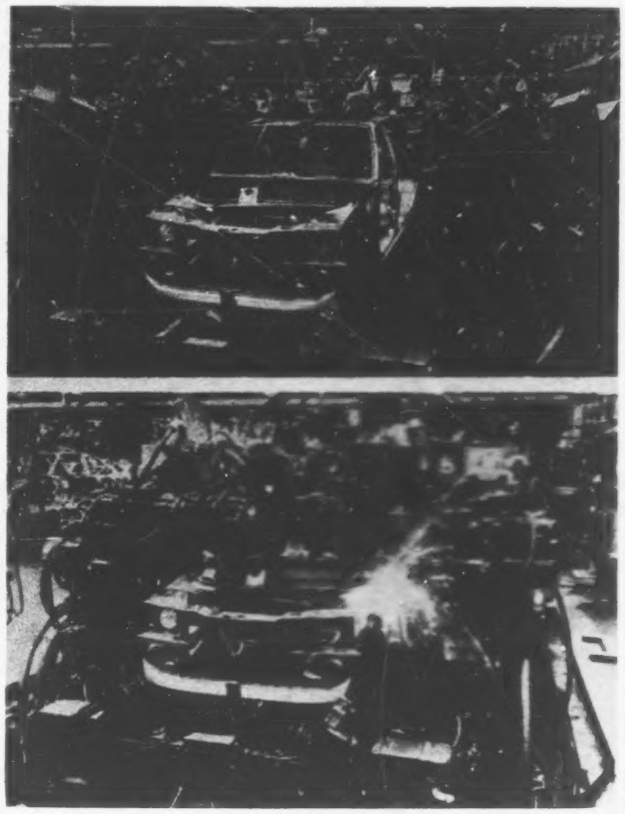

Escort/Lynx bodies welded automatically

A conveyor system, top photo, delivers Ford Escorts and Mercury Lynxes into new automated welding equipment called the Pivoting Pillar Buck (PPB). In operation, bottom photo, the PPB completely enfolds the body and subjects it to about 70 spot welds in slightly more than one minute. There are two PPBs at Ford's Wayne assembly plant and two at Metuchen.

Study urges shakeups in EPA and NHTSA

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Heritage Foundation, a conservative Washington based think - tank with good connections to the incoming Reagan Administration, is proposing major shakeups in the Department of Transportation and the EPA as part of an extensive action plan it has developed aimed at swinging the government to the right as quickly as possible.

In separate action proposals for EPA and DOT, the group suggests the time has come to seriously reappraise the functions of the two organizations and to change them from the advocatory bodies they have become back to the impartial arbiters they should be.

Of the EPA, Heritage Foundation says it is a classic example of a good idea gone too far. In the name of environmental protection, EPA is now "an indirect but often controlling power in decisions on domestic policy, foreign policy, land use, natural resource development, power facility citing, industrial growth and transportation restrictions," the foundation says.

"It illustrates the evolution of a new regulatory agency into a major force for exercise of direct federal controls over the private sector."

• EPA must be made to give greater consideration to the total human environment—health, food, energy, jobs, housing, recreation, safety and education—in its rulemaking procedures, the foundation says. And in this regard, EPA proposals should be handed down with an Environmental Impact Statement,

Continued on Page 40, Col. 3

NEWSPAPER

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A genius at surviving, UAW's Majerus says

AMC called a 'miracle company'

By Marjorie Sorge
Labor Editor

DETROIT.—American Motors Corp. is a "miracle company," and would have pulled something out of its hip pocket to survive had it not reached an agreement with Renault, said UAW Secretary-Treasurer Raymond Majerus.

"They have been miracle people in staying alive and the union has been a great partner with them in that effort," said Majerus, who also is director of the union's AMC Department. "I don't think they would have folded without Renault. They would have found some way to limp along.

"They've always come up with the new car at the right time. When they were really down they came up with the Rambler, then the Ambassador and then they came up with the Pacer and now the Eagle, Concord and Spirit. Their genius is in putting together new cars, when a new car is needed, with old equipment."

In an interview with AUTOMOTIVE NEWS, Majerus also said the UAW is now spending more money than it is taking in and isn't sure when the situation will settle down. He said the union is studying the problem and is forecasting it will be continuous because it will take the industry several years to turn around.

"We are still in excellent financial position," he said. "There is no jeopardy to our general fund or strike fund but it is a worry we need to take into account."

He also said the UAW would have helped AMC if the situation had become that critical, but not in the same way it helped Chrysler.

"Chrysler wasn't used to being on the bottom end of the stick and fighting for survival and AMC was used to it," he said.

• AMC had also been romancing Volkswagen, Toyota and Datsun and others before the Renault agreement, Majerus said.

"This is not a new thing for them and I think they had some second bets and had their bets hedged someplace," he said. "They never got uncomfortable about staying in business and staying in the marketplace."

Innovation and ingenuity in making the models look like new cars on a very minimum budget has saved the company, he said.

Renault's role at AMC has been felt in the last two bargaining rounds, Majerus said. Although the French firm was not an active participant, it acted as a silent partner, overseeing the negotiations, and the Renault influence has always been felt, he said.

Renault was concerned with the length and continuity of the agreements plus other points, such as no arbitration, the seniority arrangement, which allows bumping, and voluntary overtime.

Although Renault was not a big stockholder in the round of negotiations concluded last September, Majerus said it was no secret it would be pouring more money into the American firm but the union was "surprised" it happened so quickly.

Majerus predicted AMC will in turn surprise the industry and get a bigger share of the market and could double its penetration with the Renault/AMC joint car. Currently, AMC is getting about 2.25 percent.

"They (AMC) are excited about the arrangement and it is going to strengthen that company a great deal," he said. "It will strengthen the worker's lives too."

• The UAW has also bargained a seat on the AMC board of directors in this round if it can get Justice Department approval. There is a question over the possible conflict of interest that could develop because UAW President Douglas A. Fraser sits on the Chrysler board of directors. Fraser, however, is not the likely choice for the AMC board, observers say. The nod would probably go to Majerus.

Currently, the union has submitted its position papers to the Justice Department and the National Labor Relations Board has dismissed charges by a New York resident that Fraser's Chrysler board seat will interfere with good-faith bargaining between the union and the company.

Majerus said the union is pushing to get the decision by February, when AMC holds its annual stockholders meeting.

Getting a labor representative on the AMC/Renault board will "strengthen the relationship between the French union and the UAW," he said. Currently the union has strong ties with the Japanese and German unions and "has a great relationship" with Volvo and the Swedish unions, according to Majerus.

Labor observers have said that the introduction of a world car will ultimately lead to a world union.

"I am sure there is no question that the best arrangement would be to have a world union and that is a lot closer now than it was 25 years ago, and 25 years from now there probably is going to be a lot more going for it than that," Majerus said. "There is already a mechanism to set it up, the machinery is available and it does function. In many respects there is a great line of communication between the Japanese auto workers, the German auto workers, the French auto workers and the United Auto Workers. It is a question of coordinating the efforts."

There are no longer the problems of time, language barriers and who is going to get the most out of the system, he said. There are still some bridges to be crossed but that won't be the same problem it was 10 years ago, he said, indicating technology would be a contributing factor.

• The UAW has also been looking into possible mergers with the Machinists Union and the United Rubber Workers. Many have said the merger possibilities are coming because the unions are hurting financially as more people are laid off, which cuts the unions' dues and its operating capital.

"We've suffered a great deal of loss of income during the last several months by reason of the layoffs," Majerus said. "But it hasn't settled down enough yet so we can make a decision on where we are. We had a substantial payment of per capita last month but that resulted from people who haven't paid their per capita in previous months. It doesn't represent any income."

The UAW is operating below the expenses of the union, spending more than it is taking in, and isn't sure where it will settle down, he said.

The union will also lose money from people paying SUB fund dues when their respective SUB payments run out in the near future and layoffs are edging further and further into the parts depots.

"We don't really have a good fix on where we are in terms of membership income and financial matters," Majerus said. "We have a lot of lost income and are cutting expenses where we can."

Cuts could include payroll, travel, and other areas, but Majerus emphasized the UAW is still in "excellent financial position."

OK Renault deal or go under, AMC tells its shareholders

Continued from Page 2

accounted for 3 percent in 1980, compared with 9 percent in 1979 and 10 percent in 1978. Transit buses accounted for 5 percent in 1980, compared with 18 percent in 1979 and 29 percent in 1978.

AMC described its overall financial position as having "deteriorated" during 1980 due to "substantial losses from operations."

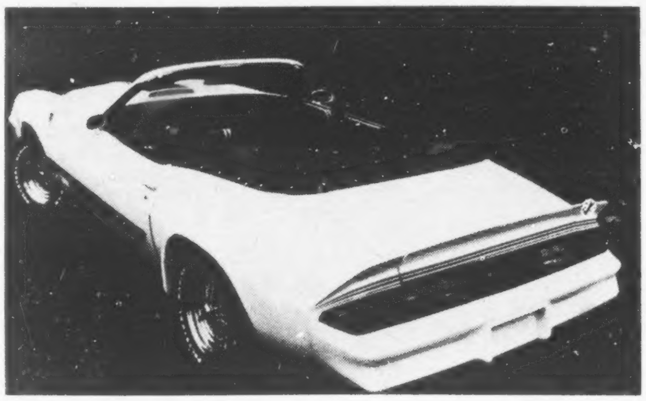
Working capital declined from $244.2 million at Sept. 30, 1979, to just $94.7 million at Sept. 30, 1980, attributable primarily to "$89.7 million in operating losses net of non-cash charges, $84.3 million of expenditures to improve capabilities and equipment and $17.8 million of investments and advances to unconsolidated subsidiaries, net of debt and equity investment from Renault of $60 million," the document said.

• The proxy also disclosed, "Aggregate borrowings increased by $183.5 million to $252.2 million" resulting in "a debt to equity ratio of 85 percent." AMC said at year-end the "quick ratio" had declined to 49 percent and the "current ratio" had dropped to 117 percent.

AMC's export sales "primarily to Asia, Africa and Latin America," were $421.6 million in 1980, compared with $350.3 million in 1979 and $267.6 million in 1978.

The mailing also said AMC retained independent financial advisor Warburg Paribas Becker, Inc., to evaluate the financial fairness of the Renault deal to AMC shareholders other than Renault. WPBI reported that, based on a study of AMC's information, the deal seemed financially fair.

AMC retained Morrow & Co. and D. F. King & Co. to assist in the solicitation of proxies for fees estimated to total about $60,000.



Camaro package includes insurance

This Camaro convertible, by American Convertible Corp., Fort Lauderdale, Fla., is billed as a traffic builder for new-car dealers. It retails for $16,000. American Convertible offers product liability insurance to participating dealers.

Chrysler only U.S. maker to chalk up sales increase

By Jenny L. King
Staff Writer

Early November domestic new-car sales slipped 7.41 percent as the U. S. auto makers struggled to bolster the softening market only one month after introduction of their 1981 models.

Sales totaled 163,702, down on a year-to-year basis from 176,810, but up 4.16 percent on a daily rate basis. There were eight selling days this year with an average of 20,463, compared with nine days a year ago with an average of 19,646.

Sales since the first of the year were down 21.77 percent, to 5,741,280 from 7,339,027.

Chrysler was the only domestic auto maker to report a sales increase. Its sales rose 5.42 percent, to 14,843 from 14,080 (up 18.61 percent on a daily-rate basis). General Motors sales dipped 2.57 percent, to 105,123 from 107,900 (up 9.60 percent daily rate).

Ford sales dropped 18.62 percent, to 38,451 from 47,250 (down 8.46 percent daily rate). Volkswagen of America reported sales of 2,285 U. S.-built Rabbits, down 32.40 percent from 3,380 (down 23.82 percent daily rate), and estimated sales of American Motors passenger cars were 3,000, down 28.57 percent from 4,200 (down 19.70 percent daily rate).

• GM's sales earned it 64.22 percent of the early-November market, up from 61.03 percent. Ford captured 23.49 percent, down from 26.72 percent. Chrysler sales accounted for 9.07 percent, up from 7.96 percent. AMC earned 1.83 percent, down from 2.38 percent, and VWoA claimed 1.39 percent, down from 1.91 percent.

Four makes were up for the period on a year-to-year basis. Plymouth pushed 7.60 percent ahead of last year's mark. Dodge was up 18.64 percent, Pontiac inched ahead 0.45 percent and Buick was up a generous 21.21 percent.

Losses among the remaining makes ranged from 2.91 percent for Oldsmobile to 57.72 percent at Lincoln. Chevrolet was down 7.29 percent, Cadillac was down 30.77 percent, Mercury fell 19.89 percent, Ford dropped 12.78 percent and Chrysler was down 19.30 percent.

Chevrolet Citation was the top-selling nameplate in early November, with 8,529 units sold. It was followed by Chevrolet Chevette, 7,951; Ford Fairmont, 7,578; Chevrolet Malibu, 7,278 and Oldsmobile Cutlass Supreme, 6,281. A year ago the top five were: Standard Chevrolet, 8,962; Fairmont, 8,075; Cutlass Supreme, 7,857; Chevette, 7,785 and Citation, 7,774.

DOMESTIC SALES

	Nov. 1-10, 1980	Nov. 1-10, 1979
AMERICAN MOTORS	3,000†	4,200†
Chrysler	3,273	4,056
Plymouth	5,505	5,116
Dodge	5,823	4,908
Imperial	242	——
CHRYSLER CORP.	14,843	14,080
Ford	27,172	31,155
Mercury	9,474	11,826
Lincoln	1,805	4,269
FORD MOTOR	38,451	47,250
Buick	21,250	17,532
Cadillac	6,719	8,839
Chevrolet	41,115	44,348
Oldsmobile	20,518	21,132
Pontiac	16,121	16,049
GENERAL MOTORS	105,123	107,900
VOLKSWAGEN	2,285	3,380
INDUSTRY TOTAL	163,702	176,810

†—Estimate.

Ford to produce new 4-cylinder engine at Lima, O.

DEARBORN. — Ford Motor Co. will manufacture a new, fuel-efficient 2.3-liter four-cylinder engine at its Lima (O.) Engine Plant with major components to be produced at Cleveland Engine Plant No. 2 in Brook Park.

John A. Betti, vice president - Powertrain and Chassis Operations, said the principal reason Lima was selected is that "the new 2.3-liter engine has been designed to make maximum use of certain existing six-cylinder manufacturing tools and facilities, and we can bring it on-stream more quickly at Lima than at any of our other engine plants."

He also said that sourcing the new 2.3-liter engine at Lima will enable the company to maintain employment levels as anticipated production volumes are adjusted between six-cylinder and four-cylinder engines.

Conversion of facilities at Lima for the new 2.3-liter line also will benefit the company's Cleveland Engine Plant No. 2, which has been selected to machine a trio of major components—the crankshaft, camshaft and connecting rods — for the new engine.

Automotive World News

Redesigned for Europe

Volkswagen's new Passat, which will debut in late '81 in the U. S. as the Dasher, is heavier, longer, wider and more aerodynamic than its predecessor. Fuel economy is rated at 22.8 MPG in the European urban cycle, 32.6 MPG for the three diesel models.

New Passat/Dasher larger and sleeker

When the original Passat was new in 1973, it was simply a fastback version of the Audi 80 (Fox) from the previous year—a highly up-to-date creation by Ludwig Kraus.

Now the Passat — known as the Dasher in the U. S.—goes into its second generation in Europe a little longer, a little wider and a little heavier. U. S. introduction is scheduled for fall, 1981.

The redesigned body has better aerodynamics, the drag coefficient having been reduced to 0.38.

The engine choice is ever wider. An optional 1.9-liter five-cylinder engine rated at 115 HP comes in at the top end. The 50-HP 1.5-liter diesel continues. The 1.6-liter gasoline engine is available in 75-HP and 85-HP carburetor versions, plus a fuel-injected job rated at 110 HP. At the bottom end, 55-HP and 60-HP (export) versions of the 1.3-liter engine.

Volkswagen offers a new 4+E transmission as an option on the upper-line models. The E stands for "economy," and the unit is a five-speed gearbox with an extra low 0.686 fifth overdrive.

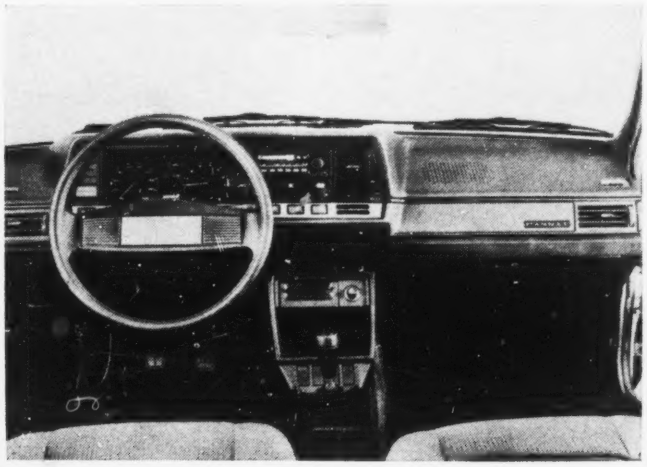
A new gauge with an arrow tells the driver if he can save fuel by shifting up into the next higher gear.

Automatic transmission is restricted to cars with the two most powerful engines.

In the chassis area, the Passat sports a new rear suspension. The former torsion-crank axle has been replaced by a new V-formation rear end with automatic toe-in corrections in the trailing arms (based on the design used on the 1981 Golf, Jetta and Scirocco).

Wheelbase on the new Passat is 100.4 inches, up about 3 inches from the old version; length is 174.6 inches, an increase of almost 6 inches; width, 66.3 inches, an increase of about 3 inches, and weight, (4-door) is 2,095 pounds, up 144 pounds.

Fuel economy in the European urban cycle is rated at 22.8 MPG for the L and GL models and 32.6 MPG for the diesel models.



Inside the Passat

Compact instrumentation is featured in the new Volkswagen Passat (Dasher). A new "4 plus E" transmission has been added on the top lines—"E," for "economy," refers to an extra low fifth-gear overdrive.

Few companies are without them

European makers big on diesels

By Richard Feast
European Editor

At the beginning of the last decade diesel auto production in Europe amounted to 135,000, or roughly 1.3 percent of the total. Only two manufacturers were really interested in the subject, Daimler-Benz and Peugeot.

But the cataclysmic effect of vastly increased energy prices has changed all that—indeed, is still changing it.

By 1979, diesel car production had grown to approximately 740,500, representing 6.5 percent of the contingent's output. The vehicle maker without a compression ignition engine in its lineup, or without plans for them in the very near future, was rare indeed.

Early industry estimates for this year were that diesel car output would grow by around 9 percent against an overall drop in production of a similar magnitude.

All of which is good news for fuel injection equipment manufacturers like Lucas CAV and Robert Bosch. Lucas's forecast is that world passenger-car diesel output this year will reach 1.3 million and that within 5 years, one-tenth of all passenger car output will be diesel-powered.

- The diesel's better consumption is clearly enough to offset the extra cost involved in purchase and the loss in performance. In addition, in many countries the cost of a gallon of diesel is significantly less than a gallon of gas.

Europe's leading diesel-car makers

Manufacturer	1979 Production	Pct. of Total
VW-Audi	268,000	16.5
Daimler-Benz	195,467	45.1
Peugeot	146,912	19.4
Citroen	53,684	7.9
Opel	51,533	5.4
Fiat	50,803	4.7
Seat	17,783	6.0
Volvo	13,300	4.4
Ford—Germany	9,912	1.8
Renault	3,565	0.2
Talbot—Spain	3,319	4.5

Belgium, Holland, Italy and Sweden are prime examples, though in practically all countries gas is a few cents more. Diesel skeptics point to the fact that pricing is largely at the whim of government tax collectors, and any advantage diesel has in price at the pumps could disappear overnight.

It seems amazing, then, that Europe's largest single diesel car market is West Germany. Almost 185,000 were sold last year, despite the country's comparative wealth, despite the great demand for high performance cars to take advantage of the lack of motorway speed limits, despite the fact that diesel is only a few pfennigs cheaper than gas.

The country has been a real pioneer of the diesel car, Daimler-Benz having introduced them in the 1930s. It has championed them ever since, as any person who has been driven in a taxi in the country can testify.

But arguably the real diesel revolution came with the introduction of the Volkswagen Golf (Rabbit) version. Here at last was a small, modern machine with a semblance of performance. The group recently constructed its one millionth diesel car engine, including the six-cylinder versions it sells to Volvo in Sweden.

- The Golf (introduced in 1976) was followed a couple of years later by a direct rival in the Fiat Strada. The Italian group was comparatively late on the diesel scene, but now has a full complement of Strada, Mirafiori and 132 models which are proving notably popular in their country of origin.

Soon after their introduction came some advantageous revisions to the tax on diesel car purchase in Italy—moves which did no harm in stimulating interest in the models.

The picture was really completed a year ago when Renault brought out diesel versions of its 20 sedan. This was followed a few months later by similar versions of the 18, and Renault has shot to the top of the French sales chart for these models.

So, within the past five years three of Europe's largest volume makers—VW-Audi, Renault and Fiat—have joined the club. The Peugeot group, No. 1 in Europe, has diesels for all three divisions, but they are largely concentrated at the upper end of the spectrum, where volume is lower.

- The most obvious non-member is BL, though its experience with the power unit in trucks, vans and taxis is enormous. One obvious ploy would be to buy the units, as Ford of Europe does from Peugeot for its Granada and Volvo does from VW.

Neither Saab nor Lancia have ever declared any real interest in diesel cars, though the Italian company can obviously draw upon the inventory of its Fiat parent.

Saab appears more interested in high compression gasoline engines, an area which BMW is pursuing in addition to the diesel turbos it is to produce with Steyr-Daimler-Puch, of Austria.

Here again, it is not clear where all the spare capacity from this project will go. Ford Motor Co. wants some, and BMW has talked to BL about possible sale. The UK company needs something economical to balance the luxury Rovers and Jaguars it is selling in the U. S. and Europe.

All-new Jaguar sedan in the works for 1984

An all-new Jaguar sedan forms part of the BL corporate plan for the early '80s, industry sources in the UK indicate. Unofficial costs for the smaller, lighter car—coded XJ-40 — are put at $220 million.

The car is expected to appear in 1984, a year after a new six-cylinder engine has been released for use in the current XJ range.

Today's XJ dates its origins back to 1968. The six and 12 cylinder cars are unfashionably heavy on fuel and any new model will show notable improvements in gas consumption like its rivals from Daimler-Benz and BMW.

It is one of the reasons why Jaguar is looking for a suitable diesel engine from an outside supplier. It needs to improve its CAFE rating on the important U. S. market.

All this, however, is still in the pending file of UK Industry Secretary Sir Keith Joseph. BL's board has approved the overall plan for the group, but it needs government backing to finance it.

- Details of the plan are secret, but estimates of BL's cash requirements in the four-year period vary from $300 million to $1 billion.

No word of government thinking has emerged, but BL management must have been relieved when the 73,000 workforce pulled back from a strike at the beginning of November over a wage increase offer of 6.8 per cent. The country's inflation rate is well over double that figure.

There is no question that the group is hard-pressed for cash, and it is expected to lose close to $1 billion this year before its state of health improves.

Other new models featured in BL's proposals include assembly of the Honda Ballade (1981), a hatchback version of the full size Princess sedan (1982), the LC10 medium-sized hatchback (1983) and a booted version of the LC10 known as AM2 and scheduled for 1984.

How fuel prices affect diesel car sales

Country	Gasoline (U. S. gal.)	Diesel (U. S. gal.)	Diesel market share (%)	Diesel sales
Belgium	$2.80	$1.68	10.8	45,761
France	$2.92	$2.57	7.3	145,204
West Germany	$2.32	$2.29	7.0	184,823
Holland	$2.60	$1.69	6.4	36,593
Italy	$3.10	$1.36	4.4	52,185
Sweden	$2.69	$1.33	6.5	13,980
Switzerland	$2.44	$2.48	0.6	1,631
UK	$2.75	$2.75	0.5	9,433

SOURCES: Chambre Syndicale, France; Automobile Association, England. Based on current monetary exchange rates.

Porsche provides the power

The new Porsche 924 Carrera GT is a 150-MPH development of the 924. Initial production is set at only 400, and none is being exported to the U. S. In keeping with Porsche tradition, three tuned versions, with 330-HP engines, competed in the Le Mans 24-hour motor race.

Porsche plans build of 400 for new 924 Carrera GT

Initial production of Porsche's new 924 Carrera GT is set at 400—but it is fair to speculate that it will eventually become a full entry in the sports car makers' exclusive catalogue.

Porsche sees the car as a successor to the lightweight 911 Carrera of 1973-4.

Half of the production will go to the domestic market, the remaining 200 going for export. None is destined for the U. S., although 50 super-tuned versions are being prepared for IMSA and SCCA racing.

The 924 Carrera GT is the first road-ready competition version based on the new Porsche transaxle generation.

The planned production version differs from the 924 Turbo largely through increased performance and more-sporting layout.

With compression ratio raised from 7.5:1 to 8.5:1, a charge-air intercooler and new digital control of ignition timing, the engine of the Carrera produces 210 HP at 6,000 RPM.

This takes the car to a top speed of 150 MPH. The 924 Carrera GT is said to accelerate from 0-62 MPH) in 6.9 seconds (924 Turbo, 7.8 second).

The Carrera GT is powered by the four-cylinder 121 CID engine fitted with a turbocharger and intercooler. A five-speed gearbox is standard, and a limited slip differential optional.

Naturally, the suspension and brakes have been beefed up, and the car is distinguished by flared wheel arches, front air dam and an additional air intake on the hood.

- Porsche said the Carrera uses only slightly more fuel than the normal induction-engined Porsche 924.

Despite wider track and wider tires, enlarged air intakes and nose spoiler, Porsche maintained the same low drag coefficient of 0.34 as that of the 924 Turbo. The vehicle sits 0.4 inch lower in front and 0.6 inch lower in the rear, and its windshield is bonded to the body.

The 924 Carrera GT fenders are constructed of fiber-reinforced polyurethane. These are flexible, like the nose and tail pieces of a Porsche 928, so that light blows leave no trace. In addition, they resist corrosion and stone damage.

Body shells are made at Neckarsulm, and final assembly is at the company's Zuffenhausen factory. If series production does begin—as seems likely—in a couple of years, the model will then undoubtedly find its way across the Atlantic.

Price is in excess of $40,000.

5-week strike ends at Fiat; cost is high

Fiat in Italy and its workers have been counting the cost of the bitter five-week industrial dispute which paralyzed car production.

It ended in the middle of October after the government agreed to underwrite the wages of 23,000 laid-off workers.

In the wake of rapidly diminishing export sales, Fiat tried to cut its 117,000-man workforce and introduce short time working. This was too much for the powerful metal workers' union, and the dispute grew to the most serious industrial strike in Italy since the war.

Ironically, the very high stock levels put the auto company in a stronger position. The 35-day dispute meant that it was able to reduce its expensive stock of unsold cars in a way that could not be hoped for in normal negotiations.

The dispute, which is said to have cost workers in the region of $68 million in lost pay, may have left the powerful unions in a weaker position, industry observers beleive.

European show dates set for '81

Dates have been drawn up for Europe's 1981 motor shows. They are as follows:

Brussels, Jan. 15-25 (trucks); Amsterdam, Feb. 5-15 (autos); Geneva, Mar. 5-15 (autos); Belgrade, Mar. 27-April 5 (trucks, autos); Barcelona, May 2-10 (trucks, autos); Turin, May 15-24 (trucks); Frankfurt, Sept. 17-27 (trucks, autos).

In addition, the SMMT is helping organize Motorfair at London's Earls Court on Oct. 21-31.

But Italy's decline is yet to come

Europe sales off 8.2 percent for half

By Richard Feast
European Editor

An indication of the decline in demand for new cars in Europe emerges from returns for the first half of this year compiled by Fiat Auto in Italy.

Sales in the six-month period to the end of June fell by 8.2 percent to just over 5.6 million compared with the same period last year.

This is much in line with the forecast from the Economist Intelligence Unit (a 9.3 percent fall in demand for the whole of this year to 9.5 million) because in many countries the downturn did not occur until the second quarter.

Indeed, in a handful of countries, including the large Italian market, the sales graph has continued to climb.

The collapse of Italian demand is widely forecast to occur this winter, a full year after the first signs of the European sales slump occurred in West Germany. There are few clear indications why events should have happened so much more slowly in Italy.

- Even by the end of August sales were racing ahead—up 18 percent at 1,006,031. By the yearend, the country's market will be the third largest in Europe, having moved ahead of the UK.

It is the one bright aspect of Fiat Auto's current uphappy state. In the same period, domestic market registrations for the group were up 21.2 percent at 622,799 units.

This was in no small way on account of the popularity of the baby Panda and diesel engine versions of the Strada and Mirafiori. At the end of August Fiat's slice of the Italian market had risen to 52.5 percent.

Why, then, has Fiat just spent the month of October in crisis?

The downturn in its export sales has been dramatic. They have fallen by 22 percent, in many cases at the hands of the Japanese importers. Like so many car makers, it has tremendous overcapacity at present.

The dispute over the company's wish to reduce manning levels—by 14,500, or around 12 percent of the workforce — has been described as the worst industrial unrest in the country since the war.

The falling demand and consequent production cutbacks seem to have been accepted more stoically in other countries.

- In West Germany, Europe's largest single market, first half demand fell by 12.4 percent to 1.37 million. The companies worst hit—Ford, Opel and Audi — were forced to introduce shorttime working.

At Opel, where there were also redundancies, this was done against a background of capacity expansion in Spain, which greatly disturbed workers.

The French market fell by 6.1 percent to 1.02 million in the six months to the end of June. The Peugeot group was so badly hit that the recent announcement of the Peugeot/Talbot merger was perhaps the only logical conclusion.

The drop in French demand was despite a buoyant performance by Regie Renault. To the end of August its registrations rose by 11.5 percent to 518,961. by contrast, Peugeot SA's in the same period fell by 20.3 percent to 469,532.

Of the four major markets, the fall-off in demand was greatest in the UK. To the end of June it was down more than 16 percent compared with the same period last year. Just as important, during the same period, imported models increased their already very high penetration to practically 58 percent.

There was a later improvement in UK demand, bolstered by new introductions like the Ford Escort and Austin Metro, but the country faced an uncertain economic outlook.

Between them, Germany, France, Italy and the UK accounted for three-quarters of all European car sales.

As a whole, it must constitute the most competitive market in the world. There are half a dozen major manufacturing groups, plus another six medium and small makers. And there are the Japanese importers, who are slowly gaining ground on all fronts.

According to Fiat figures once more—and it must not be forgotten that the Italian company has suffered at the expense of the Japanese — Japanese cars captured a record 11.7 percent of the European market in the first half of this year.

That gave them sales of some 520,000, compared with 758,000 for the whole of last year. This is despite restrictions placed on the country by three of Europe's four largest markets, France, Italy and the UK.

Japan's big increases came in West Germany. Against a market fall of 12.1 percent, registrations by Toyota, Nissan, Honda, Toyo Kogyo and Mitsubishi rose 58 percent to nearly 122,000 in the first half of this year.

Fiat's reckoning of Japanese import penetrations in the various European countries in the six months to the end of June are as follows:

Austria, 17.6 percent; Belgium, 21.9; Denmark, 31.3; Finland, 35.0; France, 2.7; Germany, 9.1; Greece, 42.8; Holland, 25.0; Ireland, 30.6; Norway, 37.1; Portugal, 8.1; Sweden, 13.1; Switzerland, 18.0; UK, 10.6. (Italy and Spain are effectively closed markets to the Japanese).

Where Europe's car market has fallen

Country	1st half 1980	Share of total	1st half 1979	Change from '79
Austria	125,000	2.2	114,300	+ 9.4
Belgium	244,500	4.3	253,600	− 3.6
Denmark	49,600	0.9	80,700	−38.5
Finland	58,200	1.0	52,600	+10.6
France	1,018,400	18.1	1,084,200	− 6.1
Germany (West)	1,371,600	24.3	1,565,200	−12.4
Greece	19,500	0.3	57,200	−65.9
Holland	287,400	5.1	354,600	−19.0
Ireland	59,000	1.0	59,100	− 0.2
Italy	937,300	16.6	829,000	+13.1
Norway	48,200	0.9	45,100	+ 6.9
Portugal	24,500	0.4	24,600	− 0.4
Spain	268,600	4.8	306,600	−12.4
Sweden	98,600	1.7	112,500	−12.4
Switzerland	157,500	2.8	163,800	− 3.8
UK	869,200	15.4	1,037,400	−16.2
TOTAL	5,637,100	100.0	6,140,000	− 8.2

Source: Fiat Auto

Porsche is gaining despite worldwide sales slowdown

The general slowdown in new-car sales this year has not affected Porsche of West Germany as much as the slump following the October, 1973, Middle East War.

"We are in a much stronger position now," says sales director Lars Schmidt. "Then we had just the 911. Now we have the 924 and 928."

To the end of August, sales were down around 10 percent compared for the same period last year. And the largest fall was in the U. S., where until recently Porsche sold half its cars.

Following introduction of the 924 in 1976 and the 928 the following year, Porsche output stood at just over 36,000 annually. In 1977 around half of that volume went to the U. S., around 30 percent was sold on the domestic market, and the remainder was classified as "rest of the world" sales.

The pattern is changing, in no small measure on account of the dollar / deutschmark exchange rate. Last year 42 percent of all cars were sold in the U. S., while deliveries to the home market accounted for an increased 35 percent of output. Other areas tok a more significant 23 percent as well.

This year the trend has continued, with U. S. sales down by a fifth, and German registrations down by around 18 percent. However, deliveries in the rest of Europe have gone up by some 5 percent, so that each of the three markets occupies roughly one third of output.

At present the plant at Zuffenhausen, near Stuttgart, is making around 65 vehicles a day (two-thirds 911 and one-third 928). This compares with capacity of 72 a day.

The Audi factory at Neckarsulm, which produces body shells for the 924, is making around 85 a day compared with a limit of 100.

Unofficially, this model is expected to get its own Porsche engine around the time of the Frankfurt Motor Show next year rather than the Audi-based unit it currently uses.

Assistance for India

Renault and Peugeot have agreed to submit proposals to India on ways to modernize the auto industry there. Their proposals will be compared with those made by other European firms.

To evaluate surface conditions

New Swedish device keeps tabs on roads

By John A. Russell

New York Staff Writer

A measuring system for road surfaces has been developed through a joint project between Saab Scania and a Swedish government agency.

The system measures the evenness, friction, rut depth, water depth, cross fall and distance. There is a provision to manually register cracking and wear on the road surface.

Called the Saab RST, it was developed from the Saab friction tester introduced last year.

Sivert Axelsson, project manager for the RST for Saab Aerospace Division, said that before this system was developed the only method to evaluate the condition of roads in Sweden was purely subjective. Now, with this system, exact measurements can be obtained on the road surfaces.

Saab officials and those of the Swedish Road & Traffic Research Institute believe the RST will prove invaluable in estimating the cost and materials necessary for road repairs as well as marking roads for safety reasons.

The RST will measure friction on wet and dry surfaces as well as crossfall of the roadway.

This, combined with the speed limit can give a precise measurement of the skid potential of the surface on wet and dry surfaces.

The heart of the RST is an onboard computer. The operator can select the test or tests he wants to perform such as friction on wet or dry surfaces, road unevenness and water depth.

- To test friction on a wet surface, the car is equipped with a water tank, as is the Saab Friction Tester.

Data is measured against criteria developed by the various agencies of tolerances of the road surface.

In the front of the car is attached the profile meter which measures the road conditions every 10 centimeters. There are 26 small wheels attached to this meter to measure the actual depth of ruts and unevenness in the surface.

Also, in the engine compartment, is a gyro system for the profile meter.

In the rear is the friction tester with its water tank and fifth wheel.

The computer can be programmed to include road-building requirements, according to officials of the Road & Traffic Research Institute, and the goal is to have the entire system commercially available for $100,000.

Keeping eyes on road

This Swedish device measures road surfaces as the vehicle moves along. It can check such factors as evenness, friction, cracking and wear. Safety improvement is one goal of its developers.

Scania goes double-decker

Scania, the Swedish truck and bus division of Saab-Scania, exhibited a new generation of double-decker city buses at the Birmingham Motor Show. The rear-engined machine is based on the standard BR112 transit bus chassis. The prototypes were built by East Lancashire Coachbuilders in England, a company with a two-year order book despite the recession.

Renault's latest line in trucks

Updated cab trim, improved suspension and changes to the electrics are part of the R360 (above) and R310 ranges shown by Renault Industrial Vehicles at the Paris Auto Show. The Renault name has been on the front of trucks since April 21 this year, when the old Berliet and Saviem badges were quietly replaced. Renault supplies trucks to its Mack affiliate in the U. S.

Domestic sales down, but factories still working at full capacity

Export gains offset slump in Japan

TOKYO. — Japan's auto makers continue to increase exports at a rapid rate, while domestic sales are in a slump.

In September, Toyota exported 147,218 units, up 28.9 percent from a year ago, and Nissan exported 132,187 units, up 17.7 percent. Toyo Kogyo, reporting an alltime production record in September, exported 62,722 units, up 31.2 percent.

What's more, shipments to the U. S. continue at high levels, with Toyota shipping 54,079 units, up 21.8 percent. Nissan's shipments were down 10.2 percent to a still-healthy 48,768.

Toyo Kogyo has already exported more cars to the U. S. than it did in the whole of 1979. With the export of the new Mazda GLC underway, Toyo Kogyo boosted shipments by 37 percent to Europe, while Toyota and Nissan shipments to West Germany rose by 22 and 67 percent respectively, both companies shipping over 6,000 units.

Toyo Kogyo's record production of 106,168 units is due almost totally to the enormous initial success of its GLC, now available in Japan in four-door notchback form, as well as in the original hatchback three- and five-door models.

Its domestic sales were up 8 percent, with 16,369 cars sold in September, in spite of a slumping market. Isuzu sales were up 37 percent to 4,687 units.

The other makers did badly at home; Mitsubishi was down 24 percent; Honda was down 14 percent; Toyota, 12 percent; Nissan 10 percent in Japan. Total sales came to 225,476 cars, including midgets, with sales of large cars down 27 percent, subcompacts down 9.7 percent, but midget cars up 8 percent.

Midget commercial vehicles sales continued to boom, up 22 percent. Imports also fared better than in the past few months, with sales down only 8 percent.

- It is forecast that total vehicle sales in Japan will reach about 4.5 million units, including midgets, whereas at the beginning of the year, more than 5 million sales were forecast. In fact, the Japanese auto makers based their production schedules on an 8 percent increase in domestic sales, and they forecast exports of some 5.5 million units.

So far, no manufacturer has admitted to revising production schedules downwards, so it is hardly surprising that exports are rising so fast.

The Japanese car companies are still operating flat out—in several cases working overtime—and are clearly diverting all the extra cars to the export markets. Although they claim that many of these cars are going to the Middle East, figures indicate shipments to the U. S. and Europe are still strong.

If this trend continues, as expected, to the end of the year, the Japanese will export 6 million units this year, up one-third from 4.5 million units last year.

PRODUCTION OVERSEAS

ARGENTINA

Cars	6 mos., 1980	6 mos., 1979
Citroen	—	4,012
Chrysler Fevre	12,614	12,297
Fiat Concord	17,742	15,286
Ford	32,056	24,293
Renault	27,667	17,720
Safrar Peugeot	11,585	11,985
Total	101,674	85,593
Trucks, buses		
Citroen	—	487
Chrysler Fevre	2,357	1,973
Deutz	56	60
Fiat Concord	1,828	1,430
IME	2,041	4,262
Ford	18,330	12,966
Mercedes-Benz	4,408	3,890
Renault	78	120
Scania	430	250
Safrar Peugeot	853	327
Total	30,381	25,765
Total vehicles	132,055	111,358

UNITED KINGDOM

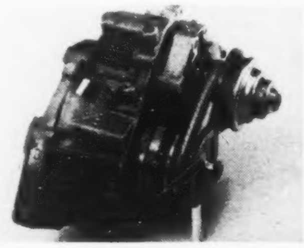
Cars	9 mos., 1980	9 mos., 1979
BL	277,270	356,626
Austin-Morris	211,480	274,686
Jaguar-Rover-Triumph	58,684	74,154
Range-Rover	7,106	7,786
Ford	234,464	273,666
Lotus	272	748
Reliant	510	578
Rolls-Royce/Bentley	2,142	2,176
Talbot	111,588	69,258
TVR	102	204
Vauxhall	40,562	49,368
Others	408	476
Total	667,318	753,100
Trucks, buses		
Bedford	70,754	72,046
BL	93,942	84,694
Austin-Morris	42,398	35,598
Land-Rover	33,694	28,968
Leyland Vehicles	17,850	20,128
Dodge	12,376	12,410
ERF	1,666	2,040
Fodens	1,054	1,054
Ford	102,952	112,268
Hestair-Dennis	476	374
Metro Scammell-Weymann	374	238
Seddon Atkinson	2,652	3,128
Others	646	510
Total	286,892	288,762
Total vehicles	954,210	1,041,862

JAPAN

Cars	8 mos., 1980	8 mos., 1979
Daihatsu	100,223	82,747
Fuji	131,325	97,001
Honda	533,834	442,768
Isuzu	70,577	55,457
Mitsubishi	415,788	333,465
Nissan	1,267,936	1,124,926
Suzuki	54,751	42,838
Toyo Kogyo	459,562	410,421
Toyota	1,556,863	1,356,533
Total	4,590,859	3,946,156
Trucks, buses		
Daihatsu	178,022	148,521
Fuji	137,664	112,618
Hino	51,086	53,072
Honda	68,855	62,436
Isuzu	247,157	221,946
Mitsubishi	282,609	262,144
Nissan	461,795	379,232
Nissan Diesel	31,195	26,933
Suzuki	235,893	170,604
Toyo Kogyo	252,252	206,569
Toyota	676,808	569,061
Others	520	296
Total	2,623,856	2,213,432
Total vehicles	7,214,715	6,159,588

FRANCE

Cars	8 mos., 1980	8 mos., 1979
Alpine	697	786
Citroen	368,474	454,716
Peugeot	398,141	489,609
Renault	984,400	881,456
Talbot Matra	5,473	11,898
Talbot	200,664	236,873
Total	1,957,849	2,075,338
Trucks, buses		
CBM	66	73
Citroen	31,748	30,113
Peugeot	84,345	70,884
Renault	95,370	90,358
RVI	35,448	26,318
Sovam	84	86
Talbot Matra	1,475	—
Talbot	15,923	19,039
Unic	12,065	11,621
Total	276,528	248,492
Total vehicles	2,234,377	2,323,830



Only one belt

The Fiat Ritmo 75 continuously variable transmission features two pulleys with one member each that is axially movable to increase or reduce the effective radius.

Mack ending long absence from MVMA

By Jack Walsh
Truck Editor

DETROIT. — Mack Trucks, Inc., is abandoning the Heavy Duty Truck Manufacturers Assn., which was the brainchild of Zenon C. R. Hansen, retired Mack chairman, and there's a good chance there won't be an American Historical Truck Museum, another Hansen dream.

The Motor Vehicle Manufacturers Assn., at a press briefing in conjunction with the recent S.A.E. national truck meeting in King of Prussia, Pa., announced that Mack will rejoin the association the first of the year after an 11-year absence.

Alfred W. Pelletier, Mack chairman, said Mack will not continue as a member of the HDTMA, and indicated that the approximately $2.5 million raised for a truck museum will be earmarked for other charitable endeavors.

Hansen, at his home in Sebring, Fla., said he was "sorry to hear" about Mack's decision to leave the HDTMA, and called the move a "step backwards."

"The truck industry needs an organization of its own, not a division of an association where the emphasis is on cars," said Hansen, the leader in the establishment of the HDTMA in

Continued on Page 27, Col. 1

Texas firm to buy White non-truck units

FARMINGTON HILLS, Mich. — White Motor Corp. and TIC Investment Corp., Dallas, have signed an agreement for the purchase by TIC of White's U. S. farm and lift-truck equipment operations and certain related international farm-equipment assets. Negotiations continue with regard to White's Canadian farm-equipment business.

The agreement is subject to various conditions and approvals, including approval by the U. S. Bankruptcy Court in Cleveland, where White currently is in Chapter 11 proceedings. Purchase price was not disclosed.

Sales bosses take to the road

White Motor Corp.'s district sales managers hit the road in five 1981 Road Bosses for a six-week demonstration blitz of dealers and customers in the seven Great Lakes Region states. Before the end of the year, district managers in White's four other U. S. regions will provide similar demonstrations in their territories.

White blitz stresses Road Boss economy

FARMINGTON HILLS, Mich. —White Motor Corp. has launched a program to blitz the nation with personal, hands-on demonstrations that will emphasize the fuel economy and reliability built into the 1981 Road Boss conventional.

The blitz was kicked off late in October at White's new Chicago branch facility when five district sales managers climbed into the cabs of five identically spec'd Road Bosses that will serve as their "offices" for six weeks.

In that period they will visit every White dealer and many fleets in the Great Lakes Region, encompassing Ohio, Indiana, Illinois, Wisconsin, Minnesota, and portions of West Virginia and Kentucky.

Before the end of November, 16 additional district sales managers in White's four other regions will hit the road in Bosses spec'd for their particular parts of the country.

The hands-on demonstration plan was conceived by Mark J. Obert, White's Truck Operations truck marketing vice president, who said: "Even though our dealers already agree that we're building the best conventional in the industry, there's nothing better than personal demonstrations to underscore the important new features that make the 1981 Road Boss more reliable, more fuel efficient and easier to maintain.

"Moreover," Obert added, "this is a grass-roots program that includes all dealer personnel—not just the dealer principals who would normally attend a national sales meeting and new model introduction."

Dressed up in two-tone blue—White's new corporate color — the demo Bosses are equipped with Cummins Formula 300 engines, Fuller RT1109 transmissions and Rockwell SQHD 3.70 ratio rear axles.

Particularly important to the safety of the driver-sales managers is the inclusion of White's Air Brake Proportioning System which balances braking in bobtail mode operation.

The sales managers—turned-drivers are John Dando, Minnesota and Wisconsin; David Meyer, Illinois; Elmer Krueger, Indiana and Northern Kentucky; Jack Hienton, Michigan; and Donald Vogel, Ohio and West Virginia.

White dealers to have voice on creditors group

CLEVELAND.—The National Automobile Dealers Assn. has been appointed an ex officio member of the White Motor Corp. Creditors Committee in the truck manufacturer's Chapter 11 proceedings.

As an ex efficio member, according to the order entered by U. S. Bankruptcy Judge Mark Schlachet, NADA's dealer representative will have no voting rights, but will be included in all committee meetings and have a voice in those discussions.

The dealer representative is Frank X. Baumert, Baumert Sales Co., Inc., Hartford, Conn. He currently serves as the White line representative with NADA's American Truck Dealers Division (ATD).

Bernie Young, Charleston Truck & Trailer, South Charleston, W. Va., and present chairman of the White Dealer Council, was appointed alternate represenative.

At a recent hearing regarding expansion of the Creditors Committee, Bruce R. Baker,

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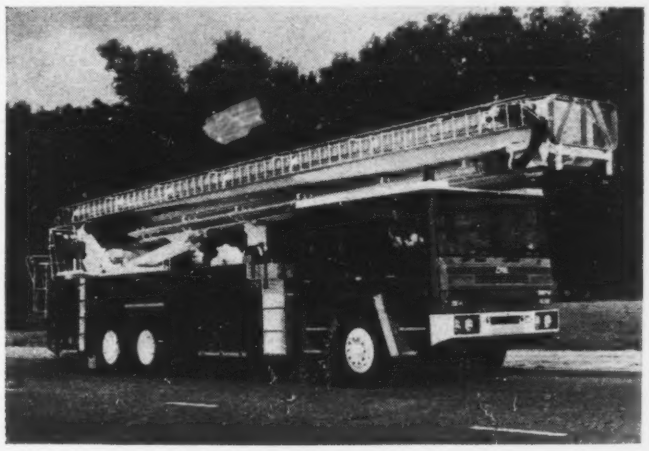

Fire-fighting on large scale

This snorkel fire-fighting and rescue unit, produced by Cheshire Fire Engineering of Winsford, England, for the Nairobi City Council, Kenya, will be the largest of its type in East Africa. The Simon snorkel has a working height of about 108 feet, the vehicle is over 44 feet long, 8 feet wide and 11 feet high. The unit is powered by a Perkins 640 diesel engine with Allison automatic transmission.

truck industry news

Truck registrations in first nine months are lowest since '75

Nine-month registrations of new trucks of all types in the U. S. dropped below the two-million mark for the first time since 1975, and they were down more than a million units from the alltime high set in 1978.

In the January-September period, according to R. L. Polk & Co., 1,910,485 new trucks were registered, a decline of 27.8 percent from last year's 2,644,904, the second-highest total for the period.

In 1978, when the 12-month count fell only about 37,000 units short of the four-million mark, a record 2,983,847 units were tallied in the first nine months. Five years ago, the total hit only 1,728,516 through September.

New-truck registrations in September fell below the 200,000 figure for the first time since 1972. This year the count was 190,324, off 35.2 percent from last year's 293,705 and only 2,445 units higher than the 187,879 tallied in September eight years ago.

Over the nine-month span this year, registrations were off in all three market segments and seven of the eight weight groups. Heavies suffered the least because of the sharp gain in Group 7 tallies.

Light-truck registrations through September slumped to 1,713,825 units, down 27.6 percent from the year-ago 2,367,657. Groups 2 and 3 tallies were down sharply, but Group 1 was off less than 10 percent because of the increase in sales of the imported compact pickups.

- Largely as a result of the slump in demand for recreation vehicles, Group 3 registrations plunged 85.4 percent below last year's total, from 36,521 units to 5,329.

Group 2 tallies for the nine months failed to top the million mark for the first time since

Continued on Page 27, Col. 1

Group 7 surge helps HD tallies avoid sharp dip

In spite of the sharp decline in sales of new Group 8 trucks in the U. S., registrations of heavy vehicles in the first nine months of 1980 were down only 8.2 percent from last year's record levels.

A surge in nine-month registrations of Group 7 trucks was responsible for keeping the big-truck total higher than might

Continued on Page 27, Col. 1

U. S. TRUCK REGISTRATIONS

NINE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	9 mos., 1980	Percent Share of '80 market	9 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	601,812	31.50	848,448	32.08	— 0.58
Chevrolet	568,487	29.76	839,407	31.74	— 1.98
Dodge	179,851	9.41	276,532	10.46	— 1.05
GMC	141,660	7.42	212,785	8.04	— 0.62
Jeep	61,242	3.21	105,612	3.99	— 0.78
International	51,720	2.71	88,292	3.34	— 0.63
Plymouth*	22,568	1.18	14,847	0.56	+ 0.62
Mack	16,264	0.85	22,683	0.86	— 0.01
Kenworth	8,983	0.47	10,983	0.42	+ 0.05
Freightliner	8,415	0.44	9,820	0.37	+ 0.07
Peterbilt	5,515	0.29	6,684	0.25	+ 0.04
White	3,931	0.21	6,841	0.26	— 0.05
Autocar	1,182	0.06	1,634	0.06	……..
Western Star	832	0.04	848	0.03	+ 0.01
Volvo	655	0.03	470	0.02	+ 0.01
Diamond Reo	83	……..	……..	……..	……..
Miscellaneous**	237,285	12.42	199,018	7.52	+ 4.90
TOTALS	1,910,485	100.00	2,644,904	100.00	……..

★—No registrations for Oklahoma, 1980 and 1979; Utah, September, 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

NINE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	9 mos., 1980	Percent Share of '80 market	9 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	36,731	24.79	28,860	17.88	+ 6.91
International	27,811	18.77	50,289	31.16	—12.39
GMC	22,953	15.49	15,081	9.34	+ 6.15
Mack	15,858	10.70	22,683	14.06	— 3.36
Chevrolet	12,592	8.50	4,741	2.94	+ 5.56
Kenworth	8,983	6.06	10,983	6.81	— 0.75
Freightliner	8,415	5.68	9,820	6.08	— 0.40
Peterbilt	5,515	3.72	6,684	4.14	— 0.42
White	3,931	2.65	6,841	4.24	— 1.59
Autocar	1,182	0.80	1,634	1.01	— 0.21
Western Star	832	0.56	848	0.53	+ 0.03
Volvo	653	0.44	470	0.29	+ 0.15
Diamond Reo	83	0.05	……..	……..	+ 0.05
Miscellaneous	2,655	1.79	2,454	1.52	+ 0.27
TOTALS	148,194	100.00	161,388	100.00	……..

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Utah, September, 1979.

Nine-month total off 28 percent from last year

Truck registrations lowest since '75

Continued from Page 18

1975. This year's total of 840,778 units was down 38.5 percent from last year's 1,367,799, but considerably higher than the 626,685 tallied in the first nine months of 1975.

The imported compact pickups accounted for 26.8 percent of Group 1's 867,718 nine-month registrations, which were off 9 percent from last year's 963,337. In 1979, the imports represented 20.2 percent of the total with 194,650 tallies. The 1978 count was 149,038, which accounted for 17.8 percent of the total of 836,036.

Medium-truck registrations declined 58.2 percent for the nine months, 48,466 versus 115,859, with major reductions in two of the three weight classifications.

The Group 4 total, due to the motor-home famine, dropped to only 199 units, down 95.5 percent from last year's 4,360. Dodge, which no longer is producing motor-home chassis, accounted for 190 of the total and the miscellaneous group the remainder. A year ago, Dodge had 4,357 of the total and miscellaneous the other three.

Group 5 tallies were down 18.5 percent, from 2,048 in the first nine months of 1979 to 1,670.

• The increase in the popularity of fuel-efficient mid-range diesel engines used in the so-called "recession-proof applications," such as pickup-and-delivery, beverage delivery and refuse collection, is responsible for the big drop in the Group 6 tallies.

Because of the heavier diesel engine and heavier components, trucks previously classified in the top end of Group 6 have moved into Group 7 with the switch from gasoline to diesel power.

Through September, only 46,597 Group 6 vehicles were registered, a decline of 57.4 percent from the year-earlier 115,859.

With Group 7 tallies showing an increase of 69.4 percent over a year ago, the heavy-truck count through September was down only 8.2 percent, from a record 161,388 units in 1979 to 148,194.

The Group 7 total was up from 35,626 units a year ago to 60,365. This year these vehicles have accounted for 40.7 percent of the heavy-truck registrations. Last year they accounted for only 22 percent.

Nine-month Group 8 tallies declined 30.2 percent from last year, sinking to 87,829 from a record 125,762 in 1979. Vehicles in this group, mainly line-haul tractors and big construction trucks, have been hurt severely by the downturn in the economy.

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truck watch

Continued from Page 18

Washington 10 years ago.

"The truck industry is big enough, and it's strong enough to support its own association," he added.

• Mack withdrew from the MVMA, then known as the Automobile Manufacturers Assn., on Dec. 31, 1969. At the time, Hansen called a truck manufacturer's membership in AMA "a total waste of money," and indicated is still is "unless it's changed a lot since then."

In spite of Hansen's opinion of the value of MVMA membership, Mack was the only major U. S. truck manufacturer in the U. S. which hasn't been a member. PACCAR, Inc., parent firm of Kenworth and Peterbilt, joined MVMA in 1977, and Freightliner Corp. came in a year later.

F. Murray Callahan, HDTMA general counsel, declined to discuss the impact of Mack's withdrawal on the association's future. He said he would be meeting with Mack's Executive Committee early in December "to resolve Mack's role in the future."

Hansen, however, said he doubted that the HDTMA could survive without the support of Mack.

The HDTMA has close to 20 members currently, including truck manufacturers such as Crane Carrier and Osterlund, Inc. (Diamond Reo) and heavy-truck component suppliers such as Rockwell, Eaton, Dana, Sheller Globe and the major tire companies.

Hansen said he was not surprised to hear about the diversion of the museum funds, but indicated that directors of the proposed museum would have a voice in how they will be dispersed.

"The truck industry has been having a tough time selling their products, and I see little support in the future for a museum," he added. "But I do think there is support for a (trucking industry) library and Hall of Fame, and I'm going to fight for them."

Group 7 surge helps HD tallies avoid sharp dip

Continued from Page 18

have been expected in this off year for almost all types of trucks except mid-range diesels and the imported compact pickups.

R. L. Polk & Co. reported that 148,194 new Groups 7 and 8 trucks were registered in the U. S. in the January-September period, compared with the all-time high of 161,388 a year ago.

The September count of 15,838 units was down 8.1 percent from the 17,233 vehicles tallied in the same month a year ago.

Registrations of Group 7 trucks through September totaled 60,365, an increase of 69.4 percent over the year-ago 35,626. Group 7 tallies accounted for 40.7 percent of the nine-month heavy-truck total, compared with only 22 percent in 1979.

Group 8 registrations through September were down 30.2 percent from last year, from a record 125,762 units to 87,829.

White dealers to have voice on creditors group

Continued from Page 18

NADA staff attorney, emphasized that the White dealers represented approximately $6 million in outstanding claims, but had no voice in the Creditors Committee.

He noted that all but 11 of the 234 franchised White dealers are ATD members, and said that if White is to have a chance to rehabilitate itself, its truck dealers are vital to the manufacturer's future.

Ziebart appoints three to executive posts

TROY, Mich.—Ziebart Rustproofing Co. has promoted three employes to executive positions.

William E. Beaver has been named sales director for Ziebart Appearance and Protection Services; Theodore P. Nuoffer has been promoted to licensing director, and Robert D. Markey has been named retail advertising manager.

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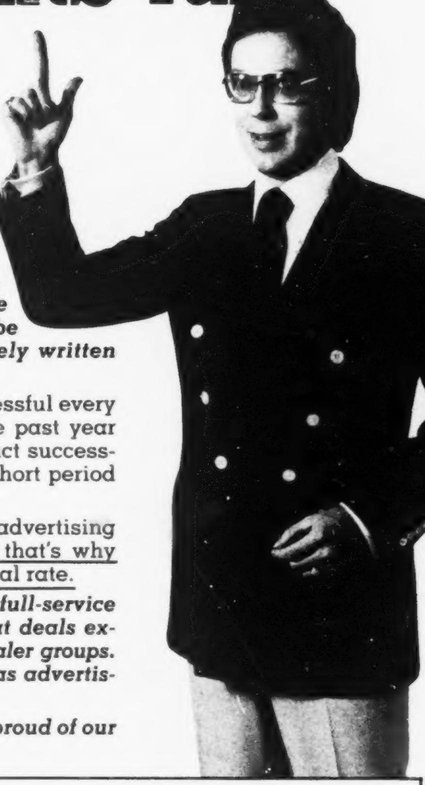

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Smallest autos show biggest rise

Car operating costs soar in 1980

NEW YORK. — Average cost to own and operate new U. S. cars jumped a record 18 percent —some 6.4 cents a mile—in 1980, with the smallest cars accounting for the largest increases.

According to Hertz Corp.'s annual auto expense estimates, subcompact cars jumped 8 cents a mile to 38.1 cents, a 27 percent increase over 1979, and compacts climbed 7.8 cents to 39.8 cents, 25 percent ahead of last year.

Intermediate - sized cars increased 6 cents to 44 cents a mile, 16 percent over last year's 38-cent figure, while large, standard - sized cars were up 4.8 cents to 48.1 cents, an 11 percent climb, according to Hertz.

Hertz said the latest round of double - digit auto expense increase puts per-mile outlays 123 percent above costs in 1972, the last full year before the Arab oil embargo, against an overall inflation rate of 88 percent for the nation in those same eight years.

"It now costs more to own and operate a typical subcompact than it did to drive a domestic luxury model in 1972," said J. E. Menendez, Hertz executive vice president for domestic operations.

According to Hertz, the expense figures are for normally equipped models purchased new and driven 10,000 miles a year for three years. Trading cars annually boosts expenses 2 to 3 cents a mile, while keeping vehicles for up to 10 years can lower outlays by as much as 11 to 14 cents a mile, Hertz said.

- Expenses in the estimates each year include gasoline, oil and other service station items; maintenance, parts and repairs; licenses, fees and insurance; car loan interest, and depreciation—which continues to be the biggest cost item for new cars, Hertz said.

Garaging and tolls are omitted since they can vary widely from place to place or driver to driver, but Hertz estimates such charges can add 5 to 25 cents a mile for some motorists in major cities.

List prices of typical compact and subcompact models, according to Hertz rose 20 percent and 21 percent in 1980, while sticker costs of intermediates and standards climbed 12 to 14 percent, narrowing the gap even more.

In 1979, for example, purchase price of a subcompact was figured at $4,865, against $6,962 for a standard, a $2,097 difference, Hertz said. For 1980, the subcompact was $6,033 versus $7,752 for the standard, a gap of only $1,719.

A typically-equipped compact-size car, which now best reflects average new domestic auto purchases, sold for $6,454 in 1980, against $5,079 in 1979, Hertz said. The purchase price of cars influences the depreciation, tax, insurance and interest factors in ownership and operation, the study pointed out.

Interest expenses showed the greatest percentage increase in 1980, up 54 percent to 5.82 cents a mile for the compact kept three years and driven 10,000 miles a year. This advance reflects both the higher purchase prices of the car and the soaring loan interest rates, Hertz said.

The category of insurance, licensing and fees for the compact was up 26 percent this year to 8.13 cents a mile, total gasoline and other service station charges rose almost 19 percent to 8.04 cents and maintenance climbed 10 percent to 2.28 cents a mile for the 30,000 miles of travel.

Gasoline prices averaged $1.25 a gallon, against 95.5 cents in 1979, putting per-mile fuel-only expenses at 6.3 cents for a typical compact getting about 20 miles per gallon, versus 5.2 cents last year, Hertz said.

factories list auction dates

American Motors

Nov. 25—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Land N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Fairlane Sportsman for Australia

Ford Australia's limited-production Fairlane Sportsman features special two-tone paint treatment, wool tweed trim on interior facings and door trims, aircraft-style reading lights for front-seat riders and sports alloy road wheels. Of the first 500 produced, 325 will have a 4.1-liter six, the balance the 4.9-liter V-8. Fairlane is Ford's luxury model in Australia.

Used-car locator service uses computerized listing

JOLIET, Ill. — Midwest Auto Index, headquartered here, has opened its telephone lines and IBM computer equipment to used-car sales people in the surrounding seven-state area.

"We are a locator service for anyone who sells used cars," said Andy Paulson, spokesman for the one-month-old operation. "The idea is to expand a business's used-car inventory without raising inventory costs."

A dealer client pays an initial enrollment fee of $65, and is charged $12 for each request located.

For example, the dealer is looking for a 1978 four - door Chevrolet Nova, red, with automatic, V-8, on behalf of a prospective used-car customer. He phones the Midwest Auto Index toll-free number and reads his request. Within seconds, said Paulson, he will be given from the computer the names, locations and telephone numbers of dealers who have listed such a car in their inventories.

He is charged $12 for the completed location. If no other client has what he wants, he bears no expense.

Each client submits an inventory sheet listing all the used cars he has to sell to Midwest at the time of his monthly billing. In this manner, Midwest continually updates its computerized inventory, according to Paulson. Billing and updating are done on a staggered basis, he said.

The more dealers involved, the greater the inventory they share.

An annual renewal fee of $35 will be charged clients after the first year with Midwest.

"It has been difficult getting started," said Paulson. "But we think this is a simple, economical way for used-car dealers to multiply their inventories and turn a walker into a closed sale."

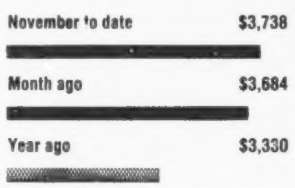
Model breakdown

Auction averages

	November To Date	October	September
1980	$6,024	$6,311	$6,350
1979	5,016	5,021	4,787
1978	3,894	3,793	3,841
1977	3,060	3,120	3,240
1976	2,123	2,223	2,362
1975	1,665	1,804	1,741
1974	1,230	1,343	1,350
1973	982	1,079	1,167
Overall Average	$3,738	$3,665	$3,545

Used car sales

Auction averages



used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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COLORADO

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WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

Makers schedule 157,249 cars

Production again exceeds year-ago

For the second straight week, U. S. auto production topped the figure for the same weeks a year ago, as the makers scheduled Saturday overtime at seven plants.

Last week's scheduled production of 157,249 U. S. cars was up 60.85 percent from the 98,059 completed in the comparable 1979 period but off 1.68 percent from the 154,760 built the previous week.

The low production in the comparable 1979 week was due to the Thanksgiving holidays.

General Motors led auto makers in production with 96,013 cars produced last week, 61.06 percent of U. S. auto production, Ford had 20.86 percent; Chrysler, 13.10 percent; Volkswagen of America, 2.89 percent, and American Motors, 2.08 percent.

Ford Motor had six plants working 10-hour days last week, with two of the plants, Wayne and Wixom, working Saturday.

GM scheduled Saturday overtime [illegible] Lansing, Detroit, Framingham, Oklahoma City and Tarrytown.

Ford had two plants closed to balance inventories last week, Lorain and San Jose. Lorain reopens today (Nov. 24) and San Jose remains closed until Dec. 1.

Also, a strike continued over local issues at GM's Norwood facility. The walkout started Nov. 12.

Year-to-date, the auto makers have assembled 5,723,755 units, down 26.74 percent from the 7,813,228 built through Nov. 24, 1979.

For the year, Chrysler is down in output 31.93 percent to 571,095 from 839,076. Ford is down 39.83 percent to 1,140,901 from 1,896,249. Volkswagen is up 12.43 percent from 155,847 to 175,234, Checker is down 35.29 percent to 2,754 from 4,256. GM, despite having 61.06 percent of total production in last week's figures, dropped 22.48 percent in the year to date total, from 4,752,428 to 3,683,982.

U. S. CAR PRODUCTION

	Week Ended Nov. 22, 1980	Same Week 1979	Week Ended Nov. 15, 1980	Nov. to Date	Jan. 1, to Nov. 24, 1979	Jan. 1, to Nov. 22, 1980
AMERICAN MOTORS	3,275*	2,475	3,275*	9,825*	165,372	149,788*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	20,600	11,460	16,149	58,033	839,076	571,095
Plymouth Total	9,450	4,431	7,843	27,901	339,824	262,320
Horizon	3,300	1,942	....	6,519	155,394	139,739
Volare	....	2,129	....	....	171,588	51,735
Gran Fury	150	211	....	150	4,336	13,909
Caravelle	100	149	105	319	8,506	5,623
Reliant	5,900	....	7,738	20,913	....	51,314
Chrysler Total	2,450	2,168	1,571	5,457	170,835	73,162
Chrysler	950	596	....	950	75,002	17,655
LeBaron	1,500	1,572	1,571	4,507	95,833	55,508
Dodge Total	8,700	4,861	6,735	24,675	328,417	235,614
Omni	2,750	1,820	....	5,674	135,816	117,257
St. Regis	450	157	....	450	24,764	12,719
Diplomat	600	831	763	2,168	46,425	27,648
Aspen	....	2,053	....	....	121,412	36,881
Aries	4,900	....	5,972	16,383	....	41,109
FORD MOTOR	32,811	17,123	37,078	103,115	1,896,249	1,140,901
Ford Division	21,901	12,350	25,664	70,002	1,270,936	816,308
Pinto	....	2,186	....	....	162,080	68,179
Must./Must. II	4,187	3,864	5,210	14,676	348,708	212,393
Fairmont	2,279	1,711	2,540	7,554	191,262	184,748
Granada	4,349	....	4,897	13,745	133,097	98,559
LTD II	....	....	....	....	22,746	....
Thunderbird	....	1,592	3,480	3,480	25[illegible],001	104,041
Ford	2,100	2,997	2,100	6,216	162,042	82,312
Escort	8,986	....	7,437	24,331	....	66,076
L-M Division	10,910	4,773	11,414	33,113	625,313	324,593
Mercury Total	8,987	2,766	9,774	27,662	483,865	280,139
Bobcat	....	249	....	....	41,805	12,445
Capri	1,269	780	1,866	4,975	102,708	61,374
Zephyr	1,536	593	1,074	3,715	56,206	61,027
Cougar/Monarch	1,659	....	1,622	5,174	57,013	21,619
XR-7	....	1,144	1,190	1,190	132,946	52,128
Mercury	1,293	....	1,320	3,927	93,187	48,950
Lynx	3,230	....	2,702	8,681	....	22,596
Lincoln Total	1,923	2,007	1,640	5,451	141,448	44,454
Lincoln	1,055	813	894	2,806	68,385	18,668
Versailles	....	....	....	....	11,364	1,866
Mark VI	868	1,194	746	2,645	61,699	23,920
GENERAL MOTORS	96,013	66,649	93,465	283,405	4,752,428	3,683,982
Buick Division	17,610	10,599	17,283	53,200	712,793	691,742
Skyhawk	....	254	....	....	23,654	....
Skylark	4,879	2,029	4,987	15,054	104,192	193,900
Century	3,536	1,661	2,994	9,553	60,241	148,375
Regal	4,705	3,090	4,667	14,216	238,385	180,405
Buick	3,350	2,746	3,582	11,138	233,610	130,350
Riviera	1,140	819	1,053	3,239	52,711	38,712
Cadillac Division	4,709	4,124	4,169	13,519	316,805	176,867
Seville	725	750	644	2,015	43,132	30,432
Cadillac	2,724	2,754	2,329	7,845	212,778	98,457
Eldorado	1,260	620	1,196	3,659	60,895	47,978
Chevrolet Division	40,945	28,841	40,585	121,304	2,098,652	1,576,358
Chevette	9,570	5,323	9,275	28,080	377,655	416,187
Monza ('80)	2,780	1,823	3,043	8,831	146,443	146,546
Camaro	2,420	3,096	2,145	6,991	244,977	107,174
Citation	10,262	5,564	10,181	29,985	280,981	410,083
Malibu	6,427	4,956	6,644	19,662	366,546	238,122
Monte Carlo	3,686	2,782	3,547	10,794	215,292	107,310
Chevrolet	4,800	4,728	4,750	13,971	422,607	111,396
Corvette	1,000	569	1,000	2,990	44,151	39,540
Oldsmobile Division	19,981	13,655	18,677	57,009	944,881	713,495
Starfire	....	457	....	....	20,015	....
Omega	2,343	982	2,844	7,402	49,009	99,245
Cutlass	10,371	6,503	9,559	29,839	486,491	340,385
Oldsmobile	6,369	5,000	5,449	17,214	340,181	204,799
Toronado	898	713	825	2,554	49,185	69,066
Pontiac Division	12,768	9,430	12,751	38,373	679,297	525,520
Acadian†	280	179	293	806	15,837	17,758
Sunbird ('80)	3,758	1,325	4,015	11,468	95,931	143,621
Phoenix	3,138	1,547	2,914	78,309	77,393	121,943
Firebird	1,660	2,301	1,378	4,703	182,590	72,033
LeMans	1,794	991	1,948	5,647	83,402	56,956
Grand Prix	1,898	1,450	1,977	5,781	87,880	64,894
Pontiac	240	1,637	226	727	136,264	48,315
VOLKSWAGEN	4,550	....	4,738	13,739	155,847	175,234
CHECKER	....	54	55	142	4,256	2,754
Total Cars, U. S.	157,249	97,761	154,760	468,259	7,813,228	5,723,755

Upturn noted in Chicago

CHICAGO. — Dealers in the Chicago area see business looking up, but supplies of hot models as a problem at some outlets.

Marty Bennett, Bennett Motor Sales (Dodge), Oak Park, reported that the K-cars are doing well and that the future looks good.

At Ed-N-Sam Motors (American Motors), Chicago, Ed Peters said that all cars are moving.

He said Jeeps and used cars are selling well, too.

Availability of the K-cars is a problem according to Rich Crandall, of Rich Crandall Chrysler-Plymouth, Joliet.

"There's not sufficient supply especially of the price leaders," he said. "The low priced models aren't available, while we have $8,000 and $9,000 models which aren't selling. The future looks good."

The V-8-6-4 Cadillac engine has brought people in to see the new line, according to Fran Whibbs, of Whibbs Cadillac, Aurora. He thinks that the industry has turned the corner and that he's going to see a rise every month.

breaking news

Continued from Page 1

Price tag on regulations: $11 billion

WASHINGTON. — An internal Office of Management and Budget study says the U. S. auto industry will spend nearly $11 billion over the next five years to meet fuel-economy, safety and emission regulations. Most of the money, $9.1 billion, will go for fuel economy. The remaining $1.9 billion will go for safety and emission control. OMB said most if not all of the $9.1 billion for fuel economy would have been spent to meet consumer demand for economy.

Proposed ban on Lada is dropped

WASHINGTON. — A move to ban the Soviet-made Lada from the U. S. market—proposed by Senators Tom Eagleton, of Missouri, and Birch Bayh, of Indiana—has been dropped from EPA appropriations. This paves the way for possible import of some 50,000 Ladas next year.

GM recalls 2,600 trucks

DETROIT.—General Motors is recalling 2,600 1980 Chevrolet and GMC "P" model light-duty trucks to correct a potential braking problem. GM said there could be contact between the rear brake hose/pipe assembly and the axle housing. This could result in possible loss of brake fluid and the loss of rear braking action.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 22, 1980	Same Week 1979	Week Ended Nov. 15, 1980	Nov. to Date	Jan. 1, to Nov. 24, 1979	Jan. 1, to Nov. 22, 1980
CHEVROLET	13,754	11,231	13,178	39,792	898,163	419,426
DODGE/PLYMOUTH	....	2,828	120	3,230	293,912	108,982
FORD	16,088	10,805	16,291	48,181	963,354	529,758
GMC	5,382	3,164	4,901	15,396	312,943	136,140
INTERNATIONAL	1,730	....	1,704	4,024	115,642	58,729
MACK	460	443	448	1,328	33,765	20,917
JEEP	1,740*	1,785*	1,740*	5,220*	173,504*	72,641*
AMC CORP.	85*	270	85*	255*	20,055*	7,701*
VOLKSWAGEN	650	....	689	1,886	....	24,664
MISCELLANEOUS	500*	650	500	1,500	37,500	34,625
Total Trucks, U. S.	40,389	31,176	39,656	20,812	2,848,890	1,413,583

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 22, 1980	Same Week 1979	Week Ended Nov. 15, 1980	Nov. to Date	Jan. 1, to Nov. 24, 1979	Jan. 1, to Nov. 22, 1980
CHRYSLER CORP.	....	....	1,001	2,443	50,736	45,152
FORD MOTOR	3,660	4,438	1,001	8,810	203,070	159,297
GENERAL MOTORS	6,690	3,924	3,205	16,284	262,571	211,747
AMERICAN MOTORS	....	1,058	6,304	6,304	48,726	18,127
INTERNATIONAL	295	378	299	897	19,062	14,489
MACK	40	100	24	104	3,542	1,883
Total Trucks, Canada.	10,685	9,898	11,834	34,842	587,707	450,695
N. American Trucks	51,074	41,074	51,490	155,654	3,436,547	1,864,278

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production shows rise on overtime at GM

Overtime at two General Motors plants last week pushed U. S. production above both last week's and year-ago levels.

Scheduled output last week was 40,389, up 1.84 percent from the 39,656 completed the previous week, and up 29.55 percent from the 31,176 assembled in the year-ago Thanksgiving week.

Chrysler Corp.'s Warren truck plant has been down for the last two weeks to balance inventories but that point was slated to resume operations today (Nov. 21). However, the line speed has been cut from 640 units a day to 320.

Ford also had one line closed at its Kentucky truck plant last week to cut inventories. That line builds the big CL-3. That line reopens today.

GM scheduled Saturday overtime last week at two plants: Fremont and Baltimore. Overtime at the Baltimore plant was also scheduled the previous week.

Year-to-date production through Nov. 22, was 1,413,583, down 50.38 percent from the 2,848,840 completed in the comparable 1979 period.

Canadian output rises in wake of holiday shutdown

Canadian auto production increased last week, due to the reopening of Ford Motor Co., which had been closed Nov. 10, for Remembrance Day.

Last week's scheduled industry output of 20,726 was up 6.92 percent from the 19,384 built the previous week, and up 18.40 percent from the 17,504 assembled during the comparable 1979 week.

Ford's output of 5,440 was 16.93 percent above the previous week. General Motors output increased 1.21 percent last week with a total of 12,856.

Chrysler Corp. produced 1,800 units last week, a 21.21-percent increase over the previous week. American Motors had a 26.56-percent increase, with production of 405 units. Volvo production remained the same with 225 units.

Year-to-date, Canadian auto manufacturers have built 750,836 vehicles, a 16.25-percent drop from the 896,547 assembled during the equivalent period last year.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 22, 1980	Same Week 1979	Week Ended Nov. 15, 1980	Nov. to Date	Jan. 1, to Nov. 24, 1979	Jan. 1, to Nov. 22, 1980
AMERICAN MOTORS	405	....	320	924	....	924
CHRYSLER CORP.	1,800	4	1,485	5,034	113,371	67,484
FORD MOTOR	5,440	8,612	4,652	16,277	261,367	228,524
GENERAL MOTORS	12,856	8,663	12,702	36,752	513,909	445,007
VOLVO	225	225	225	652	7,900	8,897
Total Cars, Canada	20,726	17,504	19,384	59,639	896,547	750,836
N. American Cars	177,975	115,265	174,144	527,898	8,709,775	6,474,591
N. American Trucks	51,074	41,074	51,490	155,654	3,436,597	1,864,278
North American Cars and Trucks	229,049	156,338	225,634	683,552	12,146,322	8,338,869

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

Escorts for Bell fleet

SEATTLE. — Pacific Northwest Bell has ordered 100 Ford Escorts for its fleet.

12/5/80 C2700-1 U

Automotive News.

Detroit, December 1, 1980

56th year—$35 per year, $1.00 per copy

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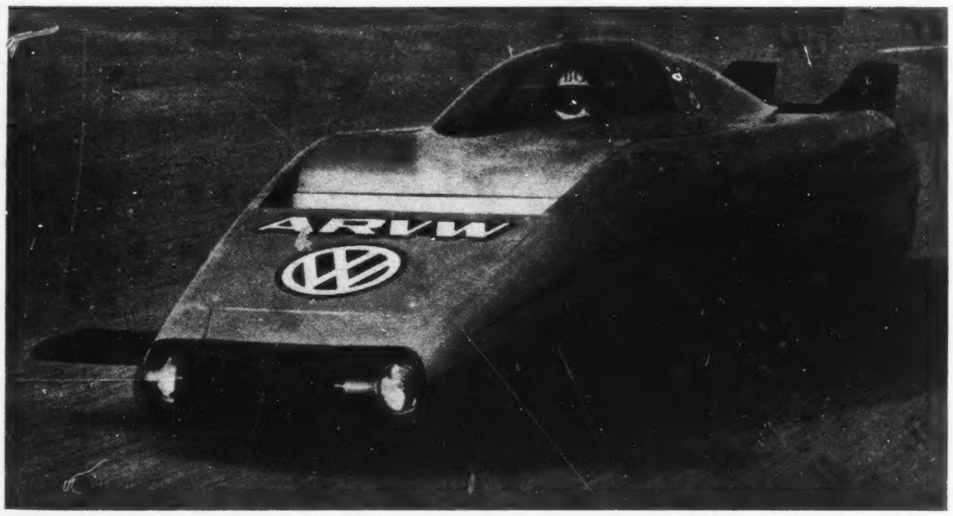
Fast, but stingy



Volkswagen research vehicle gets 39 MPG at 155 MPH

Aerodynamic Research Volkswagen (ARVW) has set eight world speed records for diesels, including 215.79 MPH for 100 miles. A fuel check showed 39 MPG at 155 MPH. One record was a one-hour stint at 219.47 MPH. The engine is a standard VW six-cylinder diesel with turbocharger and intercooling, putting out 175 HP. The transmission was taken from an Audi 100. Including front wings and rear fins, the 197-inch body has a drag coefficient of 0.15. The car has a 98.4-inch wheelbase. Top speed for one full lap at Fiat's Nardo test track was 224.85 MPH.

Retiring GM chairman still bullish on auto business

Murphy sees 11 million for 1981

By Robert W. Irvin
Editor-at-Large

General Motors Chairman Thomas A. Murphy believes the current runup of interest rates is a temporary thing and Americans will buy close to 11 million new cars next year.

That is the most bullish forecast for 1981 by a U. S. auto executive. Others have talked about sales in the 10 million range next year, which would be up from 9 million this year.

Murphy has always been more optimistic than his competitors. But more often than not, he has been closer in his forecasts.

This was his last forecast as GM's chief executive. Today he began his final month as GM chairman. He retires at the end of December, to be succeeded by Roger B. Smith.

There is no transition at GM of the sort that is going on now in Washington.

"It is somewhat different here because the organization is essentially the same," Murphy said in an Automotive News interview. "There will be two people moving out at the top in December and January and there will be some opportunities then to regroup our forces."

He was referring to the retirement of GM President E. M. Estes in January. Estes will be succeeded as president by F. James McDonald.

Both Smith and McDonald are now executive vice presidents and the "regrouping" Murphy referred to will be the elevation of other executives to those jobs.

At least some of those decisions could be made today at the December meeting of the GM board of directors, or they could be deferred until the January meeting. The likely successor to Smith as executive vice president - finance is David Collier, now finance group vice president.

• Asked how the power shifts at the top of GM, Murphy said "some things come along which are addressed to the chairman. I send them over to Roger and tell him this is something he will have to struggle with and we should sit down and talk about."

And, he added, "I haven't found any letup in my activity." He looked at his desk which was piled with papers, although not as high as a reporter had seen it on other visits.

In a few weeks, Murphy will vacate the chairman's corner office on the 14th floor of the GM

Continued on Page 40, Col. 1

RV industry confident of better times in '81

By Jack Walsh
Truck & RV Editor

Anyone looking for optimists probably wouldn't expect to find many of them in the battered recreation-vehicle industry. But they'd be wrong; there are a lot of them and they are confident of better times in 1981.

Sales took a turn for the better in the third quarter, and with dealer inventories at their lowest levels in more than a decade, manufacturers are looking for an upturn in orders that will keep them busy well into spring.

Factory shipments in September, the latest month for which figures are available, were up for the fourth consecutive month and they were highest since October, 1979, according to the Recreation Vehicle Industry Assn.

The RVIA, which is holding its 18th annual product show and business meetings this week in Louisville, also reported that one of the nation's largest banks is predicting an increase in factory shipments in the coming year.

Optimism in the banking community is a significant development, since lending institutions generally have a long history of RV skepticism.

Dr. Raymond Jallow, chief economist for United California Bank—which RVIA says is the 15th largest in the U. S. and the fifth biggest in the state—has

Continued on Page 38, Col. 1

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U. S. paper urges a new approach to saving energy

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A draft Energy Department strategy document — now being circulated within the auto industry — concludes that cooperation between government and industry is essential to save as much energy as possible and to lessen dependence on foreign oil.

The chapter on transportation, obtained by Automotive News, is expected to be sent to the current assistant secretaries for energy conservation and solar energy. It is thought likely to be used by the transition team of the Reagan Administration, at least for a glimpse of internal broad policy guidance suggested by energy experts to mitigate future energy shortages.

The document also stands in sharp contrast to the so-called Sawhill Project — a DOE-sponsored, broad investigation into the energy conservation potential in all sectors of the economy and lifestyle. Named for former DOE Deputy Secretary John Sawhill but now referred to as the SERI project (for the Solar Energy Research Institute, a private consulting organization in Colorado coordinating the project), it suggested in its draft that a CAFE standard of 80 MPG by 1995 could be achieved by a drastic shift in vehicle size and wholesale application of known fuel economy technologies.

This current internal DOE strategy document has no firm recommendations on future fuel economy standards.

• Highway transport now accounts for 79 percent of total transportation use of energy and by 2000 will still account for 73 percent. Truck consumption — 31 percent in 1980—will be 39 percent by 2000. While auto fuel use will decline in the '80s, it will gradually increase to its 1980 level by 2000. Trucks therefore are targeted as an increasingly important target.

The way vehicles are used, the document says, afford ways to save energy—car and vanpooling, preferential traffic control —a possible savings of between 1.4 to 2.1 percent. In long-haul efforts, increased use of piggyback rail is greatly more efficient.

The potential for energy savings from car to bus in urban areas is about 2 percent by 1990. Improving driver behavior and traffic control can have an immediate payoff of between 9 and 15 percent, although it drops to about half that over time.

More can be done by training truck drivers and by increasing loads on trucks and buses, reducing empty backhauls, and better matching size to load in trucks, trains and aircraft.

Telecommunications / computers can be used to improve efficiency and even to substitute for vehicle use.

As for increased auto efficiency, DOE strategy planners tote up savings from downsizings and improvements in drivetrains and say the auto makers believe they can surpass the 1985 goal of 27.5 MPG and reach a 31 MPG CAFE. No recommendation is made for a higher level.

But over the next decade, "very significant" savings can be made for trucks—perhaps as much as 40 percent—by turbocharging diesels, lowering trailer weight and aerodynamic drag, adding lead speed governors, decreasing engine size, lowering axle ratios, using radial tires, and declutching fans.

One of the most important points made by the analysis is that gasoline prices must rise—

Continued on Page 38, Col. 1

breaking news

Chrysler launches advertising blitz

HIGHLAND PARK, Mich.—Chrysler is launching a heavy TV, newspaper and magazine campaign beginning today, featuring price and value leadership of its K-cars, Omni and Horizon Misers and others, like the Dodge Colt featured in California. K-cars are highlighted at $6,995 with the "optional equipment features America wants" included. Newspaper and spot TV is in 23 markets. A five-page magazine spectacular will run in five major news weeklies. Kenyon & Eckhardt handles.

Regular gas in Denmark: $3.11 per gallon

COPENHAGEN.—Danish motorists are paying $3.11 per gallon for regular gasoline—the highest price in Europe. Next in line are Portugal, Italy, Belgium, Sweden and France—all above $2.80. Premium fuel is most expensive in Portugal at $3.26 per gallon. Diesel fuel is cheapest in Italy at $1.37 a gallon, but Italy does not allow trucks to cross into neighboring countries with full tanks.

See BREAKING NEWS, Page 43, Col. 1

GTV due in U. S. next spring

New Alfa to push fast-car image

By Kathleen Hamilton
News Editor

ARESE, Italy. — Alfa Romeo plans to bring its new, top-of-the-line performance car, the GTV 6 2.5, to U. S. dealerships by March.

The new model is part of a push by the company to emphasize its fast-car image both in Europe and the U. S. Simultaneously, it has wooed Mario Andretti away from Lotus to head its Formula One race team.

The GTV 6 2.5 — for Gran Turisimo Veloce, six - cylinders, 2.5 liters — is powered by the same V-6 that is fitted in the Alfa sedan in Europe.

Indirect electronic fuel injection has been added, and the front end of Europe's four-cylinder version of the GTV has been lifted for this new lineup leader. Alfa officials foresee an introductory price tag in the $16,000 region.

The GTV 6 carries the burden of Alfa Romeo's short-term sales hopes in the U. S., and plays a similar role in Europe.

Alfa's U. S. sales for the first ten months of 1980 were 2,801, down 20 percent from the same period of '79 and running far short of the 6,712 sold in 1977, the record year for Alfa in the U. S.

Alfa's U. S. sales trend has certainly run counter to those of most other imports in the post-oil-embargo period, whether because of its performance image or a less-than-full commitment to the U. S. market.

- Alfa says it now has made that commitment. The recent appointment of Joseph R. Dent, a 29-year ex-Ford man, to head the U. S. operation and to advise the parent firm on the U. S. market, was part of the new emphasis.

Alfa is also organizing a committee to visit the U. S. on a regular basis to assess the market, according to Gianfranco Bellandi, Alfa chairman.

It also plans to build "two or three" new sports car which are to be introduced to the U. S. by 1985. Under consideration are a replacement for the two-seat Pininfarina - bodied Spider, a coupe and a targa-roof sporty car.

Product plans call for a continuation of the rear-drive, front-engined Alfa for the U. S., Bellandi said, but Dent added that a mid-engine version of the smaller, sporty Alfasud is also under the microscope as a potential U. S. car, perhaps as the Spider's replacement. Both the forthcoming Spider replacement and the coupe are targeted at the $13,000 price range (1981 dollars).

Alfa plans to ship 1,500 of the new GTV 6 to the U. S. in 1981, and hopes to be selling them at an annual rate of 2,500 by the end of calendar '81.

- It anticipates its corporate lineup in the U. S. will be selling in the 8,000 range before introduction of the new models in 1984-85, Dent said. An earlier projection of a 20,000 annual sales in the U. S. applies to the end of the century, he said.

If Alfa's U. S. sales hold to projections, it means good news for current dealers — the firm says it plans to increase dealers' numbers only slightly during the same period.

Dent said the firm has launched a dealer action plan, with market segmentation studies underway, to determine where to put the new Alfa deals.

The firm lost 25 outlets in the first half of this year.

Service training on the new GTV 6 will begin in mid-December, Dent said. The six-cylinder engine will be used exclusively in the GTV in the U. S. in 1981, he said.

The GTV will replace the four-cylinder Veloce Sprint in the U. S.

- The U. S., UK, France and Germany will be its main markets—not Italy, where the car is subject to a 35-percent tax. But Alfa sees the car as an "emblem"—a reminder of Alfa's racing tradition — throughout Europe.

The U. S. version weighs in at 2,800 pounds, and puts out a maximum of 154 HP— six HP short of the European version.

The European version has a 0-100 kmh (62 MPH) time of 8.3 seconds, and a top speed of 128 MPH, according to Alfa.

EPA rates the U. S. version at 17 MPG city, 28 MPG highway and 21 MPG in the combined cycle.

Leather interior, mag wheels, air conditioning and power windows are being considered as standard for the initial U. S. GTV 6s.

Gearbox is a five-speed manual. The car has rack-and-pinion steering, independent front suspension and a De Dion rear axle.

Wheelbase is 94.5 inches; overall length, 168 inches; width, 65.5 inches. Color choices are three: Red, metallic gray and black.

Alfa leader for Europe and U. S.

Alfa Romeo plans to replace its Sprint Veloce in the U. S. with its European top-of-the-line GTV 6 2.5 this spring. The sporty four-seater features a six-cylinder, 2.5-liter, electronically fuel-injected engine; front spoiler; black plastic moldings around wheel arches; new taillights; magnesium wheels, and electrically controlled exterior mirror. It is expeted to be priced around $16,000.

Star of dealer's Oktoberfest almost misses the show

POMPANO BEACH, Fla.— Rudy Kraft put on his own auto show here recently: It was known as the Oktoberfest. And his 1981-model Mercedes-Benz 300-SD, flown in from Germany via Lufthansa, barely arrived in time to be shown to hundreds of invited guests at Autohaus.

The scene was set at the dealership for a gala festival of German wurst, Beck Bier, sauerkraut, soft drinks and a German band when Kraft learned from Mercedes-Benz of North America that he would not have a new car for his fest.

With 5,000 invitations in the mail, Rudy Kraft wouldn't give up. He telephoned Stuttgart several times before locating one new 300-SD which he had purchased on the European Delivery Plan.

Many calls later, Kraft received word from Stuttgart that the new Mercedes would be trucked to Frankfurt, at which point it could be picked up for air-freight to the U. S.

The rest of the story is now history, but thanks to Lufthansa, which flew the Mercedes to Kennedy Airport, New York, and Kraft's son who, with a friend, drove the new car nonstop to Pompano Beach, all was perfect for the wave of guests who spilled into the Autohaus showrooms — everyone prompt for the big event.

The only U. S. dealer at the time with a new Mercedes W-126 (300-SD) fed more than 12,000 guests with 2600 German franks, thousands of Cokes, 15 kegs of beer, gallons of sauerkraut and lots of oompa from a German band.

In time for the show

The first of the new Mercedes 300-SD models in U. S. dealers' hands was this one, air-freighted and hand-delivered to Rudy Kraft's Autohaus in Pompano Beach, Fla. Some 12,000 guests arrived shortly after the car to enjoy the sneak preview, along with German beer, sausage and sauerkraut.

CARS is renamed Dyatron Corp.

BIRMINGHAM, Ala. — CARS —Computerized Automotive Reporting Service—has changed its name to Dyatron Corp. to reflect its recent entry into non-automotive fields.

The computer services vendor said its primary clients will continue to be auto dealerships, but sales to other vehicle and equipment dealers are expanding. The company recently acquired General Computer Services, Inc., which offers computerized payroll and investment systems to banking institutions.

The company also announced operating divisions—Dealer Systems Division, General Systems Division, Dyatron Canada, Dyatron Europe and Dyatron Australia.

Mid-November car sales up slightly over 1979 total

By Jenny L. King
Staff Writer

Mid-November domestic new-car sales edged above the year-ago level and hinted a promise of the long-awaited, albeit slow, recovery the U. S. auto makers have been predicting.

Nov. 11-20 sales totaled 213,235, up 1.40 percent over 210,284 in 1979. With nine selling days this year, the daily rate of 23,693 was 9.86 percent below the 26,286 average for eight days last year.

Year-to-date sales pushed toward the six million mark, reaching 5,954,515, down 21.13 percent from 7,549,311 a year ago.

On a year-to-year basis, two of the five major U. S. auto makers were up for the period. Chrysler Corp. sales climbed 10.95 percent, to 22,622 from 20,390 (down 1.37 percent on a daily-rate basis). General Motors reported a 3.67-percent sales increase, to 133,890 from 129,147 (down 7.84 percent daily rate).

Ford Motor Co. missed its year-ago level by 4.38 percent, slipping to 48,407 from 50,622 (down 15.00 percent daily rate). Volkswagen of America sold 4,416 U. S.-built Rabbits, down 13.83 percent from 5,125 (down 23.40 percent daily rate), and estimated sales at American Motors were 3,900, down 22.00 percent from 5,000 (down 30.72 percent daily rate).

GM earned 62.79 percent of the mid-November domestic market, up from 61.41 in 1979. Ford cornered 22.70 percent, down from 24.07 percent. Chrysler sales accounted for 10.61 percent of the market, up from 9.70 percent. VWoA owned 2.07 percent, down from 2.44 percent, and AMC had the smallest piece, 1.83 percent, down from 2.38 percent.

Six domestic makes reported improved sales, led by an impressive 26.13-percent gain for Plymouth. Dodge sales climbed 19.88 percent, Oldsmobile was up 26.85 percent, Buick was up 13.56 percent, Chevrolet was up 2.91 percent and Mercury was up 1.90 percent.

Lincoln topped the losers with its sales drop of 45.45 percent. Cadillac was off 23.28 percent, Chrysler was down 23.18 percent, Pontiac was down 12.93 percent and Ford dipped 1.24 percent.

Two Ford Motor Co. nameplates, Fairmont and Escort, moved into the top-five standings for the period. Chevrolet Citation was first in line, with sales of 11,923 units. It was followed by Chevrolet Chevette at 10,580, Chevrolet Malibu at 10,055, Ford Fairmont at 9,140 and Ford Escort at 8,410. A year ago the top five were standard Chevrolet, Citation, Malibu, Chevette and Fairmont.

DOMESTIC SALES

	Nov. 11-20, 1980	Nov. 11-20, 1979
AMERICAN MOTORS	3,900†	5,000†
Chrysler	4,652	6,056
Imperial	359	——
Plymouth	8,627	6,840
Dodge	8,984	7,494
CHRYSLER CORP.	22,622	20,390
Ford	34,169	34,599
Mercury	11,830	11,609
Lincoln	2,408	4,414
FORD MOTOR	48,407	50,622
Buick	23,601	20,783
Cadillac	7,474	9,742
Chevrolet	56,003	54,420
Oldsmobile	26,544	20,925
Pontiac	20,268	23,277
GENERAL MOTORS	133,890	129,147
VOLKSWAGEN	4,416	5,125
INDUSTRY TOTAL	213,235	210,284

†—Estimate.

Publication picks 3 top auto chiefs

NEW YORK.—The Wall Street Transcript has named what it considers to be the world's three top auto industry chief executives.

They are Thomas A. Murphy, chairman of General Motors; Lee A. Iacocca, chairman of Chrysler Corp., and Harvey Lamm, president of Subaru of America, Inc.

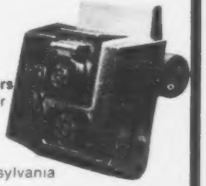
The Transcript is principally subscribed to by brokerage houses, financial institutions and investors.

Honda is fifth deal for Braman in Miami

MIAMI. — Norman Braman has opened a Honda dealership here.

It is his fifth dealership. The others handle Cadillac, Rolls-Royce, BMW and Toyota cars, as well as special classic models.

"Our business is up 40% . . ."



Richard G. Fetters
General Manager

Larry Murphy
Chevrolet, Inc.
Lancaster, Pennsylvania

We have Supra Key Boxes (including 100 of **the new** SUPRA **MAX**) installed in over 800 units in our 5 lots. As one of the largest Chevrolet dealers on the East Coast, it was imperative that we have a system that gave our sales staff the ability to efficiently demonstrate our cars and trucks. Supra gave us that system! Even in this economy, our business is up 40% over last year and our demonstration capability has increased to 97%. Part of this success I attribute to Supra Key Boxes!

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Automotive News

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept., '80**	....	....	....	....	....	....	....	**82**	**82**
	Sept., '79	....	....	....	....	....	....	....	135	135
	Year to Date '80	....	....	....	....	....	....	....	**1,182**	**1,182**
	Year to Date '79	....	....	....	....	....	....	....	1,634	1,634
BROCKWAY	**Sept., '80**	....	....	....	....	....	....	....	....	....
	Sept., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**Sept., '80**	**26,889**	**21,728**	**75**	....	**89**	**1,206**	**1,014**	**223**	**51,224**
	Sept., '79	35,980	46,763	372	....	148	3,221	47	507	87,038
	Year to Date '80	**277,043**	**266,780**	**828**	....	**1,159**	**10,085**	**10,176**	**2,416**	**568,487**
	Year to Date '79	343,575	458 603	4,856	....	1,296	26,136	996	3,745	839,407
(Memo Units)#	**Sept., '80**	**13,571**	**6,280**	....	....	....	....	....	....	**19,851**
	Sept., '79	16,986	15,062	....	....	....	....	....	....	32,048
	Year to Date '80	**126,229**	**77,866**	....	....	....	....	....	....	**204,095**
	Year to Date '79	156,507	134,727	....	....	....	....	....	....	291,234
DIAMOND REO	**Sept., '80**	....	....	....	....	....	....	....	**10**	**10**
	Sept., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**83**	**83**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**Sept., '80**	**10,400**	**9,040**	**336**	....	....	....	....	....	**19,776**
	Sept., '79	12,283	23,184	3,089	17	....	....	....	....	38,573
	Year to Date '80	**77,080**	**98,572**	**4,009**	**190**	....	....	....	....	**179,851**
	Year to Date '79	82,747	158,944	30,484	4,357	....	....	....	....	276,532
(Memo Units)#	**Sept., '80**	**6,967**	**5,468**	**264**	....	....	....	....	....	**12,699**
	Sept., '79	5,586	12,703	2,878	....	....	....	....	....	21,167
	Year to Date '80	**51,584**	**62,710**	**1,720**	....	....	....	....	....	**116,014**
	Year to Date '79	46,873	86,328	25,573	....	....	....	....	....	157,774
FORD	**Sept., '80**	**20,470**	**30,812**	**22**	....	....	**1,575**	**2,195**	**849**	**55,923**
	Sept., '79	26,279	58,004	13	....	....	4,761	1,063	1,826	91,946
	Year to Date '80	**187,909**	**361,063**	**474**	....	....	**15,635**	**25,543**	**11,188**	**601,812**
	Year to Date '79	219,154	558,674	305	....	....	41,455	11,424	17,436	848,448
(Memo Units)#	**Sept., '80**	**8,503**	**9,919**	....	....	....	....	....	....	**18,422**
	Sept., '79	8,582	16,784	....	....	....	....	....	....	25,366
	Year to Date '80	**77,667**	**119,287**	....	....	....	....	....	....	**196,954**
	Year to Date '79	83,153	170,595	....	....	....	....	....	....	253,748
FREIGHTLINER	**Sept., '80**	....	....	....	....	....	....	....	**799**	**799**
	Sept., '79	....	....	....	....	....	....	....	1,105	1,105
	Year to Date '80	....	....	....	....	....	....	....	**8,415**	**8,415**
	Year to Date '79	....	....	....	....	....	....	....	9,820	9,820
VOLVO	**Sept., '80**	....	....	....	....	....	....	**72**	**64**	**136**
	Sept., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	**2**	**508**	**145**	**655**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**Sept., '80**	**3,963**	**5,931**	....	....	**45**	**924**	**978**	**1,300**	**13,141**
	Sept., '79	7,148	14,678	10	....	100	2,306	159	1,640	26,041
	Year to Date '80	**39,862**	**71,063**	**6**	....	**491**	**7,285**	**10,478**	**12,475**	**141,660**
	Year to Date '79	51,432	125,753	838	....	727	18,954	1,411	13,670	212,785
(Memo Units)#	**Sept., '80**	**633**	**1,596**	....	....	....	....	....	....	**2,229**
	Sept., '79	1,469	4,022	....	....	....	....	....	....	5,491
	Year to Date '80	**7,076**	**19,570**	....	....	....	....	....	....	**26,646**
	Year to Date '79	10,288	36,132	....	....	....	....	....	....	46,420
INTERNATIONAL	**Sept., '80**	....	**1,719**	....	....	....	**2,049**	**2,061**	**2,637**	**8,466**
	Sept., '79	....	1,839	....	....	....	3,031	2,453	3,219	10,542
	Year to Date '80	....	**12,992**	....	....	....	**10,917**	**12,503**	**15,308**	**51,720**
	Year to Date '79	....	16,934	....	....	....	21,069	20,655	29,634	88,292
(Memo Units)#	**Sept., '80**	....	....	....	....	....	....	....	....	....
	Sept., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**Sept., '80**	**3,557**	**2,067**	....	....	....	....	....	....	**5,624**
	Sept., '79	6,928	4,656	....	....	....	....	....	....	11,584
	Year to Date '80	**38,073**	**23,169**	....	....	....	....	....	....	**61,242**
	Year to Date '79	60,831	44,781	....	....	....	....	....	....	105,612
(Memo Units)#	**Sept., '80**	**3,557**	**1,366**	....	....	....	....	....	....	**4,923**
	Sept., '79	6,928	2,025	....	....	....	....	....	....	8,953
	Year to Date '80	**38,073**	**17,011**	....	....	....	....	....	....	**55,084**
	Year to Date '79	60,831	19,790	....	....	....	....	....	....	80,621
KENWORTH	**Sept., '80**	....	....	....	....	....	....	....	**741**	**741**
	Sept., '79	....	....	....	....	....	....	....	1,202	1,202
	Year to Date '80	....	....	....	....	....	....	....	**8,983**	**8,983**
	Year to Date '79	....	....	....	....	....	....	....	10,983	10,983
MACK	**Sept., '80**	....	....	....	....	....	**117**	....	**1,538**	**1,655**
	Sept., '79	....	....	....	....	....	....	....	2,413	2,413
	Year to Date '80	....	....	....	....	....	**406**	....	**15,858**	**16,264**
	Year to Date '79	....	....	....	....	....	....	....	22,683	22,683
PETERBILT	**Sept., '80**	....	....	....	....	....	....	....	**541**	**541**
	Sept., '79	....	....	....	....	....	....	....	532	532
	Year to Date '80	....	....	....	....	....	....	....	**5,515**	**5,515**
	Year to Date '79	....	....	....	....	....	....	....	6,684	6,684
PLYMOUTH	**Sept., '80**	**1,769**	**667**	....	....	....	....	....	....	**2,436**
	Sept., '79	1,138	528	....	....	....	....	....	....	1,666
	Year to Date '80	**15,440**	**7,128**	....	....	....	....	....	....	**22,568**
	Year to Date '79	10,948	3,899	....	....	....	....	....	....	14,847
WESTERN STAR	**Sept., '80**	....	....	....	....	....	....	....	**92**	**92**
	Sept., '79	....	....	....	....	....	....	....	80	80
	Year to Date '80	....	....	....	....	....	....	....	**832**	**832**
	Year to Date '79	....	....	....	....	....	....	....	848	848
WHITE	**Sept., '80**	....	....	....	....	....	....	....	**413**	**413**
	Sept., '79	....	....	....	....	....	....	....	478	478
	Year to Date '80	....	....	....	....	....	....	....	**3,931**	**3,931**
	Year to Date '79	....	....	....	....	....	....	....	6,841	6,841
MISCELLANEOUS*	**Sept., '80**	**28,784**	**1**	....	**3**	**4**	**244**	**75**	**154**	**29,265**
	Sept., '79	19,763	1	1	....	3	228	163	211	20,370
	Year to Date '80	**232,311**	**11**	**12**	**9**	**20**	**2,267**	**1,157**	**1,498**	**237,285**
	Year to Date '79	194,650	11	38	3	25	1,837	1,140	1,782	199,486
TOTALS	**Sept., '80**	**95,832**	**71,965**	**433**	**3**	**138**	**6,115**	**6,395**	**9,443**	**190,324**
	Sept., '79	109,519	149,653	3,485	17	251	13,547	3,885	13,348	293,705
	Year to Date '80	**867,718**	**840,778**	**5,329**	**199**	**1,670**	**46,597**	**60,365**	**87,829**	**1,910,485**
	Year to Date '79	963,337	1,367,799	36,521	4,360	2,048	109,451	35,626	125,762	2,644,904

★—No Oklahoma registrations, 1980 and 1979; Utah, September, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

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But adjustable steering columns decline

Bucket seat installations up in '80

By Joseph Bohn
Marketing Editor

Bucket seats continued gaining popularity on '80-model domestic cars, but adjustable steering columns declined sharply, an AUTOMOTIVE NEWS survey reveals.

Bucket seats are expected to continue gaining popularity because they fit in with the trend toward smaller cars and because they are capable of meeting safety laws with passive restraints as opposed to more expensive air bags.

In '80, the industry installed bucket seats in 36.89 percent of cars, equal to 2,635,904 units. That was up from 30.48 percent, or 2,848,523 in '79. (The lower volume figure for '80 reflects the sharp decline in total industry production.)

General Motors installed these type seats in 1,349,957 cars, equal to 29.44 percent of production. That compared with 1,288,101, or 24.99 percent in '79.

The figure at GM could have been considerably higher, except for a phase-out of Buick Skyhawk and Oldsmobile Starfire production. At Pontiac, for example, where the Sunbird remained a strong seller, it accounted for 143,070 installations of bucket seats, equal to 100 percent of output.

Ford Motor installed bucket seats in 592,774 cars, equal to 43.16 percent of production. That compared with 948,355, or 34.45 percent in '79.

Chrysler Corp. installed the seats in 400,721, or 52.36 percent of its cars. In '79 only 37.20 percent of Chrysler cars, equal to 422,526, carried the option.

American Motors installed bucket seats in 69,185 cars, equal to 34.97 percent of output. That was up sharply from 56,720, or 33.48 percent in '79.

Volkswagen, of course, installed only bucket seats in the 223,267 Rabbits it built last year.

Adjustable steering columns accounted for 2,493,126 units in industry volume, equal to 34.89 percent of production. That was down sharply from 3,823,670, or 40.91 percent in '79.

General Motors, which accounted for 81.60 percent of industry installations, equipped 3,034,385 of its cars with this option. That was equal to 44.37 percent of GM's production.

Still, it reflected a sharp decline from the 2,710,019 units installed in '79 models and the 52.58 percent penetration they represented.

Ford Motor installed adjustable steering columns in 283,886 of its cars, equal to 20.67 percent of output. That was down substantially from 827,706, or 30.07 percent in '79.

Chrysler Corp. installed the option in 112,908 cars, equal to 14.75 percent of output. That, too, was down sharply from 231,715, or 20.40 percent in '79.

American Motors installed the item in 61,947 cars, equal to 31.31 percent of output. That was up from 54,230, or 32.01 percent in '79.

VW didn't offer adjustable steering columns on '80-model domestically-built Rabbits.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Column	Percent of Output
AMERICAN MOTORS	69,185	34.97	61,947	31.31
Eagle	NA	——	26,019	56.10
Concord	NA	——	25,344	31.50
Spirit	69,185	97.40	10,584	14.90
CHRYSLER CORP.	400,721	52.36	112,908	14.75
C-P Division	218,352	48.29	79,401	17.56
Horizon	162,478	100.00	NA	——
Volare	24,479	22.30	4,940	4.50
'80 Gran Fury	NA	——	3,913	20.90
Cordoba	27,590	48.00	27,935	48.60
Chrysler	NA	——	18,662	64.10
LeBaron	3,805	5.10	23,951	32.10
Dodge Total	182,369	58.25	33,507	10.70
Omni	138,155	100.00	NA	——
St. Regis	NA	——	6,093	35.70
Diplomat	2,862	7.50	8,549	22.40
Aspen	17,265	20.20	5,043	5.90
Mirada	24,087	70.40	13,822	40.40
FORD MOTOR	592,714	43.16	283,886	20.67
Ford Division	461,530	47.04	168,159	17.14
Pinto	124,720	100.00	NA	——
Mustang/Mustang II	271,322	100.00	22,248	8.20
Fairmont	52,283	22.30	15,943	6.80
Granada	6,149	6.80	15,554	17.20
Thunderbird	7,056	4.50	77,304	49.30
Ford	NA	——	37,110	35.90
L-M Division	131,244	33.44	115,727	29.49
Bobcat	24,650	100.00	NA	——
Capri	79,984	100.00	NA	——
Zephyr	18,568	26.50	11,912	17.00
Monarch	3,357	11.00	5,310	17.40
Cougar/XR7	4,178	7.20	27,737	47.80
Mercury	NA	——	36,400	67.00
Lincoln	NA	——	29,828	95.50
Versailles	507	10.60	4,540	94.90
Mark VI	NA	——	NA	——
GENERAL MOTORS	1,349,957	29.44	2,034,385	44.37
Buick Division	29,165	3.64	472,599	59.06
Skyhawk	6,990	84.00	3,737	44.90
Skylark	8,896	4.20	83,453	39.40
Century	1,039	0.70	73,472	49.50
Regal	12,240	5.70	127,767	59.50
Buick	NA	——	136,619	81.20
Riviera	NA	——	47,551	97.80
Cadillac Division	NA	——	222,551	96.33
Seville	NA	——	39,344	100.00
Cadillac	NA	——	132,050	95.00
Eldorado	NA	——	51,157	97.10
Chevrolet Division	933,662	46.04	535,826	26.42
Chevette	451,549	100.00	36,124	8.00
Monza	169,737	100.00	27,837	16.40
Camaro	152,021	100.00	79,507	52.30
Citation	91,760	14.70	136,080	21.80
Malibu/Chevelle	5,552	2.00	55,515	20.00
Monte Carlo	22,429	17.80	61,365	48.70
Chevrolet	NA	——	98,784	53.00
Corvette	40,614	100.00	40,614	100.00
Oldsmobile Division	64,861	7.65	494,230	58.32
Starfire	8,237	100.00	NA	——
Omega	25,656	19.10	37,073	27.60
Cutlass	23,642	5.60	228,398	54.10
Oldsmobile	3,590	1.50	187,621	78.40
Toronado	3,736	8.60	41,138	94.70
Pontiac Division	322,269	47.49	309,179	45.56
Sunbird	143,070	100.00	33,707	23.56
Phoenix	37,495	21.03	58,533	32.83
Firebird	107,340	100.00	67,775	63.14
LeMans	2,388	3.90	20,608	33.66
Grand Prix	30,342	26.45	74,862	65.26
Pontiac	1,634	2.21	53,694	72.60
VOLKSWAGEN	223,267	100.00	NA	——
Total Cars, U. S.	2,635,904	36.89	2,493,126	34.89

NOTE: Installation numbers are based on U.S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U.S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

Delaware wants delay in I/M tests; blames slow EPA

DOVER, Del. — State officials called for a one-year delay in a mandatory auto emission inspection program for New Castle County, claiming the federal government has been too slow in developing pollution test standards.

The state had planned to begin inspections in January, 1982, but will ask the EPA to delay the start of the full program until January, 1983.

Robert R. French, chief of Delaware's air pollution control section, said the state didn't find out until late June that the federal agency is planning to set standards for the state inspection program. He said the state can't afford to buy testing equipment or develop auto mechanics' training programs and then to have to start over again if EPA changes the rules.

In order to get a three-year exemption from 1982 air pollution standards, the state must begin an emission-testing program by 1982. But the state does not believe it can get the inspection and maintenance program off the ground by the deadline, even if EPA adopts the regulations in the next few months, as is now anticipated.

The state is proposing to begin inspections in January, 1982, but it won't begin requiring that repairs be made on cars that flunk the test until 1983.

letterbox

Continued from Page 10

Advertising Assn. has hit what must be the absolute alltime low in the history of automotive advertising.

"But it got 43 MPG," which graphically depicts the aftermath of an automobile accident, is a most disgusting display of absolute panic run amuck I have ever seen.

This vulgar type of scare advertising rivals the very worst of political advertising. It is degrading to Chevrolet, its dealers, the advertising industry and a shocking insult to the intelligence of the buying public.

I predict that if the Chevrolet dealers continue this kind of irresponsible advertising they will suffer public indignation and the resulting loss of sales which they can ill afford.—**Harry P. Murphy Jr.,** Ramsey, N. J.

Style AND economy

Why can't American manufacturers give the public what it wants?

I do not want to give up style for economy. I want a sports model that has style and good gas mileage.

I was going to wait for a Ford EXP, but I read in your paper that it will not have a five-speed transmission until next fall. Tell Ford Motor Co. that if it does not have the sense to put a five speed in their sports model it has lost another car to Honda.

If I have to pay eight to nine thousand for a car, I will not settle for less than I want. I will wait till April and see.—**William M. Corwin,** Terre Hill, Pa.

Combined shops

As a consumer, I would like to advance several ideas and suggestions to the car dealers which might help bring down a bit those high prices on the new domestic models.

Why not combine the service departments of several dealerships into a single shop under one roof? This approach, I believe, could:

1. Reduce the overhead for each dealership in constructing and maintaining its own separate service department. Since the cost of the real estate is usually higher where the location of a dealership is more desirable, the service department can be on a less expensive property since its location is not that important to its overall function. This could result in each dealership needing less prime land for its operation, especially in the cities.

2. Permit fewer number of mechanics to work more productively by cross-training them on various models.

3. Reduce the duplication in the diagnostic equipment, car lifts and other fixtures.

4. Permit the standardization of labor costs and improve the overall quality of work. With the present state of the art in diagnostic equipment, tools, shop manuals, etc., there is really no excuse why a customer should have to keep coming back several times to have the same malfunction corrected; or why the car cannot be fixed on time.

5. Permit the application of quality of work life programs among the management and employes of the service department to ensure that the highly skilled people stay with the company.

6. Free the resources of the individual dealerships so they can concentrate on the selling aspect and the training of their salesmen, who could use much more detailed technical knowledge for each model they sell.

Domestic car dealerships ought to take a more active role in pressing the car manufacturers for a product appropriate for the current and future energy situation, rather than just waiting for car buyers to start the "stampede" toward the imported products.

Since in some areas the dealerships are bunched next to each other, why not have a shopping - mall - type arrangement in which the automotive-related products and services are brought in one place?

Why not have dealer-operated driving schools which also instruct in the basic car maintenance for the car owners?

And, lastly, why not have the dealers push for mandatory car inspections?

With the current money problems in this state which resulted in some worthwhile car-related programs being cut (such as the road test for student drivers), the automotive industry can take up the slack and ensure us, the driving public, somewhat safer roads while allowing itself a reasonable profit. — **Bud Damnjanovich,** Utica, Mich.

Model breakdown

Auction averages

	November	October	September
1980	$6,088	$6,311	$6,350
1979	5,015	5,021	4,787
1978	3,879	3,793	3,841
1977	3,091	3,120	3,240
1976	2,146	2,223	2,362
1975	1,674	1,804	1,741
1974	1,248	1,343	1,350
1973	987	1,079	1,167
Overall Average	$3,795	$3,665	$3,545

Used car sales

Auction averages

November to date	$3,795
Month ago	$3,665
Year ago	$3,293

Saab as sedan

Saab adds a four-door notchback sedan to its U. S. lineup for '81. Available with normally aspirated or turbocharged four-cylinder engine, the new Saabs get a wider side molding, standard front power windows, new outside mirrors adjustable from the inside and aluminum rear panel.

Saab adds four-door model, redesigns engine for 1981

ORANGE, Conn. — A four-door notchback sedan has been added to the Saab 900 lineup for the U. S. in 1981.

The new sedan has a lightly curved window and trunk lid that extends to the rear window trim. Rear seat can be folded to provide a flat floor almost 6 feet long.

The Saab 900 sedan is available with a redesigned, normally aspirated four-cylinder engine or turbocharged engine.

Other changes for Saab this year include automatic transmission for the Saab Turbo models, a larger fuel tank (16.6 gallons) and simplified model designations.

The Saab Turbo's automatic gets a new torque converter, raised reduction ratio of primary drive and extra bands and special shift governor.

The five-speed transmission is standard on all Saabs for '81, and its first-gear ratio has been lowered for more low-end traction.

Saab's two-liter engine has been redesigned to shed 25 pounds. Renamed the Saab H-Engine, it has fewer moving parts. The engine block is said to be simpler and easier to service.

A new turbocharger with an integrated wastegate (charging pressure control valve) is controlled by the pressure in the intake manifold instead of by the pressure in the exhaust manifold, as in the past.

The new turbocharger uses a redesigned turbine, said to give better throttle response, especially at low speeds.

A new system of model designation means the basic Saab 900 is available as a three-door hatchback.

The earlier upscale normally aspirated EMS and GLE models are replaced by the Saab 900S models, in three-door hatchback and four-door notchback configurations. Equipment in the Saab 900S range is approximately the same as in the Saab Turbo versions.

used-car auction directory

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U. S. makers schedule 527,875 cars

December production to top '79

By Patricia Hoffman
Staff Writer

U. S. car production in December will increase from a year ago, however calendar 1980 will end with a build of about 6.5 million, the lowest since the 5,522,004 completed in 1961.

The forecast for December is 527,875, an increase of 16.10 percent from the 454,669 built in December, 1979.

Breakdown by company is: General Motors, 305,000, up 1.71 percent from 299,851 built one year ago; Ford, 128,000, up 64.14 percent from 75,674; Chrysler, 68,000, up 38.13 percent from 49,227; Volkswagen, 15,470, up 2.90 percent from 15,033; American Motors, 11,135, down 23.87 percent from 14,627, and Checker, 270, up 5.05 percent from 257.

The estimate for November is 551,437, down 12.10 percent from the 62[illegible] 346 built in the same month last year. Actual November figures will be reported this week.

Due to the shortened-holiday week, planned production for the week ended Nov. 29, was 92,653, down 37.30 percent from the 147,774 built the previous week and down 36.14 percent from the 145,095 built the same week a year ago.

Ford's San Jose (Mustang, Capri) plant was closed last week for the second of two weeks. The point will reopen today (Dec. 1).

GM's Norwood plant reopened last week, after a strike over local issues had closed the plant Nov. 12.

GM's Lordstown facility shut down production of the Monza and Sunbird Nov. 26 for changeover to production of the new J-cars. Startup is scheduled after the new year.

Breakdown for last week was: GM, 56.50 percent; Ford, 23.63 percent; AMC, 3.50 percent; VWoA, 2.94 percent, and Checker, 0.09 percent. Chrysler's weekly figures for the weeks ended Nov. 22 and Nov. 29 were estimated by •AUTOMOTIVE NEWS because actual figures were not received by presstime. The estimated by AUTOMOTIVE NEWS 13.34 percent of last week's total.

So far this year, the auto makers have built 5,806,933 units, down 27.02 percent from 7,957,067 through Dec. 1, 1979.

142,400 trucks slated for month, lowest since 1963

U. S. truck production in December is scheduled to be the lowest for the month since 1963, and the year's total will be the lowest since the 1,583,886 assembled in 1967.

The forecast for the month is 142,400, down 2.95 percent from the 146,721 in 1979. In December, 1963, truck makers assembled 123,965.

Breakdown by company is: General Motors, 75,000, up 20.01 percent from 62,483; Ford, 44,000, down 19.33 percent from 54,547; Chrysler, 6,000, down 56.68 percent from 13,853; AM Jeep, 5,900, down 21.03 percent from 7,472; Volkswagen, 2,210, up 2.59 from 2,154; miscellaneous, 1,700, down 40.62 percent from 2,863; Mack, 1,600, down 8.09 percent from 1,741, and AM General, 290, down 81.96 percent from 1,608.

The December forecast for International Harvester is 5,700. There was no production in December last year due to a strike.

The estimate for November is 146,307, down 20.91 percent from 185,001 built in November, 1979. The estimate is the lowest for the month since the 92,449 assembled in 1970.

Planned output last week was 26,146, down 34.20 percent from the 39,738 units assembled the previous week. The drop was due to a holiday shortened week and was down 40.56 percent from the 43,992 assembled the same week a year ago.

Planned fourth-quarter truck production is 466,823, down 16.66 percent from the 560,143 produced in the same quarter a year ago, and the lowest since 344,420 produced in the fourth quarter of 1970.

There were no truck plants closed during the holiday week and no overtime was scheduled.

Canadian output holds steady for November

Canadian car and truck production in November changed only slightly from the comparable month in 1979.

Truck output in November is estimated at 46,478, a drop of 1.28 percent from the 47,081 assembled in the same month last year.

Car production for the month is estimated at 79,423, a decrease of 0.48 percent from the 79,811 built in November, 1979.

Car output last week was scheduled at 18,561, down 15.43 percent from the 21,949 assembled the previous week and up 6.22 percent from the 17,473 built the week ended Dec. 1, 1979.

Truck production last week was planned at 10,503, down 11.12 percent from the 11,818 built the previous week and down 12.03 percent from the 11,940 assembled the same week a year ago.

Ford will close its St. Thomas plant Dec. 5, discontinuing production of the Fairmont and Zephyr. Ford will resume operation of the St. Thomas plant Feb. 2, 1981, with two new lines, the Ford Escort EXP and the Mercury Lynx LN7.

Chrysler closed its Windsor car plant (Cordoba, Mirada) last week, but will reopen it today (Dec. 1).

So far this year, the auto makers have assembled 1,232,951 units, down 18.65 percent from the 1,515,736 built through Dec. 1, 1979.

Truck makers have assembled 462,331, down 22.89 percent from the 599,637 built during the same period last year.

breaking news

Continued from Page 1

Saab production to be cut back

LINKOPING, Sweden. — Saab-Scania is going to reduce production of passenger cars by idling assembly lines for 20 days in December, January and February. This will cut some 6,000 cars from the schedule. Although sales have been sluggish, the company said it is reducing production because high interest rates have made it too expensive to maintain stocks around the world.

Korean buys Panther Westwinds

BYFLEET, England. — Panther Westwinds, the specialist car manufacturer which went bankrupt a year ago, has been sold to Young C. Kim, a South Korean businessman. Kim has formed a partnership with Bob Jankel, founder of Panther Westwinds, and says he intends to resume production of the Panther range and possibly the Equus sports car.

Metro outsells Escort in UK

LONDON. — BL Metro outsold Ford Escort in the UK during the first 10 days of November, although both of the new British cars suffered from short supply. Metro's market share was 6.7 percent, compared with 6.4 percent for Escort. BL dealers say that adequate supplies could push Metro's share to 8 or 9 percent this month.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
CHEVROLET	8,185	18,000	13,399	47,622	916,879	427,256
DODGE/PLYMOUTH	1,600	4,550	....	4,830	298,490	110,582
FORD	9,289	11,332	16,080	57,462	974,743	539,039
GMC	3,043	5,345	5,083	18,140	317,548	138,884
INTERNATIONAL	1,038	....	1,730	5,062	115,642	59,767
MACK	276	250	513	1,657	33,988	21,246
JEEP	1,740*	2,975*	1,740*	6,960*	176,479*	74,381*
AMC CORP.	85*	450*	85*	340*	20,505*	7,786*
VOLKSWAGEN	500*	650	500	2,000	38,150	35,125*
MISCELLANEOUS	390	440	608	2,234	498	25,012
Total Trucks, U. S.	26,146	43,992	39,738	146,307	2,892,922	1,439,078

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
CHRYSLER CORP.	....	1,600	570	3,013	52,336	45,722
FORD MOTOR	3,624	2,800	3,749	12,523	205,860	163,010
GENERAL MOTORS	6,584	5,950	7,169	23,347	268,575	218,810
AMERICAN MOTORS	....	1,040	....	6,304	49,784	18,127
INTERNATIONAL	295	465	302	1,199	19,440	14,791
MACK	....	85	28	92	3,642	1,871
Total Trucks, Canada.	10,503	11,940	11,818	46,478	599,637	462,331
N. American Trucks	36,649	55,932	51,556	192,785	3,492,559	1,901,409

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	13,100*	169,497	153,063*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	12,360*	17,890	20,600*	70,393*	857,266	583,456*
Plymouth Total	5,670*	7,440	9,450*	33,571*	347,205	267,990*
Horizon	1,980*	3,640	3,300*	8,499*	159,016	141,719*
Volare	....	3,560	....	....	175,137	51,735
Gran Fury	90*	....	150*	240*	4,297	13,999*
Caravelle	60*	240	100*	379*	8,755	5,683*
Reliant	3,540*	....	5,900*	24,453	....	54,854*
Chrysler Total	1,470*	2,590	2,450*	6,927*	173,513	79,109*
Chrysler	570*	....	950*	1,520*	75,068	18,225*
LeBaron	900*	2,590	1,500*	5,407*	98,445	56,408*
Dodge Total	5,220*	7,860	8,700*	29,895*	336,548	240,834*
Omni	1,650*	3,130	2,750*	7,324*	139,066	118,907*
St. Regis	270*	....	450*	720*	24,751	12,989*
Diplomat	360*	1,370	600*	2,528*	47,796	28,008*
Aspen	....	3,360	....	....	124,935	36,881
Aries	2,940*	....	4,900*	19,323*	....	44,049*
FORD MOTOR	21,901	34,906	32,713	124,918	1,931,227	1,162,704
Ford Division	14,388	22,093	22,099	84,588	1,293,400	830,894
Pinto	....	3,518	....	....	165,616	68,179
Must./Must. II	2,517	5,161	4,110	17,116	354,212	214,833
Fairmont	1,384	6,419	2,420	9,079	197,690	186,273
Granada	2,657	2,995	4,579	16,632	136,092	101,446
LTD II	....	....	....	....	22,746	....
Thunderbird	2,103	4,000	....	5,853	254,996	106,144
Ford	1,050	....	2,100	7,266	162,048	83,362
Escort	4,677	....	8,890	28,912	....	70,657
L-M Division	7,513	12,813	10,614	338,348	637,827	331,810
Mercury Total	6,521	9,112	8,668	33,864	492,672	286,341
Bobcat	....	494	....	....	42,316	12,445
Capri	747	2,500	1,378	5,831	104,890	62,230
Zephyr	920	2,136	1,395	4,494	58,333	61,806
Cougar/Monarch	947	1,412	1,465	5,927	58,425	22,372
XR-7	655	....	....	1,845	132,951	52,783
Mercury	774	2,570	1,311	4,719	95,757	49,742
Lynx	2,478	....	3,119	11,048	....	24,963
Lincoln Total	992	3,701	1,946	6,466	145,155	45,469
Lincoln	541	1,311	1,062	3,354	69,692	19,216
Versailles	....	393	....	....	11,757	1,866
Mark VI	451	1,997	884	3,112	63,706	24,387
GENERAL MOTORS	52,302	84,994	87,236	326,930	4,836,758	3,727,507
Buick Division	10,139	18,661	17,660	63,389	731,029	701,931
Skyhawk	....	375	....	....	24,055	....
Skylark	2,661	3,499	4,974	17,810	107,710	196,656
Century	1,840	2,690	3,375	11,232	62,981	150,054
Regal	2,954	5,135	4,920	17,385	243,469	183,574
Buick	2,010	5,350	3,273	13,071	238,496	132,283
Riviera	674	1,612	1,118	3,891	54,318	39,364
Cadillac Division	2,510	7,063	4,599	15,919	323,840	179,267
Seville	414	1,486	711	2,415	44,617	30,832
Cadillac	1,337	4,266	2,675	9,133	217,023	106,203
Eldorado	759	1,311	1,213	4,371	62,200	48,690
Chevrolet Division	23,281	26,185	36,616	140,256	2,124,548	1,595,310
Chevette	5,540	8,905	6,314	30,364	386,558	418,471
Monza ('80)	1,801	3,240	2,634	10,486	149,606	148,201
Camaro	1,450	....	1,543	7,564	244,668	107,747
Citation	5,180	10,020	10,103	35,006	291,000	415,104
Malibu	3,700	1,845	6,537	23,472	368,467	241,932
Monte Carlo	2,200	1,125	3,682	12,990	216,354	109,506
Chevrolet	2,880	....	4,814	16,865	422,585	114,290
Corvette	530	1,050	989	3,509	45,310	40,059
Oldsmobile Division	11,340	21,822	20,369	68,737	966,806	725,223
Starfire	3,366	630	6,403	9,769	20,727	9,769
Omega	1,362	1,951	2,462	8,883	50,957	100,726
Cutlass	2,596	9,491	4,672	26,736	496,005	337,282
Oldsmobile	3,485	8,330	5,949	20,279	348,513	207,864
Toronado	531	1,420	883	3,070	50,604	69,582
Pontiac Division	5,032	11,263	7,992	38,629	690,535	525,776
Acadian†	260	295	268	1,054	16,116	18,006
Sunbird ('80)	2,048	2,223	3,927	13,685	98,144	145,838
Phoenix	1,561	2,745	3,246	79,978	80,041	123,612
Firebird	999	....	794	4,836	182,626	72,166
LeMans	868	870	1,155	6,476	84,325	57,785
Grand Prix	1,460	2,410	1,957	7,300	90,294	66,413
Pontiac	144	2,720	239	870	138,989	48,458
VOLKSWAGEN	2,730	3,080	3,867	15,786	158,869	177,281
CHECKER	85*	100	83	310	4,350	2,922
Total Cars, U. S.	92,653	145,095	147,774	551,437	7,957,967	5,806,933

CANADIAN CAR PRODUCTION

	Week Ended Nov. 29, 1980	Same Week 1979	Week Ended Nov. 22, 1980	1980 Nov. Est.	Jan. 1, to Dec. 1, 1979	Jan. 1, to Nov. 29, 1980
AMERICAN MOTORS	480	....	420	1,419	....	1,419
CHRYSLER CORP.	....	4,400	1,830	5,064	117,775	67,514
FORD MOTOR	5,440	4,640	5,482	21,759	268,379	234,006
GENERAL MOTORS	12,416	8,208	13,992	50,304	521,820	458,559
VOLVO	225	225	225	877	8,125	9,122
Total Cars, Canada	18,561	17,473	21,949	79,423	916,099	770,620
N. American Cars	111,214	162,568	169,723	630,860	8,874,066	6,577,553
N. American Trucks	36,649	55,932	51,556	192,785	3,492,559	1,901,409
North American Cars and Trucks	147,863	218,500	221,279	823,645	12,366,625	8,478,962

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Japanese luxury

Datsun Laurel gets new body

Datsun Laurel has been given a new body to go with its refined mechanicals. An optional voice warning system tells the driver if he leaves the lights on and the electric windows can be operated up to 30 seconds after the ignition is switched off. The Laurel, which is about the same size as the 810, will not be sold in the U. S.

House rejects bill to require air bags in some '83 models; passive restraints still in effect

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House of Representatives said no to air bags again last week, rejecting legislation that would have required General Motors, Ford Motor Co., Toyota, Nissan and Volkswagen of America to offer air bags in one line each in 1983.

The legislation, rejected by a vote of 189 to 186, would have delayed the current passive restraint standard which is due to take effect in 1982. It also would have reversed the current schedule so that small cars would have been the first to be required to have passive restraints.

The action by the House means car makers must offer either passive belts, passive restraints or air bags in large cars in 1982, in medium-size cars in 1983 and small cars in 1984.

Besides dropping the air bag requirement, the House's rejection of the compromise legislation also throws out the door a plan to reduce the bumper standard from 5 MPH to 2.5 MPH. Also rejected is an exemption for tire dealers and distributors from mandatory tire registration which would have authorized DOT to require tire makers to give public notice of a tire recall when in the public interest.

- Another compromise proposal was being worked out at press time by Rep. John Dingell, Michigan Democrat, and James Scheuer, the New York Democrat who championed the original compromise proposal.

It would at minimum allow for a delay of the standard to 1983 and reverse the order of passive restraints, to start with small cars.

But in the helter-skelter closing days of Congress, there was concern expressed that the new compromise would not succeed, since it would need a two-thirds majority approval in both House and Senate.

Opponents of the rejected measure, led by Dingell, charged that it would have meant Congress would have been legislating design standards, a practice it previously rejected.

"A more reasonable approach would be to allow the marketplace to determine whether air bags will be in automobiles in the future," Dingell said.

GM and Ford have already announced they will voluntarily install air bags in certain cars

Continued on Page 39. Col. 1

breaking news

Chrysler ties rebates to prime rate

DETROIT.—Chrysler Corp. has announced a cash rebate that fluctuates with the prime interest rate. Buyers of new 1981 domestic models except Imperials who finance purchases through loans are eligible. Rate of rebate is the difference between the prime at the time of purchase and a flat 12 percent. That rate is multiplied by the sticker price. Rebates run Dec. 3-Jan. 20.

Ford offers interest break

DETROIT. — Ford Motor Co. has launched a 12-percent loan program for buyers of Mustang, Granada, Thunderbird, Capri, Cougar and Cougar XR-7. Ford Motor Credit will participate; other loan institutions may be added. Cars delivered to buyers by Feb. 7 are eligible.

Honda celebrates with Accord SE model

MARYSVILLE, O.—Honda is marking its 10th year of selling cars in the U. S. with a special limited-edition Accord SE (special edition) model. The SE's standard equipment includes leather seats, special paint, mag wheels, air conditioning and power steering, doors and locks. Only 3,000 will be sold. Price is about $10,000.

Nissan-VW venture bid first step to alliance?

By Edward Lapham
Financial Editor

Nissan Motor Co. Ltd. and Volkswagenwerk AG jointly announced last week they are studying the possibility of a venture to produce VW cars in Japan. It was widely viewed by industry analysts as the preliminary stage of the first of many such arrangements.

No details were announced other than the statement that a team of VW and Nissan officials would study the various possibilities and decide if an arrangement is feasible.

Arvid Jouppi, John Muir & Co. auto analyst, said such an arrangement would be "the first direct link between Europe and Japan" with worldwide consequences.

He said that at the moment there are only two companies which can effectively compete on a Europe/American/Asia basis: General Motors and Ford Motor Co.

"The only way for other companies to compete in the world component concept market is through these alliances," Jouppi said. "I believe this will be pattern-setting and fit right into the continuing pattern of worldwide cooperation."

Other analysts agreed with Jouppi's "three - legged stool" theory that Europe/American/Asia marketability will be re-

Continued on Page 6, Col. 2

Bob Irvin—'the best newsman on the auto beat'—dies at 47

DETROIT.—In the days when Walter Reuther of the UAW and Louis G. Seaton of General Motors made auto contract talks world news, a young, aggressive reporter from United Press International found a way to improve the system.

In a hall area where the company and union regularly held press conferences to announce developments, Bob Irvin had a phone installed and stashed under some risers months before negotiations reached the crucial stage.

Months later, when the settlement was finally announced, Irvin plucked the phone from its hiding place and began dictating to the world via UPI's wires, even as the announcement was being made.

He caught his competition flatfooted in the race to file. That typical Irvin coup prompted other news services to install their own phones under the risers.

Robert W. Irvin, Automotive News editor-at-large, died last Monday, Dec. 1, in Chicago. He was 47.

- The innovative method Mr. Irvin used to beat the competition in that contract year was only one of many which made him widely recognized as the world's leading auto writer.

Mr. Irvin's 25-year career as a newsman began when he joined United Press in 1955 after serving with a U. S. Army intelligence unit in Korea. He worked for UPI for 10 years and was the wire service's auto writer from 1961 to 1963 and Detroit Bureau chief from 1963 to 1965.

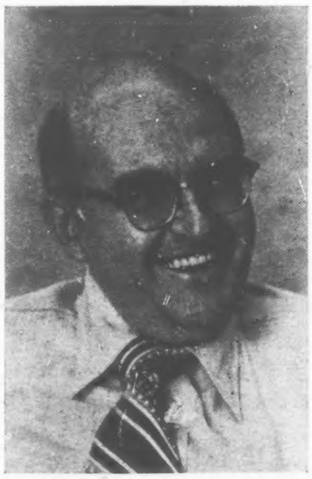
In 1965 he joined the Detroit News where he worked for 12 years as automotive writer and earned a reputation as a fine reporter and one of the best auto writers in the world.

Newsweek magazine once called Mr. Irvin "the best newsman on the auto beat." It was a title which he relished.

During his years at the Detroit News, Mr. Irvin also wrote for a number of freelance clients which included Reuters news service, the New York Times, the Washington Star, United Features syndicate, North American Newspaper Alliance, Argosy, Motor Trend and several trade publications.

Colleagues would often see Mr. Irvin after some event with a telephone receiver in each hand, simultaneously dictating stories to the News and the New York Times or one of his many other clients.

In September, 1977, Mr. Irvin joined Crain Communications Inc. as Automotive News editor-at-large as well as editor and associate publisher of AutoWeek, a weekly enthusiast motorsport publication.



Robert W. Irvin: 1933-1980

The move to Automotive News surprised most people in or close to the auto industry and it left the various pieces of his freelance empire "up for grabs," as he devoted all of his time and energy to the two Crain publications.

Mr. Irvin contributed much to the industry, and he was quite often involved in the "big" stories about the industry in a period when Detroit was undergoing a metamorphosis.

Some consider his 1971 Detroit News series about faulty GM engine mounts his finest work because it is credited with having led to a massive recall.

There were, however, many fine examples of Mr. Irvin's work, including his development of the fine art of spy photography over the years to his in-

Continued on Page 34, Col. 1

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Would give President power to deal with Japanese

Import resolution stalled in Senate

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — At presstime, the fate of a resolution giving the President temporary power to negotiate restraint in auto imports with the Japanese is far from clear. It depends upon the steadfast opposition of two key senators—Rhode Island Republican Senator John Chaffee and retiring Illinois Democrat Senator Adlai Stevenson III—and on whether an amendment added by Republican Pennsylvania Senator John Heinz to include auto parts will be dropped on the Senate floor.

The latter move is necessary because a conference to iron out differences with the House-passed version is extremely unlikely in the dying hours of the 96th Congress.

At a hastily called meeting of the Senate Finance Committee, the resolution as passed by the House but with the Heinz amendment got reported with two dissenting votes — Chaffee and Minnesota Republican David Durenberger. Nonetheless, there was a confusing interchange on whether Chaffee could file a minority dissent in a report which Chairman Russell Long said would not have majority views or even the existence of a report from which to dissent.

But at least it became clear that Senate passage was clouded: If the resolution gets to the floor, either on its own or as an amendment hung on to another bill, it was going to be strongly contested by at least two senators and possibly also even be filibustered. This was hardly a sanguine outlook in a Senate already embroiled in two other filibusters as it churned into the last 24 hours.

On the other hand, the plan was to add the resolution to the debt ceiling limit proposal—so-called "must" legislation—and a guarantee it will be considered. Its major sponsor, Michigan Democrat Senator Don Riegle feels sure he has the votes for passage if the parliamentary hurdles can be cleared.

The scenario was not improved by the fact that neither the views of the Carter Administration or the incoming Reagan Administration are known.

Stevenson opposes the special auto industry resolution on principle. Not only is he a free trader, but he feels the domestic industry needs the healthy competition offered by the imports. Chaffee described the resolution as bad legislation that would allow big industry to walk around the legal procedures embodied in the International Trade Commission.

The last-minute inclusion of auto parts—unless it is ditched by the full Senate — suggests another way to kill the measure indirectly.

• The House resolution had sailed through, 317 to 57, on Tuesday. Two hours before it did, the House Ways and Means Committee reported a slightly modified version, but the report itself was not expected to be filed until Friday — the last day of Congress. The customary three-day waiting period was suspended because proponents felt confident a two-thirds majority could be mustered.

Last-minute changes were made — and approved by the Justice Department — to narrow the waiver of the antitrust laws to be sure the application was to this resolution only and not to such crimes as price fixing. And the phrase "imports of autos and trucks" was changed to "increased importation of autos and trucks" to make it conform more closely to the trade law.

Report language was also added — to clarify the intent of Congress — that pay restraint should apply to white collar workers and officials as well as blue collar workers.

Further, Congress intends that overseas subsidiaries should refrain from seeking to restrain imports in their markets while the parent companies are doing the same to protect the home territory.

An amendment proposed by New York Rep. Barber Conable, the ranking Committee Republican, would have narrowed the Presidential authority even more, required the President to take into account various economic conditions, hold a public hearing and subject negotiations to congressional override. It was summarily defeated.

• But Minnesota Rep. Bill Frenzel, a conservative Republican, managed to get a few shots in. He said the only Japanese sin was to create good quality cars at reasonable prices and he inveighed against letting Ford Motor Co. and the UAW set trade policy.

If changes were to be made, he said, they should be made in

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EPA expected to ease CO rule for small cars

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The EPA is expected to announce this week a relaxation of emission standards for three models of automobiles that play a key role in the future profitability of the Big Three manufacturers.

According to reliable sources, EPA will waive the 1982 carbon monoxide standard of 3.4 grams per mile to 7.0 gpm for General Motors' new J-cars, Ford Motor Co.'s Escort/Lynx and their sporty derivatives the Ford EXP and Mercury LN-7, and Chrysler Corp.'s K-cars.

The move is expected to save the companies money (GM estimates between $30 and $40 per car) and enhance their fuel economy (GM estimates a 0.7 miles per gallon loss in fuel economy on the J-cars without the waiver).

Waivers from the carbon monoxide standard are available through the 1982 model year under the Clean Air Act. Previously, the EPA issued CO waiver for vehicles representing about 28 percent of projected 1981 sales and 13 percent of projected 1982 sales.

Ford and Chrysler had received waivers for their Escort/Lynx and K-cars for the 1981 model year, but had been denied the waiver for the 1982 model year on the grounds that they will have their emission control system sufficiently developed to meet the lower standard.

• EPA administrator Douglas Costle indicated a change of mind was coming on this matter last week, however, when he issued a public notice saying he expected to reverse himself on a denial he had made of GM's waiver request for its new J-cars on grounds that circumstances had changed.

Citing the industry's depressed state, the prospect for only slow recovery and the competition of foreign makers, Costle said that in the light of these facts "I should give additional attention to the large issues involved in assessing the potential impacts of this waiver decision on the public interest."

The 1981 and later model year CO standard of 3.4 gpm has been labeled too stringent by the auto makers. Recently, they were supported in that argument by the National Academy of Sciences, which found after a long study of the pollutant that a standard of 7.0 gpm was probably more reasonable. This finding is expected to play a key role next year when Congress reviews the Clean Air Act.

Sweepstakes sweetheart

Harold Clizbe, center, president, Ballenger Automotive Service, Council Bluffs, Ia., takes title to this 1938 Ford Phaeton from Russ Richardson, right, Walker Mfg. Co. district manager, and Tom Scheel, territory manager for Walker. The '38 Ford was first prize in Walker's 1980 Olympic Trade sweepstakes.

DOE urges tax credits to boost 1990 CAFE

WASHINGTON. — The Department of Energy says the federal government should consider a CAFE target of 38 MPG for 1990 as part of a wide-ranging effort to wean the U. S. off imported oil.

In reporting on its eight-month study, the department suggests such a CAFE level would be within the reach of the auto makers with technology already in hand but that financial incentives would be cost-beneficial to insure it.

Done at the suggestion of DOE Secretary Charles Duncan and supervised by Assistant Energy Secretary William W. Lewis, the study says U. S. auto makers will reach a combined CAFE of 34.7 MPG in 1990 even in the absence of any refundable tax credits for each tenth of a mile-per-gallon a maker exceeds the 1985 standard, could produce a 38 MPG CAFE.

A further inducement to reach or exceed this standard would be to offer a tax credit of $73 per car for each mile-per-gallon the maker exceeds the standard, the study says.

Such a CAFE level would save the U. S. at least 130,000 barrels of oil per day by 1990 and 340,000 barrels per day by the year 2,000, the study says.

Tax incentives "would represent a more balanced approach to fuel economy improvements and would be consistent with other U. S. programs that subsidize residential conservation and production of alternate fuels," the study says.

Such assistance may be needed in any regard, since the shift to small cars makes pursuing advanced fuel-economy technologies less profitable, the study indicates.

• DOE expects small cars to take 37.7 percent of the market in 1990; mid-sized cars, 30 percent, and large cars, 32.3 percent.

Such a mix would produce a CAFE of 34.7 MPG but likely slow further research on fuel economy technologies such as variable valve timing, roller followers, continuously variable transmissions, diesel engines, turbocharged diesels and advanced electronics, the study says. Tax incentives might prevent this from occuring while also aiding the car makers, it says.

The DOE study also suggests imposition of a $10 per barrel tax on oil (24 cents per gallon.) Such a move would likely produce a CAFE of 39.1 MPG by 1990 and save the U. S. another 20,000 barrels per day in that year and 80,000 barrels per day by 2,000, it says.

Also under consideration is a requirement that all vehicles use fuel-efficient oils and tires and that tire pressure checks be mandatory in all state safety inspections and inspection-and-maintenance programs. Requiring valve stem caps that would show red when tire pressure is low is also being considered.

Even if only 20 percent of the driving public utilizes these technologies, further savings of 363,000 barrels per day could be achieved by 1995, the study says.

Recognizing the very real threat of another oil supply crisis, the study recommend that in the event of its occurrence, speed limits be reduced to 45 MPH, a four-day work week be imposed and school buses and the like be utilized to transport workers.

The DOE recommendations are directionally similar to

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November total of 529,288 down almost 12 percent

U. S. new-car sales slump continues

By Jenny L. King
Staff Writer

Hopes for a year-end recovery for domestic new-car sales all but disappeared as the major U. S. auto makers reported an 11.67-percent decline in November, and an abysmal 28.93-percent drop during the last period. Only Chrysler Corp. made a gain, its sales up 2.56 percent for the month.

Imports continued on a level with year-ago sales, even edging ahead a few hundred units for a 0.25-percent increase in November. Import sales totaled 168,347, up from 167,929 and accounting for 24.13 percent of the market, compared with 22.18 percent in 1979.

U. S. auto makers reported a total of 529,288 retail deliveries for the month, down 11.67 percent from 599,247 a year ago and the lowest since the 505,511 reported in 1974.

With one less selling day this year (24, compared with 25 in 1979), the daily selling rate of 22,054 was down 7.99 percent from 23,970.

Third-period domestic sales totaled only 148,390, down 28.93 percent from 208,784 and the softest since 138,556 in 1970, a strike year.

• General Motors earned 62.31 percent of the domestic market in November, up from 61.34 percent in 1979. Ford sales accounted for 23.12 percent, down from 24.71 percent. Chrysler Corp., busy surviving, increased its share of the market to 9.96 percent from 8.58 percent. American Motors cornered 2.56 percent, down from 2.92 percent and Volkswagen of America had 2.05 percent, down from 2.45 percent.

GM sales for the month totaled 329,793, down 10.28 percent from 367,560. Ford sales dropped 17.39 percent, to 122,356 from 148,109. Chrysler sold 52,740 new cars, up 2.56 percent from 51,422. American Motors sales of

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Where Auto Market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	107,581	15.42
COMPACT	154,903	22.20
INTERMEDIATE	155,320	22.26
STANDARD	75,594	10.84
LUXURY	35,890	5.15
IMPORT	168,347	24.13
TOTAL	697,635	100.00

November total of 529,288 down almost 12 percent

U. S. new-car sales slump continues

Continued from Page 1

13,561 were down 22.43 percent from 17,482, and VWoA plunged 26.14 percent to 10,838 from 14,674.

A few increases and some declines balanced the import total at 168,347, up from 167,929. Toyota headlined its press release "Toyota sales down in November," referring mostly to truck sales, cut in half probably by the new tariff imposed by the U. S. government in August. Toyota car sales were down a mere 0.22 percent on a year-to-date basis and actually were up on a daily rate basis. Datsun sales slipped 5.50 percent, Mazda was down 8.00 percent, while Honda leaped 17.06 percent.

BMW reported record sales in November, and Peugeot claimed record year-to-date sales. Toyota was up 15.36 percent for the year and Datsun was up 11.81 percent.

- Of the domestic makes, three of the 13 reporting a year ago were up for the month: Plymouth, up 15.73 percent, Dodge, up 10.19 percent and Buick, up 14.01 percent. Declines ranged from 9.21 percent for Oldsmobile to 53.38 percent for Lincoln. Buick surpassed Oldsmobile in November for the first time this year and seems intent on taking over second place in sales among the GM divisions.

Year-to-date sales for the industry totaled 8,323,605, down 16.07 percent from 9,915,735 through Nov. 31, 1979. The domestic industry remained 21.32 percent off the mark with sales of 6,106,867, compared with 7,761,562. Import year-to-date sales reached 2,216,738, up 2.90 percent from 2,154,173. Imports share of the market for the first 11 months was 26.63 percent.

Of the total market for the month, U. S. subcompacts accounted for 15.42 percent, compacts were 22.20 percent, intermediates were 22.26 percent, standard-size cars were 10.84 percent, luxury models were 5.15 percent and imports were 24.13 percent.

Subcompacts represented 20.32 percent of the domestic market, compacts were 29.27 percent, intermediates were 29.35 percent, full-size models were 14.28 percent and luxuries were 6.78 percent.

Top-selling U. S. nameplates in November lined up behind first-place Chevrolet Citation at 28,356; Chevrolet Chevette, 25,609; Ford Fairmont, 23,787; Chevrolet Malibu, 23,351 and a three-way "tie" for fifth, Oldsmobile Cutlass Supreme, 19,438, Ford Escort, 19,386 and standard Chevrolet, 19,356.

Nissan-VW Japan venture first step toward alliance?

Continued from Page 2

quired for survival beyond the 1980s.

Arthur Davis, Prescott Ball & Turben analyst, was even more specific than Jouppi. "I think that very soon you'll see Chrysler joining the Nissan-Volkswagen arrangement," he said.

"I also think this will push Ford and Toyota closer together," David added.

- Unlike Jouppi, Davis believes the arrangements will be more than just "handshake alliances." He believes there will be eventual equity arrangements involving direct investment in other companies by some of the auto makers involved in the worldwide auto axes.

Davis said that by "late December or early January" he thinks Chrysler Chairman Lee Iacocca "will be trying to line up a fast mate" to avoid total corporate collapse in the sagging U. S. auto market.

"The problem with these types of equity arrangements is that they take a long time to finalize," Davis said. "Sometimes the mortar falls out from between the bricks before they can be put together."

The immediate benefits to a Nissan - Volkswagen link would be access to the Japanese and perhaps other Asian markets for mid-size VW products, plus less political resistance to Nissan's planned penetration of the West German market.

There were denials from within both companies that any kind of merger was being considered or that there was any grand design involved. One source said it could involve something as traditional as licensed production of Audi or VW Passat (Dasher) models.

VW, apparently, is anxious to export production of some Audi models. Chrysler chairman Lee Iacocca has said that company's 1979 "marriage" talks with VW included an option of building Audis at Chrysler's St. Louis plant, which currently builds LeBaron/Diplomat models (AUTOMOTIVE NEWS, Dec. 1, 1980).

Summed Davis, "This is the way you get the job done; the Japanese really know how to do it."

NADA to Detroit: Hold price line, offer rebates

WASHINGTON.—The NADA has urged domestic and imported auto manufacturers to hold the line on new car price increases and to stimulate sales by offering rebates and dealer incentives on slow-selling models.

NADA also is calling on the Federal Reserve Board to reverse the rapidly rising cost of money for new-car buyers and dealers.

NADA President George S. Irvin said auto manufacturers and government must act to stimulate new car sales, which have fallen sharply in the past few weeks as banks' prime lending rate began rising toward its current 18.5 percent.

"People are discouraged by high interest rates and the cost of new cars and they have stopped shopping," he said.

Irvin said NADA is urging auto manufacturers to provide immediate cash rebates on slow-selling 1981 model cars and light trucks, and additional sales incentive programs for dealers.

U. S. CAR SALES BY MARKETING UNITS

	Nov., 1980	Nov., 1979	11 mos., 1980	11 mos., 1979
Chevrolet	133,388	157,575	1,635,045	2,005,180
Ford	91,255	106,095	1,058,726	1,472,922
Oldsmobile	63,765	70,237	768,267	889,356
Buick	64,117	56,239	668,576	678,032
Pontiac	49,673	55,726	576,962	728,077
Toyota	36,636	36,716	535,133	463,888
Datsun	36,001	38,095	486,770	435,350
Honda	31,817	27,181	340,917	327,512
VW of America	21,130	22,946	299,109	326,970
Plymouth	23,282	20,862	288,135	361,609
Dodge	23,908	22,708	301,420	417,523
Mercury	30,135	34,623	301,544	478,752
Cadillac	18,850	27,783	195,628	288,583
AMC-Renault	15,240	18,835	163,436	165,602
Mazda	14,908	16,204	145,802	142,627
Subaru	10,220	10,424	132,282	117,730
Chrysler	11,142	15,297	128,414	232,900
Volvo	4,273	4,204	53,401	53,002
Jaguar-Rover-Triumph	1,227	1,864	30,583	41,120
Mercedes-Benz	3,778	3,408	49,069	49,092
Lincoln	5,833	12,511	64,211	120,405
BMW	2,457	1,876	34,272	32,623
Fiat	1,798	3,211	36,853	57,956
Saab	1,026	1,327	12,618	14,158
Peugeot	870	1,000	11,671	11,024
Alfa Romeo	75	229	2,876	3,742
Imperial	831	....	1,885	....
TOTAL	697,635	767,176	8,323,605	9,915,735

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Nov., 1980	Nov., 1979	Jan. - Nov., 1980	Jan - Nov., 1979
Alfa Romeo	75	229	2,876	3,742
Arrow	2,539	2,905	52,957	44,087
Audi	2,972	2,729	39,230	39,698
BMW	2,457	1,876	34,272	32,623
Challenger	753	782	12,156	13,140
Colt	2,462	3,146	48,255	58,030
Datsun	36,001	38,095	486,770	435,350
Fiat	1,635	3,095	34,932	56,475
Fiesta	4,867	5,120	64,864	72,833
Honda	31,817	27,181	340,917	327,512
Jaguar	227	267	2,737	3,477
Lancia	163	116	1,921	1,481
Mazda	14,908	16,204	145,802	142,627
Mercedes-Benz	3,778	3,408	49,069	49,092
MG	389	915	13,366	25,422
Opel	....	....	....	13,815
Peugeot	870	1,000	11,671	11,024
Porsche	630	825	9,816	12,998
Renault	1,679	1,353	23,592	17,826
Rover	67	....	350	....
Saab	1,026	1,327	12,618	14,158
Sapporo	669	612	9,596	11,602
Subaru	10,220	10,424	132,282	117,730
Toyota	36,636	36,716	535,133	463,888
Triumph	544	682	14,130	12,221
Volkswagen	6,690	4,718	84,025	120,320
Volvo	4,273	4,204	53,401	53,002
TOTAL	168,347	167,929	2,216,738	2,154,173

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1980	Same Period, 1979	November, 1980	Same Month, 1979	Jan. 1 to Nov. 30, 1980	Same Period, 1979
Spirit	....	....	3,350	4,845	47,317	50,149
Concord	....	....	6,236	7,268	61,809	79,837
Pacer	....	....	32	584	2,051	7,689
Eagle	....	....	3,943	4,785	28,667	10,101
AMERICAN MOTORS*	2,700†	5,000†	13,561	17,482	139,844	147,776
Horizon	1,424	1,555	5,471	5,237	71,706	79,163
TC3	654	1,030	2,703	3,287	51,143	58,180
Reliant	3,136	....	8,937	....	19,131	....
Volare	631	2,730	2,628	8,635	70,331	157,335
Voyager	....	....	....	....	....	8,265
Fury	....	....	....	....	....	2,681
Plymouth	94	74	335	186	13,271	296
Total Plymouth	5,939	5,389	20,074	17,345	225,582	305,920
LeBaron	1,894	2,028	5,899	6,305	59,672	93,217
Cordoba	814	2,180	3,290	5,754	41,649	56,146
Chrysler	509	977	1,953	3,238	27,093	83,537
Total Chrysler	3,217	5,185	11,142	15,297	128,414	232,900
Total Imperial	230	....	831	....	1,885	....
Omni	1,108	1,189	3,893	4,224	55,893	65,534
024	609	902	2,367	2,969	44,072	51,072
Aries	2,224	....	7,064	....	15,142	....
Aspen	481	2,431	2,142	6,207	53,480	110,322
Sportsman	....	....	....	....	....	24,917
Diplomat	865	848	2,771	2,451	30,198	42,247
Monaco	....	....	....	....	....	2,554
Mirada/Magnum	404	752	1,830	2,094	25,864	22,426
Dodge	195	256	626	835	16,360	27,281
Total Dodge	5,886	6,379	20,693	18,780	241,009	346,353
CHRYSLER CORP.	15,275	16,952	52,740	51,422	596,890	885,173
Pinto	1,430	3,742	5,301	10,673	139,291	176,822
Mustang	5,576	....	19,386	....	38,099	....
Fairmont	4,191	7,406	14,216	21,055	212,651	285,866
Club Wagon	7,069	7,552	23,787	23,508	265,608	316,431
Granada	....	....	....	....	....	31,094
LTD II	2,476	3,714	7,656	11,035	80,955	134,504
Thunderbird	....	242	....	696	3,012	26,042
Ford	1,841	6,735	6,539	18,712	120,059	200,432
Ford Division	2,464	5,830	9,503	15,296	134,187	228,898
Bobcat	25,047	35,221	86,388	100,975	993,862	1,400,089
Lynx	243	824	957	2,540	26,144	42,253
Zephyr	1,905	....	5,920	....	10,730	....
Monarch	2,706	2,218	8,838	7,587	79,957	92,307
Cougar	....	....	....	....	....	3,955
Cougar/Monarch	910	1,220	3,145	4,280	28,690	54,919
XR-7	753	3,088	2,737	8,413	48,855	114,364
Capri	1,148	1,943	4,059	6,183	58,587	85,466
Mercury	1,166	1,895	4,479	5,620	48,581	88,458
Total Mercury	8,831	11,188	30,135	34,623	301,544	478,752
Versailles	56	290	200	979	4,219	12,839
Lincoln	712	1,385	2,497	4,603	27,544	56,689
Mark VI	852	2,153	3,136	6,929	32,448	50,877
Total Lincoln	1,620	3,828	5,833	12,511	64,211	120,405
L-M Division	10,451	15,016	35,968	47,134	365,755	599,157
FORD MOTOR	35,498	50,237	122,356	148,109	1,359,617	1,999,246
Skyhawk	....	309	....	1,116	5,388	17,971
Skylark	5,295	4,168	16,484	12,154	162,505	105,222
Century	3,546	2,396	12,094	7,405	135,951	53,810
Regal	5,294	4,850	18,118	15,745	184,991	236,597
LeSabre	2,084	2,624	7,064	8,247	83,450	121,371
Electra	1,732	2,226	6,087	7,345	56,913	81,493
Riviera	1,315	1,351	4,270	4,227	39,378	47,753
Buick Division	19,266	17,924	64,117	56,239	668,576	664,217
Seville	936	1,716	3,236	5,184	32,090	40,839
Cadillac	2,882	5,903	10,480	17,873	115,605	189,768
Eldorado	1,439	1,583	5,134	4,726	47,933	57,976
Cadillac Division	5,257	9,202	18,850	27,783	195,628	288,583
Chevette	7,078	9,379	25,609	26,170	352,958	348,442
Monza	2,954	3,506	11,514	9,169	143,048	133,220
Citation/Nova	7,904	10,855	28,356	28,398	348,731	278,389
Sportvan	....	....	....	....	....	24,594
Camaro	1,958	4,713	7,521	12,583	110,246	194,516
Malibu	6,043	9,162	23,351	25,610	249,592	323,209
Monte Carlo	3,938	6,527	14,742	17,993	153,284	250,155
Chevrolet	5,602	13,345	19,356	34,094	243,287	416,711
Corvette	793	1,320	2,939	3,558	33,899	35,944
Chevrolet Division	36,270	58,807	133,388	157,575	1,635,045	2,005,180
Starfire	....	433	....	1,135	5,334	17,733
Omega	1,944	2,024	6,779	4,833	81,927	45,235
Cutlass	4,168	6,227	16,126	14,955	198,277	101,688
Supreme	4,971	8,824	19,438	23,811	242,795	386,088
Olds 88	2,969	6,216	10,988	14,540	137,749	209,935
Olds 98	1,901	2,995	7,267	7,390	67,743	85,196
Toronado	750	1,461	3,167	3,573	34,442	43,481
Oldsmobile Division	16,703	28,180	63,765	70,237	768,267	889,356
Sunbird	2,780	1,594	10,272	5,786	125,099	83,293
Phoenix	2,629	2,426	9,237	7,433	92,922	72,797
Firebird	1,137	2,805	4,644	9,119	77,949	140,774
LeMans	1,688	2,615	6,681	8,773	72,755	107,598
Grand Prix	2,813	3,307	10,903	12,283	109,813	164,600
Pontiac	2,237	3,653	7,936	12,332	98,424	159,015
Pontiac Division	13,284	16,400	49,673	55,726	576,962	728,077
GENERAL MOTORS	90,780	130,513	329,793	367,560	3,844,478	4,575,413
VOLKSWAGEN	4,137	6,169	10,838	14,674	166,038	153,954
DOMESTIC TOTALS	148,390	208,784	529,288	599,247	6,106,867	7,761,562
IMPORT TOTAL	....	....	168,347	167,929	2,216,738	2,154,173
GRAND TOTAL	....	....	697,635	767,635	8,323,605	9,915,735

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Reuss will head Buick Division

GM appoints Decker to new quality position

NEW YORK.—General Motors has created a new position, vice president in charge of quality and reliability, and named Robert W. Decker to the post. Decker has been vice president and group executive in charge of the car and truck group.

GM's Board of Directors announced several other high-level personnel changes, including the elevation of Lloyd E. Reuss to vice president and general manager of Buick Division.

Decker, a 38-year veteran of GM, has been the executive in charge of GM's five car divisions, truck and commercial vehicle operations and General Motors of Canada Ltd. He will report directly to the president.

R. W. Decker

Several other key appointments were also announced by the board.

Donald H. McPherson was named vice president and group executive of the car & truck group, succeeding Decker. McPherson has been vice president and general manager of Buick Division.

Lloyd E. Reuss was elected a vice president of General Motors and named general manager of Buick, succeeding McPherson. Reuss had been director of engineering for Chevrolet.

Paul D. Pender was named vice president and group executive in charge of the mechanical components group, succeeding George R. Elges, who is on a disability leave of absence. Pender has been vice president in charge of the operating staffs group, including industrial relations, marketing, materials management and personnel administration and development.

David C. Collier was named vice president and group executive in charge of the operating staffs group, succeeding Pender. Collier has been vice president and group executive in charge of the finance group.

Activities which previously reported to Collier, including the financial staff, the economics staff, the information and communications operations and the finance and insurance subsidiaries, will now report directly to Roger B. Smith, executive vice president and chairman-elect.

In a statement concerning Decker's appointment, the board said:

D. H. McPherson

Lloyd E. Reuss

"General Motors is determined to give its customers the highest value possible and Mr. Decker's appointment reflects GM's dedication to build the best possible cars and trucks. The importance of product quality cannot be overemphasized in today's highly competitive automotive world. It rates right up at the top along with fuel efficiency and safety."

Decker, a General Motors vice president since March 1, 1970, was appointed group executive in charge of the car and truck group, August 8, 1978.

Decker is a member of the administration committee and serves on nine of the corporation's top policy groups—energy, industrial relations, marketing, personnel administration and development, materials management, product, public relations, research and service.

Born Nov. 5, 1919, in Columbus, O., he was graduated from Ohio State University in 1941 with a bachelor of science degree in industrial engineering. Soon after graduation, he joined GM's Saginaw Steering Gear Division as a time study engineer. After a series of promotions, he was appointed a plant manager in September, 1952.

He was transferred to the Rochester Products Division, Rochester, N. Y., as works manager in April, 1957. In October, 1963, Decker was named works manager at AC Spark Plug Division, Flint, Mich. He held that position until November, 1967, when he returned to Saginaw Steering Gear Division as general manager.

Decker was elected a vice president of the corporation and put in charge of the manufacturing staff in March, 1970. On January 1, 1973, he was appointed general manager of Fisher Body Division and on October 6, 1975, was named a group executive in charge of the mechanical components group, the position he held until his current assignment.

- McPherson was appointed general manager of Buick on Nov. 6, 1978. He has been a vice president of the corporation since October 6, 1975. Prior to going to Buick, McPherson served as president, general manager and chief executive officer of General Motors of Canada since October, 1975.

Born in Wayne, Alberta, July 8, 1923, he joined Chevrolet Division in 1940 following graduation from Cass Technical High School in Detroit. Two years later, he entered the University of Michigan, and after service in the U. S. Navy, was awarded a bachelor of science degree in mechanical engineering the following year.

Reuss has been director of engineering for Chevrolet since Nov. 8, 1978.

Born Sept. 22, 1936, in Belleville, Ill., he received a bachelor of science degree in mechanical engineering from the University of Missouri-Rolla in 1957 and then served two years in the U. S. Army Corps of Engineers.

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P. D. Pender

D. C. Collier

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56th year — No. 4839

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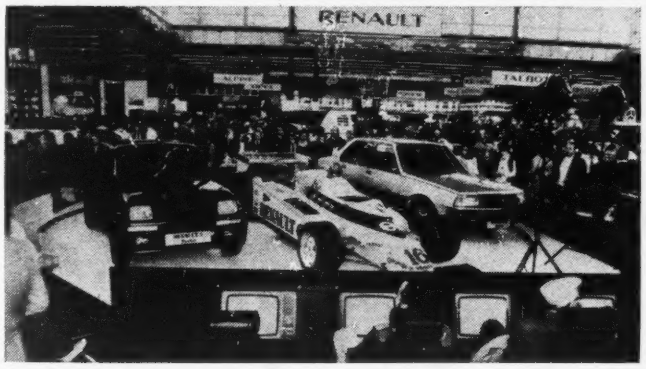

Turbo trailblazing

Renault featured a history of turbo technology at the Paris Auto Salon. Renault began its high technology turbo research in Formula One, center stage, developed it for limited production in the Renault 5 Turbo, left, and has most recently introduced a mass-produced model of the Renault 18 Turbo, right.

TOP CARS

U. S. new-car registrations for the first nine months of 1980. Registrations not available for Oklahoma.

1980 Pos.		Make		1979 Pos.
1—	1,305,494	Chevrolet	1,614,039—	1
2—	789,645	Ford	1,123,497—	2
3—	593,439	Oldsmobile	712,743—	3
4—	512,909	Buick	516,674—	5
5—	454,757	Pontiac	601,769—	4
6—	440,760	Toyota	349,193—	7
7—	398,578	Datsun	323,952—	8
8—	263,542	Honda	256,021—	11
9—	237,703	Mercury	384,236—	6
10—	195,094	VW	223,011—	13
11—	183,467	Dodge	294,722—	9
12—	171,599	Plymouth	260,740—	10
13—	154,785	Cadillac	225,233—	12
14—	114,845	Mazda	104,680—	16
15—	112,182	AMC	109,176—	15
16—	102,199	Chrysler	187,234—	14
17—	91,514	Subaru	74,411—	18
18—	54,287	Lincoln	94,385—	17
19—	52,073	Fiesta	60,074—	19
20—	45,263	Arrow	——	
21—	41,283	Colt	47,970—	20
22—	39,716	Volvo	40,913—	22
	——	Fiat	46,886—	21
	215,791	Other Imports	246,197	
	2,792	Misc. Dom.	3,615	
		Total All Makes		
	6,573,317		7,901,371	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Henry II calls imports economic Pearl Harbor

By Ralph Gray
Crain News Service

DEARBORN. — Japanese car imports are causing an "economic Pearl Harbor" in the U. S. auto market, Henry Ford II charged.

He called for "voluntary restrictions" on the export of Japanese vehicles to the U. S., saying the Japanese government "runs its industry with a very strong hand."

If that isn't done, "they're going to find themselves in a hell of a lot of trouble. I think we've got an economic Pearl Harbor with the Japanese and if they don't wake up to it, they're going to be in a lot of trouble," said Ford, retired chairman of Ford Motor Co., who is now chairman of the finance committee.

"I don't know what Pearl Harbor (the Japanese attack that marked America's entry into World War II) was caused by. I don't know what the reasons for Pearl Harbor were in the Japanese mind. But they can't take us over trade-wise. We're just not going to stand for it.

"We just can't stand for it. We can't degrade this country the way it's been degraded by the way the Japanese are treating us. We can strike back—decide what to do and get on with it," Ford said.

"We've got to talk to the Japanese government in a very

Continued on Page 36, Col. 1

702,111 new-car total lowest for month since 1970

September registrations still slump

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in September continued to plod along at the lowest level since 1970 despite record import totals, according to figures compiled by R. L. Polk & Co.

New-car registrations in September totaled 702,111, down 17.91 percent from 855,346 a year earlier. The total was off 0.26 percent from the August tally of 703,923.

It was the lowest September count since 1970, when 612,140 new cars were registered. Record for September is 912,473, set in 1977.

While the domestic total of 489,682 was down 25.95 percent from 661,265 a year earlier, the import tally of 212,429 was a record for September, up 9.45 percent from 194,081 last year.

Registrations of new cars in the U. S. for the first nine months of 1980 totaled 1,898,459, down 16.81 percent from 1,773,308 last year.

- Of the U. S. corporate makers only American Motors increased its share of September market compared with the preceding year, accounting for 1.79 percent, up 0.37 of a percentage point.

Biggest loser was Ford Motor Co., down 3.91 points to 13.94 percent, followed closely by Chrysler Corp., off 3.63 points to 7.73 percent. General Motors accounted for 46.22 percent of September registrations, down 0.42 of a point.

Miscellaneous domestic lines accounted for 0.06 percent, up 0.02 of a point.

Gathering up all those losing shares were the imports, which took 30.26 percent of the September registrations, a gain of

Continued on Page 33, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1980	Percent Share of Market	Regis., Sept., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 9 mos., 1980	Percent Share of Market	Regis., 9 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	136,138	19.39	172,113	20.12	− 0.73	1,305,494	19.86	1,614,039	20.43	− 0.57
Ford	70,729	10.07	105,324	12.31	− 2.24	789,645	12.01	1,123,497	14.22	− 2.21
Oldsmobile	64,901	9.24	77,342	9.04	+ 0.20	593,439	9.03	712,743	9.02	+ 0.01
Buick	58,662	8.35	59,701	6.98	+ 1.37	512,909	7.80	516,674	6.54	+ 1.26
Pontiac	49,396	7.04	65,827	7.70	− 0.66	454,757	6.92	601,769	7.61	− 0.69
Mercury	22,462	3.20	38,268	4.47	− 1.27	237,703	3.62	384,236	4.86	− 1.24
Dodge	21,232	3.02	36,032	4.21	− 1.19	183,467	2.79	294,722	3.73	− 0.94
Plymouth	21,133	3.01	29,552	3.46	− 0.45	171,599	2.61	260,740	3.30	− 0.69
Cadillac	15,413	2.20	23,955	2.80	− 0.60	154,785	2.35	225,233	2.85	− 0.50
AMC	12,554	1.79	12,133	1.42	+ 0.37	112,182	1.71	109,176	1.38	+ 0.33
Chrysler	11,935	1.70	31,540	3.69	− 1.99	102,199	1.55	187,234	2.37	− 0.82
Lincoln	4,685	0.67	9,108	1.07	− 0.40	54,287	0.83	94,385	1.20	− 0.37
GENERAL MOTORS	324,510	46.22	398,938	46.64	− 0.42	3,021,384	45.96	3,670,458	46.45	− 0.49
FORD MOTOR CO.	97,876	13.94	152,700	17.86	− 3.92	1,081,635	16.46	1,602,118	20.28	− 3.82
CHRYSLER CORP.	54,300	7.73	97,124	11.36	− 3.63	457,265	6.95	742,696	9.40	− 2.45
AMERICAN MOTORS	12,554	1.79	12,133	1.42	+ 0.37	112,182	1.71	109,176	1.38	+ 0.33
IMPORTS	212,429	30.26	194,081	22.69	+ 7.57	1,898,459	28.88	1,773,308	22.45	+ 6.44
MISCELLANEOUS	442	0.06	370	0.04	+ 0.02	2,792	0.04	3,615	0.05	− 0.01
TOTAL	702,111		855,346			6,573,317		7,901,371		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

702,111 new-car total lowest for month since 1970

September registrations still slump

Continued from Page 3

7.57 points from a year earlier.

Excluding imports, domestic-only registrations in September were divided this way: GM, 66.27 percent; Ford Motor Co., 19.99 percent; Chrysler Corp., 11.09 percent; AMC, 2.56 percent, and miscellaneous, 0.09 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.33 percent; Ford Motor Co., 23.09 percent; Chrysler Corp., 14.69 percent; AMC, 1.83 percent, and miscellaneous, 0.06 percent.

By size segments, only subcompacts improved their market share over the preceding September among domestic cars. Subcompacts accounted for 14.95 percent of the total, up 5.49 points.

Standards suffered the biggest loss, down 6.45 points to 9.82 percent. Also down were intermediates, off 3.59 points to 21.62 percent; compacts, down 1.47 points to 19.18 percent, and luxury cars, off 0.70 of a point to 4.17 percent.

Registrations by size class in September were: Subcompact, 104,972; compact, 134,639; intermediate, 151,790; standard, 68,974; luxury, 29,307, and import, 212,429.

Among the top 20 nameplates in registrations, standard Ford was missing for the first time and Chrysler Corp. had two entries for the first time in a while as Omni moved into 19th place.

Chevette took over the lead from Citation and, more evidence of the subcompact surge, Pinto moved up from 17th place into 11th.

The top 20 domestic nameplates in registrations during September were:

1—Chevrolet Chevette	31,048
2—Chevrolet Citation	28,100
3—Olds Cutlass Supreme	22,762
4—Chevrolet Malibu	20,229
5—Buick Regal	17,618
6—Standard Chevrolet	16,927
7—Standard Oldsmobile	15,946
8—Ford Mustang	15,875
9—Oldsmobile Cutlass	15,825
10—Ford Fairmont	15,462
11—Ford Pinto	15,114
12—Chevrolet Monza	14,620
13—Buick Skylark	14,296
14—Plymouth Horizon	13,389
15—Chevrolet Monte Carlo	12,770
16—Pontiac Sunbird	12,607
17—Standard Buick	11,902
18—Buick Century	11,263
19—Dodge Omni	9,814
20—Pontiac Grand Prix	9,813

Ford to produce parts in joint Mexican venture

MEXICO CITY.—Ford Motor Co. has announced another joint venture in Mexico, this one to manufacture automotive plastic parts with the Monterrey-based Valores Industriales (VISA) group.

The new operation, scheduled to be producing by mid-1982, will involve a projected investment of $45.6 million. Sixty percent of the equity is to be held by VISA, 40 percent by Ford.

Two other Ford joint ventures are also scheduled to be producing from Villa de Garcia plants: A project with the Alfa Industrial Group which is scheduled to produce aluminum engine parts for autos and a project with the Monterrey-based Vitro glass group to produce auto glass.

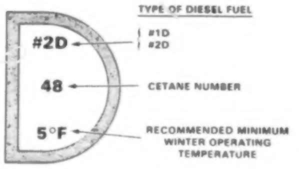
No site has yet been named for Ford's proposed $365 million engine plant which is to produce four- and six-cylinder engines.

In an unrelated development, Ford and unionized workers at Mexico City's engine and vehicle assembly plants reached agreement on a one-year pact, ending a 12-day strike.

The contract calls for a 27.5-percent wage increase plus increases in fringe benefits.

MacKenzie's winner

Gordon MacKenzie, Lincoln-Mercury general manager, draws the name of the first weekend winner in the division's employe test-drive program. The new 1981 Lynx and Cougar models can be driven overnight by participating employes, and six will have the use of a car for a weekend.



Fuel info

General Motors would like to see a symbol like this on diesel fuel pumps. Tied in with information in owner manuals, the symbol would let a fuel buyer select the fuel preferred for a particular car engine and time.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

SEPTEMBER, '80 VS. SEPTEMBER, '79

	1980		1979	
	Sept.	Year	Sept.	Year
AMX Spirit/AMX	4,418	39,812	4,714	36,014
Concord	4,279	37,875	4,879	51,072
Concord Station Wagon	1,236	10,866	1,438	12,169
Eagle 4 WD	1,147	9,106	243	243
Eagle Station Wagon	1,134	12,210	320	320
Eagle SX4 4 WD	208	208		
Pacer	38	644	135	2,213
Pacer Station Wagon	94	1,461	404	4,663
Matador				346
Matador Station Wagon				136
Total American Motors Corp.	12,554	112,182	12,133	109,176
Chrysler LeBaron	5,081	40,363	10,710	66,686
LeBaron Station Wagon	740	6,234	1,920	11,145
Cordoba	3,793	32,757	8,110	41,223
Newport	1,243	9,798	6,264	43,659
New Yorker	1,076	13,045	4,536	24,521
Imperial	2	2		
Total	11,935	102,199	31,540	187,234
Plymouth Horizon	13,389	99,086	8,937	115,632
Voyager			1,072	7,798
Reliant	222	222		
Reliant Station Wagon	22	22		
Volare	5,111	49,942	14,563	101,525
Volare Station Wagon	1,394	11,804	4,968	32,594
Fury				3,041
Fury Station Wagon				138
Gran Fury	995	10,523	12	12
Total	21,133	171,599	29,552	260,740
Dodge Omni	9,814	80,250	7,747	98,584
Aries	103	103		
Aries Station Wagon	17	17		
Aspen	3,881	38,104	10,231	68,832
Aspen Station Wagon	974	8,835	4,223	25,058
Sportsman			2,444	23,817
Monaco				2,894
Monaco Station Wagon				108
Diplomat	2,356	19,590	4,561	31,136
Diplomat Station Wagon	379	3,342	821	5,218
Magnum XE/Mirada	2,210	19,960	2,665	17,475
St. Regis	1,498	12,866	3,340	21,600
Total	21,232	183,467	36,032	294,722
Total Chrysler Corp.	54,000	457,265	97,124	742,696
Escort	318	318		
Escort Station Wagon	167	167		
Pinto	11,746	94,368	9,145	104,122
Pinto Station Wagon	3,368	26,050	3,084	41,368
Fairmont	11,061	157,609	16,921	182,187
Fairmont Station Wagon	4,401	56,726	5,573	62,917
Granada	7,086	59,592	9,875	108,941
Club Wagon			2,406	30,270
LTD II	113	3,046	1,287	24,619
LTD	5,036	71,436	14,515	157,336
LTD Crown Victoria	1,929	18,971		
Ford Station Wagon	1,171	19,614	3,058	37,519
Mustang	15,875	176,868	21,197	226,307
Thunderbird	8,458	104,880	18,263	147,911
Total	70,729	789,645	105,324	1,123,497
Lincoln Continental	2,111	23,025	3,997	46,795
Continental Mark	2,326	27,110	3,860	37,151
Versailles	248	4,152	1,251	10,439
Total	4,685	54,287	9,108	94,385
Mercury Lynx	100	100		
Lynx Station Wagon	27	27		
Bobcat	2,492	19,294	2,590	27,732
Bobcat Station Wagon	452	4,048	531	6,887
Zephyr	4,065	46,959	5,367	58,910
Zephyr Station Wagon	1,461	14,316	1,240	14,164
Monarch/'81 Cougar	2,058	20,963	3,769	42,509
Marquis	1,112	10,773	2,885	21,098
Marquis Brougham	940	9,033	2,228	17,810
Grand Marquis	1,175	13,684	2,440	22,437
Marquis Station Wagon	412	5,488	1,078	10,484
XR7	3,660	44,313	10,366	92,585
Capri	4,508	48,705	5,774	69,620
Total	22,462	237,703	38,268	384,236
Lincoln-Mercury Division	27,147	291,990	47,376	478,621
Total Ford Motor Co.	97,876	1,081,635	152,700	1,602,118
Buick Skyhawk	238	5,525	1,603	14,495
Skylark	14,296	125,748	11,272	70,348
Century	10,079	89,969	1,708	16,662
Regal	17,618	139,411	20,823	192,315
Century Station Wagon	1,184	12,689	2,069	20,325
LeSabre	2,978	22,236	2,376	22,563
LeSabre Limited	3,738	37,469	8,209	66,763
Electra 225	4,661	42,668	7,685	62,965
Buick Station Wagon	525	7,368	1,161	12,271
Riviera	3,345	29,826	2,795	37,967
Total	58,662	512,909	59,701	516,674
Cadillac deVille	7,444	73,270	14,683	123,228
Fleetwood & Chassis	1,726	20,469	2,412	25,415
Eldorado	4,045	35,596	4,034	46,235
Seville	2,198	25,450	2,826	30,355
Total	15,413	154,785	23,955	225,233
Chevrolet Chevette	31,048	281,555	24,281	281,531
Camaro	9,419	92,208	13,274	163,154
Monza	14,612	110,904	9,630	98,744
Monza Station Wagon	8	353	632	12,837
Citation	28,100	283,839	31,740	203,872
Sportvan			2,307	24,343
Malibu	15,666	145,532	18,493	186,115
Malibu Station Wagon	4,563	47,271	6,891	72,493
Monte Carlo	12,770	117,496	24,818	205,195
Impala	5,920	66,107	13,022	124,917
Caprice	8,045	89,382	16,591	141,459
Chevrolet Station Wagon	2,962	43,682	7,108	69,685
Corvette	3,025	27,164	3,326	29,694
Total	136,138	1,305,494	172,113	1,614,039
Oldsmobile Starfire	168	5,339	1,397	14,733
Omega	7,363	63,651	4,777	32,223
Cutlass Salon	13,724	124,794	3,173	34,465
Cutlass Supreme/Calais	22,762	191,451	37,196	317,714
Cutlass Station Wagon	2,101	23,624	3,630	35,756
Delta 88	1,528	15,067	2,337	25,654
Delta 88 Royale	8,550	82,324	13,552	[illegible]
98	5,085	47,540	7,216	[illegible]
Oldsmobile Station Wagon	783	13,037	1,648	[illegible]
Toronado	2,837	26,612	2,416	[illegible]
Total	64,901	593,439	77,342	712,743
Pontiac Sunbird	12,604	95,148	6,297	67,309
Sunbird Station Wagon	3	61	89	2,420
Phoenix	7,946	72,860	7,875	53,610
LeMans	3,963	39,075	5,340	59,952
LeMans Station Wagon	1,613	18,679	2,960	28,951
Catalina	1,032	10,214	2,271	19,713
Bonneville	3,786	35,926	9,187	65,575
Bonneville Brougham	1,823	24,077	3,717	28,807
Pontiac Station Wagon	529	8,875	1,953	17,817
Grand Prix	9,813	82,343	15,855	137,592
Firebird	6,284	67,499	10,283	120,023
Total	49,396	454,757	65,827	601,769
Total General Motors	324,510	3,021,384	398,938	3,670,458
(Checker)	409	2,562	333	3,329
Miscellaneous Domestic Total	442	2,792	370	3,615
Domestic Station Wagon Total	31,720	356,867	65,028	645,866
Domestic Grand Total	489,682	4,830,691	661,265	6,128,063
Import Total	212,429	1,898,459	194,081	1,773,308
Grand Total All Registrations	702,111	6,573,317	855,346	7,901,371

Registrations not available for Oklahoma.

Ground broken for Marysville (O.) car plant

Honda 'proceeds with ambition'

By Jim Plegue
Staff Writer

MARYSVILLE, O.—Posted at several locations within Honda's year-old motorcycle assembly plant here is a five-point list of the Japanese maker's management policy. At the very top is this directive: "Proceed always with youthfulness and ambition."

Honda of America Mfg., Inc., closely following its management's top directive broke ground here last week for its $200 million automotive assembly complex, the first Japanese auto plant to be built in the U. S.

Construction of the 900,000-square-foot complex, located on 260 acres of land adjacent to the cycle factory, comes almost exactly 10 years from the date that Honda began importing cars in the U. S. The complex will not only house assembly operations, it will also include stamping, welding, painting and plastic injection-molding facilities.

Plant start-up is expected in two years with the 1983 Accord model, which will be identical to the car sold in Japan but "restructured" from the current Accord model, Honda officials said.

At peak capacity, the one-line assembly operation will build 10,000 Accord models per month, Honda said.

It could have been the groundbreaking festivities for a new branch of the local bank or a new city hall. Politicians made speeches, photographers snapped photos and journalists conducted interviews, an American flag was prominently displayed and the Maryville high-school pep band played the Star Spangled Banner.

The difference was that many of the honored guests were from the other side of the globe. Some did not speak English. And many of the photographers and journalists were from the international media.

The groundbreaking ceremony—a unique and unlikely meeting of East and West in rural Ohio—got its kickoff when Kiyoshi Kawashima, president of Honda Motor Co., Toyko, and Ohio Governor James Rhodes shoveled the first spade of dirt from a four-foot hole in a tent-covered concrete floor.

The event was well attended by dignitaries from both sides, including Clarent Brown, Ohio's U. S. representative, Jiro Aiko, Japanese minister to the U. S., and an entire platoon of local elected officials as well as a dozen high-ranking Honda officials from both sides of the ocean.

At peak production, the Honda auto plant will employ about 2,000 workers — or "associates," as Honda calls them — most of whom will be hired from a 75-mile area radius surrounding Marysville, a small town located northwest of Columbus, O.

- About 80 percent of the Honda's $200 million U. S. investment (which is equal to almost twice the company's net worldwide income last year, according to one official) will be financed by Honda of America. The balance will be met by the parent company in Tokyo.

Koichiro Yoshizawa, a senior director of the parent company and director of Honda of America Manufacturing, said Honda will increase U. S. imports 6 percent next year, a necessity both to maintain a healthy dealer network and to insure financing of the U. S. plant.

Yoshizawa said Honda will retail about 400,000 cars in the U. S. during calendar 1981. Sales this year are expected to total 375,000 units, up six percent from the 353,000 sold during calendar 1979.

The UAW has clearly expressed its intentions to unionize both the motorcycle and the auto assembly plants. To date, the cycle plant is not organized by the UAW. Pressed on the question of unionization, Honda President Kawashima said the company will remain "neutral."

"The situation is the same here as in Japan," he said. "It has to be decided by the members (employees) of the company themselves, not by the administration. We are taking no steps to stop unionization."

- Honda publicly announced its car assembly project in 1977, but the original decision dates back to 1974. In addition to the 260-acre car assembly site and the 214-acre motorcycle plant, Honda has also purchased an adjoining 390 acres which officials have said are reserved "for the future." The Honda complex abuts the Ohio Transportation Research Center.

"We're proud to say that our motorcycle plant is well managed by our U. S. associates and we are confident that our car assembly operations will be the same."

Jim Plegue

Honda has arrived

Ohio Governor James A. Rhodes and Kiyoshi Kawashima, president, Honda Motor Co., Tokyo, turn the first spade of soil at ground breaking ceremonies for the new Honda car assembly plant being built in Marysville, O.

Service Index climbs again in October on parts sales

By Francis J. Gawronski
Service Editor

Despite a sharp drop in the rate of growth, new-car dealers' service and parts volume showed an increase in October for the second consecutive month, and for only the fifth time this year.

As measured by the AUTOMOTIVE NEWS Service Index, shop business in October amounted to 100.3 percent to barely top the volume recorded in the same month a year ago.

In September, the Service Index was 108.1 percent of the 1979 figure—the biggest increase since October, 1979, when shop volume hit 109.5 percent of the business for the like month the year before.

For the 19th consecutive month, repair orders written failed to show a gain in October. This indicator was 10.4 percent below the figure for the like month the year before.

Other indicators showing declines were gross profit on all labor, parts and accessory sales—the most important item from the dealer's viewpoint — down 1.9 percent, and total labor sales—customer paid and warranty—off 1.6 percent from the year-ago figure.

The indicator showing the highest increase in September was sales of all parts, which advanced 8.8 over the year-ago volume. Shop parts sales (those used in both customer-paid and warranty work) were up 2.2 percent over last year's volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of nation's new-car dealers.

For the January-October period, shop business amounted to 97.8 percent of the business done in the same period a year ago, a slight improvement over the 97.2-percent showing for the January-September period.

The leading indicator for the 10 months was gross profit, up 1.6 percent, followed by sales of all parts and accessories, up 0.3 percent.

Repair orders written showed the biggest decline for the period, down 10.4 percent, followed by labor sales, down 0.3 percent, and shop parts sales, down 0.2 percent.

SERVICE INDEX
100.3*

	Oct., '80 vs. Oct., '79	10 mos., '80 vs. 10 mos., '79
Gross Profit on All Labor and P&A Sales	− 1.9%	+ 1.6%
Repair Orders Written	−10.4%	−10.4%
Total Labor Sales (Customer & Warranty)	− 1.6%	− 0.4%
Shop Parts Sales (Customer & Warranty)	+ 2.2%	− 0.2%
Sales of All P&A	+ 8.8%	+ 0.3%

*—Survey by Automotive News shows that dealers' service and parts business in Oct., 1980, was 100.3 percent of business in Oct., 1979. Service business in the 10 months of 1980 was 97.8 percent of business in the corresponding period in 1979.

Tax credits urged by DOE to boost 1990 CAFE level

Continued from Page 2

those being made by the auto industry which has argued before NHTSA and Congress that post-1985 fuel economy standards are not needed because market demand will insure higher CAFEs than the 27.5 MPG mandated by Congress and that the government should be providing financial assistance in the form of tax credits for the development of fuel-economy technologies.

The study also echoes the sentiments of the incoming Reagan Administration, and indeed, Lewis said it would be turned over to the Reagan transition team and "we think this should be the top priority for the next Administration."

Besides the higher CAFE standards the study recommends decontrol of natural gas prices by 1982 and a speed-up in leasing offshore oil fields. The former could cut oil imports by 430,000 barrels a day by 1995 and the latter 400,000 barrels a day in 1990, the study says.

It projects U. S. oil imports will average 6.7 million barrels a day in 1990, down from the 7.9 million barrels per day being used today, but if all the recommendations made in the report were implemented, oil imports could be reduced by 2 million to 3 million barrels a day.

Japan cuts car shipments to U.S. during October

By John Hartley
Staff Correspondent

TOKYO.—Evidence that Japan is reducing shipments of autos to the U. S. comes in the statistics for October.

Toyota shipped 53,697 units to the U. S., down 1.8 percent from the same month last year, and Nissan's 39,086 was down 16 percent. However, the overall trend was for exports to increase, with Toyota exporting 141,126 units (up 12 percent) and Nissan 109,791 (up 16 percent).

October was the first time in 17 months that Toyota did not increase exports to the U. S., whereas Nissan's were down in September as well. However, the volume is still high.

The reduction is partly due to lower shipments of trucks, following the tariff increase, and some loss of market share to the new small American cars. It is hardly a case of reducing the exports to help the U. S. industry.

All is not well at Toyota—October domestic sales fell 14.5 percent. Nissan suffered a much smaller—5.6 percent—drop. The fall in the market in Japan has led to a lot of special promotion schemes this fall, and auto makers are hoping for some respite now that the discount rate has been reduced by one percent to an amazingly low 7.25 percent.

Japanese auto makers seem to be surprised that this downward trend hides a downsizing operation on the part of Japanese buyers. The trend is for cars with engines of over 120 CID to lose out to the smaller ones; the gain in the market for cars of 60-90 CID has been about 10 percent. At the same time, sales of midget vehicles are booming, and are expected to reach one million units for the first time in many years. (The record is 1.25 million, set in 1970).

Takashi Ishihara, Nissan Motors' president, said recently he hoped Nissan would be able to maintain its current levels of sales of larger cars in the next year. He said that Nissan and its competitors had been busy introducing new models to stimulate sales of larger cars.

Nissan, of course, has just introduced the Leopard specialty hardtop and coupe, and the rebodied Laurel sedan and hardtop. Both these models have a number of luxury features that should appeal to Japanese motorists. The Datsun maker hopes the Leopard, as an extra model, will gain extra sales.

Toyota has recently rebodied its Chaser and Mark II (Cressida in export markets) and is also hopeful that these will increase sales. However, neither the new Nissans or Toyotas offer anything new to motorists worried about the cost of fuel and running costs in general. There is some weight saving—50-100 pounds — and some improvement in gas mileage, but these improvements are minor.

None of the cars is smaller, so it is more likely that they will help to retain a proportion of customers, rather than extend that sector of the market. In addition, the Leopard is likely to take sales away from the bigger Gloria/Cedric (280C) sedans and the 280ZX sports coupe, which is not the success it might have been in Japan.

Therefore, it looks as if the Japanese market may follow that in the U. S., but more slowly, with a gradual change in sizes taking place. And as more small luxury cars are introduced, the trend is likely to accelerate—so long as the Japanese put a bit more effort into increasing passenger space.

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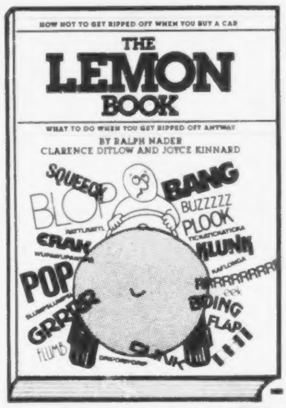
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Vinyl, electric and T-type down sharply

Fancy roofs nosedive on '80 cars

By Joseph Bohn
Marketing Editor

Car buyers still want fancy looking automobiles, but they are mostly getting them without the aid of various kinds of optional roofs, an AUTOMOTIVE NEWS survey revealed.

Pop-up sunroofs and manual sliding sunroofs are still holding their own generally because they are an inexpensive way to add something extra.

But vinyl roofs, electrically controlled sunroofs and T-roofs were down sharply on '80-model domestically built cars.

Vinyl roofs in particular suffered a decline, with the increasing popularity of two-tone paint combinations, such as Seville offers.

Last year, the industry installed only 1,717,050 vinyl roofs on 24.03 percent of its cars. That was down sharply from 3,346,118, or 35.80 percent, a year earlier.

General Motors was down considerably, particularly at Cadillac, where the luxury Seville didn't offer a vinyl roof option.

GM installed vinyl roofs on only 22.10 percent of its cars, equal to 1,013,532. That was down from 31.01 percent, or 1,598,218 in '79.

Ford Motor's penetration also fell, even though it was still well ahead of GM's. Ford installed 455,374 vinyl roofs in 33.15 percent of its domestically built cars. That was down from 1,243,300, or 45.16 percent, in '79.

Chrysler installed vinyl roofs on 174,478 cars, equal to 22.80 percent. That too was off from 436,886, or 38.46 percent, in '79.

American Motors installed them on 73,666 cars, equal to 37.23 percent of output. That was up in volume from 67,714, but down in percentage from the 39.96 percent penetration of '79.

Volkswagen didn't offer the vinyl roof on domestic Rabbits.

• Volkswagen, however, was the only domestic to offer a manual sliding roof, having installed 46,886 of them on 21.00 percent of its Rabbits.

The option, offered in '79 on Cutlass as well as Rabbit, accounted for 13,672 units in '79, or 0.03 percent of industry production. In '80 it accounted for 0.66 percent of production.

Electrically operated sunroofs took a big beating, dropping to

Continued on Page 19, Col. 1

DECORATIVE ROOF OPTIONS ON 1980 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	73,666	37.23	N.A.	——	N.A.	——	5,103	2.58	N.A.	——
Eagle	20,482	44.20	N.A.	——	N.A.	——	1,016	2.20	N.A.	——
Concord	53,184	66.10	N.A.	——	N.A.	——	1,119	1.40	N.A.	——
Spirit	N.A.	——	N.A.	——	N.A.	——	2,968	4.20	N.A.	——
CHRYSLER CORP.	174,478	22.80	N.A.	——	2,618	0.34	10,034	1.31	1,880	0.25
C-P Division	119,654	26.46	N.A.	——	2,010	0.44	5,199	1.15	829	0.18
Horizon	N.A.	——	N.A.	——	N.A.	——	5,199	3.20	N.A.	——
Volare	11,855	10.80	N.A.	——	N.A.	——	N.A.	——	220	0.20
'80 Gran Fury	2,472	13.20	N.A.	——	2	0.00	N.A.	——	N.A.	——
Cordoba	43,799	76.20	N.A.	——	230	0.40	N.A.	——	460	0.80
Chrysler	23,699	81.40	N.A.	——	1,106	3.80	N.A.	——	N.A.	——
LeBaron	37,829	50.70	N.A.	——	672	0.90	N.A.	——	149	0.20
Dodge Total	54,824	17.51	N.A.	——	608	0.19	4,835	1.54	1,051	0.34
Omni	N.A.	——	N.A.	——	N.A.	——	4,835	3.50	N.A.	——
St. Regis	4,984	29.20	N.A.	——	170	1.00	N.A.	——	N.A.	——
Diplomat	19,159	50.20	N.A.	——	267	0.70	N.A.	——	76	0.20
Aspen	11,795	13.80	N.A.	——	N.A.	——	N.A.	——	85	0.10
Mirada	18,886	55.20	N.A.	——	171	0.50	N.A.	——	890	2.60
FORD MOTOR	455,374	33.15	N.A.	——	12,154	0.88	69,325	5.05	N.A.	——
Ford Division	262,610	26.77	N.A.	——	271	0.00	48,600	4.95	N.A.	——
Pinto	N.A.	——	N.A.	——	N.A.	——	3,492	2.80	N.A.	——
Mustang/Mustang II	17,907	6.60	N.A.	——	N.A.	——	30,931	11.40	N.A.	——
Fairmont	33,292	14.20	N.A.	——	N.A.	——	4,455	1.90	N.A.	——
Granada	36,533	40.40	N.A.	——	271	0.30	N.A.	——	N.A.	——
Thunderbird	127,638	81.40	N.A.	——	N.A.	——	9,722	6.20	N.A.	——
Ford	47,240	45.70	N.A.	——	N.A.	——	N.A.	——	N.A.	——
L-M Division	192,764	49.11	N.A.	——	11,883	3.03	20,725	5.28	N.A.	——
Bobcat	N.A.	——	N.A.	——	N.A.	——	1,454	5.90	N.A.	——
Capri	N.A.	——	N.A.	——	N.A.	——	13,597	17.00	N.A.	——
Zephyr	14,644	20.90	N.A.	——	N.A.	——	1,612	2.30	N.A.	——
Monarch	12,451	40.80	N.A.	——	183	0.60	N.A.	——	N.A.	——
Cougar/XR7	51,645	[illegible]	N.A.	——	N.A.	——	4,062	7.00	N.A.	——
Mercury	39,116	[illegible]	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln	31,233	[illegible]	N.A.	——	2,186	700	N.A.	——	N.A.	——
Versailles	4,784	100.00	N.A.	——	919	19.20	N.A.	——	N.A.	——
Mark VI	38,891	100.00	N.A.	——	8,595	22,10	N.A.	——	N.A.	——
GENERAL MOTORS	7,013,532	100.00	N.A.	——	73,877	1.61	48,241	1.05	120,107	2.62
Buick Division	260,231	32.52	N.A.	——	17,995	2.25	5,083	0.64	2,925	0.37
Skyhawk	N.A.	——	N.A.	——	N.A.	——	N.A.	——	366	4.40
Skylark	34,313	16.20	N.A.	——	N.A.	——	5,083	2.40	N.A.	——
Century	37,553	25.30	N.A.	——	1,781	1.20	N.A.	——	N.A.	——
Regal	87,214	40.60	N.A.	——	3,076	1.40	N.A.	——	2,559	1.20
Buick	69,923	41.60	N.A.	——	5,040	3.00	N.A.	——	N.A.	——
Riviera	31,228	64.20	N.A.	——	8,098	16.70	N.A.	——	N.A.	——
Cadillac Division	154,930	67.06	N.A.	——	23,859	10.33	N.A.	——	N.A.	——
Seville	N.A.	——	N.A.	——	6,184	15.70	N.A.	——	N.A.	——
Cadillac	127,698	91.87	N.A.	——	8,465	6.09	N.A.	——	N.A.	——
Eldorado	27,232	51.70	N.A.	——	9,210	17.50	N.A.	——	N.A.	——
Chevrolet Division	97,579	4.81	N.A.	——	4,883	0.24	24,722	1.22	69,803	3.44
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monza	10,693	6.30	N.A.	——	N.A.	——	6,620	3.90	N.A.	——
Camaro	N.A.	——	N.A.	——	N.A.	——	N.A.	——	24,779	16.30
Citation	N.A.	——	N.A.	——	N.A.	——	18,102	2.90	N.A.	——
Malibu/Chevelle	18,042	6.50	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monte Carlo	31,754	25.20	N.A.	——	2,646	2.10	N.A.	——	4,410	3.50
Chevrolet	37,090	19.90	N.A.	——	2,237	1.20	N.A.	——	N.A.	——
Corvette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	40,614	100.00
Oldsmobile Division	377,428	44.53	N.A.	——	19,943	2.35	N.A.	——	9,230	1.09
Starfire	N.A.	——	N.A.	——	N.A.	——	N.A.	——	445	5.40
Omega	23,931	17.80	N.A.	——	N.A.	——	N.A.	——	3,861	2.90
Cutlass	177,239	42.00	N.A.	——	5,618	1.30	N.A.	——	4,924	1.20
Oldsmobile	149,679	62.50	N.A.	——	6,212	2.60	N.A.	——	N.A.	——
Toronado	26,579	61.20	N.A.	——	8,113	18.70	N.A.	——	N.A.	——
Pontiac Division	123,364	18.18	N.A.	——	7,197	1.06	18,436	2.72	38,149	5.62
Sunbird	9,743	6.81	N.A.	——	N.A.	——	13,477	9.42	N.A.	——
Phoenix	14,004	7.85	N.A.	——	N.A.	——	4,959	2.78	N.A.	——
Firebird	N.A.	——	N.A.	——	N.A.	——	N.A.	——	34,490	32.13
LeMans	4,678	7.64	N.A.	——	139	0.23	N.A.	——	N.A.	——
Grand Prix	56,600	49.34	N.A.	——	4,623	4.03	N.A.	——	3,659	3.19
Pontiac	38,339	51.84	N.A.	——	2,435	3.29	N.A.	——	N.A.	——
VOLKSWAGEN	N.A.	——	46,886	21.00	N.A.	——	N.A.	——	N.A.	——
Total Cars, U. S.	1,717,050	24.03	46,886	0.66	88,649	1.24	132,703	1.86	121,987	1.71

NOTE: Installation numbers are based on U. S. car production, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

By Borg-Warner chairman

Japanese challenge called U. S. prod

SAN FRANCISCO. — "Being challenged by Japan may be the best thing that has happened to American industry in decades," Borg-Warner Chairman James F. Bere told the World Affairs Council here.

"That challenge is forcing the U. S. to improve productivity so we can deliver a better product for less than anyone else, and to improve our marketing to supply the products the world needs, when and where they need it," Bere said.

Bere, who is chairman of the Advisory Council of Japan-U. S. Economic Relations, said calls from within the U. S. for protectionism are "a mistake."

"Protectionism simply eliminates the incentives to become more efficient and more competitive," Bere said. "Nor will more Japanese-owned and operated plants in this country improve either the immediate job situation or domestic industry's competitive position."

Japanese executives have indicated that such plants would probably be so highly automated as to be almost negligible as a new job source, Bere said. "And, by implication, they would also be more efficient than existing U. S. operations."

Bere called for increased American productivity and exports as solutions.

"Thirty years ago, the U. S. sent abroad only 4 percent of its total output. Last year it was 8 percent of a much larger base. Still, our share of world trade has declined by almost a third," he continued. "Only about 10 percent of our 300,000 manufacturing firms export at all, while 80 percent of all our exports come from some 200 companies. We simply never have built up the traditions and the techniques for true mercantilism.

"Things are changing now. We, as well as the Japanese, must export more if we are to pay for the oil and other resources we must import," he said.

"It reportedly took Toyota 10 years of losses in its American operations before it finally turned an annual profit here. We must similarly modify our compulsion for short-term achievements and focus more on long-range investments," Bere said.

Bere also encouraged the U. S. government to support U. S. export efforts, including making an effort to moderate restrictions to the Japanese markets, easing current tax laws for individuals working overseas and creating better funding of export sales through quasi-governmental institutions and the private banking network.

He advised Japan to eliminate the protectionist barriers established in Japan during the post-war years.

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AN5

Car buyers want fancy cars, not fancy roofs, survey finds

Continued from Page 18

88,649, or 1.24 percent of industry production, against 166,593, or 1.78 percent in '79.

This option may strengthen as the demand for luxury cars improves.

GM installed 73,877 electrically operated sunroofs on 1.61 percent of its cars, compared with 93,352, or 1.81 percent in '79.

Ford Motor installed 12,154 electric sunroofs on 0.88 percent of its '80 models. That compared with 62,680, or 2.28 percent in '79.

Chrysler Corp. installed 2,618 of them on 0.34 percent of its cars. That was down from 10,561, or 0.93 percent in '79.

American Motors and Volkswagen didn't offer an electrically controlled sunroof.

Pop-up sunroofs showed a slight penetration increase, particularly at Ford Motor, though they were down on a volume basis.

Industrywide, they ended up on 132,703 cars, equal to 1.86 percent of production. That was up slightly from 1.61 percent in '79 on a volume of 150,836.

GM installed the pop-up roofs on 48,241 cars, equal to 1.05 percent of production. That was up from 16,346, or 0.32 percent in '79.

Ford Motor installed the pop-up roofs on 69,325 cars, equal to 5.05 percent of production. That was up in penetration from 4.32 percent in '79, but down in volume from 118,953.

Chrysler installed pop-up roofs on 10,034 cars, equal to 1.31 percent of production. That was up from 9,367, or 0.82 percent in '79.

American Motors installed 5,103 pop-up roofs on 2.58 percent of its cars. That was off from 6,170 or 3.64 percent.

Volkswagen didn't offer the option.

T-roofs are still fairly strong on selected sporty models, like Corvette where they accounted for 100 percent of production. But, by their nature, they continue to have a limited market.

Industrywide, T-roofs ended up on 121,987 cars, equal to 1.71 percent of production. That compared with 198,071, or 2.12 percent in '79.

GM installed them in 120,107 cars, equal to 2.62 percent of output. That compared with 187,161, or 3.63 percent in '79.

Ford Motor, American Motors and Volkswagen didn't offer a T-roof.

Chrysler installed them in 1,880 cars, equal to 0.25 percent of its production. That compared with 10,910 or 0.96 percent in '79.

Rose buys L-M deal

DELAWARE, O. — Bill Rose has purchased Ramme's Lincoln-Mercury and will operate it as Bill Rose Lincoln-Mercury-AMC-Renault. Rose also owns Bill Rose Ford-Mercury in Richwood, O.

Officers named for Wisconsin

Robert Hall, far right, Hall Chevrolet Company, Milwaukee, is the new board chairman of the Wisconsin Automobile and Truck Dealers Assn. Other officers are, from left: Gary D. Williams, president and chief staff officer; Pat Fagan, Jack Fagan Ford, Delavan, secretary; Richard Uehling, Rector Olds-Subaru, Appleton, chairman-elect, and John Deising, Deising Pontiac, Fond du Lac, treasurer.

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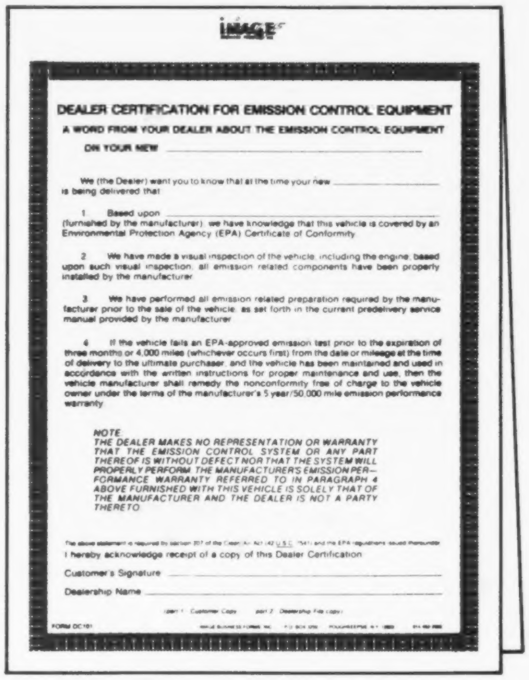

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DEALER CERTIFICATION FOR EMISSION CONTROL EQUIPMENT

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FORM DC101

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factories list auction dates

American Motors

Dec. 9—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Dec. 10—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis.

Dec. 11—Todd Auto Auction, Rte. 309, Telford, Pa.

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Dec. 18—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

Model breakdown
Auction averages

	December To Date	November	October
1980	$5,584	$6,088	$6,311
1979	4,674	5,015	5,021
1978	3,470	3,879	3,793
1977	2,983	3,091	3,120
1976	1,924	2,148	2,223
1975	1,454	1,674	1,804
1974	1,133	1,248	1,343
1973	795	987	1,079
Overall Average	$3,141	$3,795	$3,665

Chrysler Corp.

Dec. 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Dec. 10—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Dec. 11 — Golden Gate Auto Auction, 6010 Stevens Blvd., Fremont, Calif.; Evansville Auto Auction, 2229 S. Kentucky Ave., Evansville, Ind.

Dec. 16—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Dec. 17—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Ohio Auto Auction, Columbus, O.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

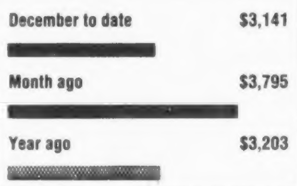
Dec. 18—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Dec. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales
Auction averages



Ford Motor Co.

Dec. 9—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Dec. 10—Dallas Auto Auction, 4226 E. Main, Dallas; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Dec. 11—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Dec. 18 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

used-car auction directory

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702,111 new-car total lowest for month since 1970

September registrations still slump

Continued from Page 3

7.57 points from a year earlier.

Excluding imports, domestic-only registrations in September were divided this way: GM, 66.27 percent; Ford Motor Co., 19.99 percent; Chrysler Corp., 11.09 percent; AMC, 2.56 percent, and miscellaneous, 0.09 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.33 percent; Ford Motor Co., 23.09 percent; Chrysler Corp., 14.69 percent; AMC, 1.83 percent, and miscellaneous, 0.06 percent

By size segments, only subcompacts improved their market share over the preceding September among domestic cars. Subcompacts accounted for 14.95 percent of the total, up 5.49 points.

Standards suffered the biggest loss, down 6.45 points to 9.82 percent. Also down were intermediates, off 3.59 points to 21.62 percent; compacts, down 1.47 points to 19.18 percent, and luxury cars, off 0.70 of a point to 4.17 percent.

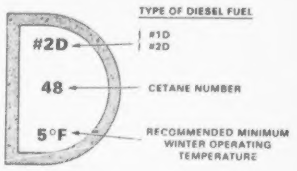
Registrations by size class in September were: Subcompact, 104,972; compact, 134,639; intermediate, 151,790; standard, 68,974; luxury, 29,307, and import, 212,429.

Among the top 20 nameplates in registrations, standard Ford was missing for the first time and Chrysler Corp. had two entries for the first time in a while as Omni moved into 19th place.

Chevette took over the lead from Citation and, more evidence of the subcompact surge, Pinto moved up from 17th place into 11th.

The top 20 domestic nameplates in registrations during September were:

1—Chevrolet Chevette	31,048
2—Chevrolet Citation	28,100
3—Olds Cutlass Supreme	22,762
4—Chevrolet Malibu	20,229
5—Buick Regal	17,618
6—Standard Chevrolet	16,927
7—Standard Oldsmobile	15,946
8—Ford Mustang	15,875
9—Oldsmobile Cutlass	15,825
10—Ford Fairmont	15,462
11—Ford Pinto	15,114
12—Chevrolet Monza	14,620
13—Buick Skylark	14,296
14—Plymouth Horizon	13,389
15—Chevrolet Monte Carlo	12,770
16—Pontiac Sunbird	12,607
17—Standard Buick	11,902
18—Buick Century	11,263
19—Dodge Omni	9,814
20—Pontiac Grand Prix	9,813



Fuel info

General Motors would like to see a symbol like this on diesel fuel pumps. Tied in with information in owner manuals, the symbol would let a fuel buyer select the fuel preferred for a particular car engine and time.

Ford to produce parts in joint Mexican venture

MEXICO CITY.—Ford Motor Co. has announced another joint venture in Mexico, this one to manufacture automotive plastic parts with the Monterrey-based Valores Industriales (VISA) group.

The new operation, scheduled to be producing by mid-1982, will involve a projected investment of $45.6 million. Sixty percent of the equity is to be held by VISA, 40 percent by Ford.

Two other Ford joint ventures are also scheduled to be producing from Villa de Garcia plants: A project with the Alfa Industrial Group which is scheduled to produce aluminum engine parts for autos and a project with the Monterrey-based Vitro glass group to produce auto glass.

No site has yet been named for Ford's proposed $365 million engine plant which is to produce four- and six-cylinder engines.

In an unrelated development, Ford and unionized workers at Mexico City's engine and vehicle assembly plants reached agreement on a one-year pact, ending a 12-day strike.

The contract calls for a 27.5-percent wage increase plus increases in fringe benefits.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

SEPTEMBER, '80 VS. SEPTEMBER, '79

	1980		1979	
	Sept.	Year	Sept.	Year
AMX Spirit/AMX	4,418	39,812	4,714	38,014
Concord	4,279	37,875	4,879	51,072
Concord Station Wagon	1,236	10,866	1,438	12,169
Eagle 4 WD	1,147	9,106	243	243
Eagle Station Wagon	1,134	12,210	320	320
Eagle SX4 4 WD	208	208		
Pacer	38	644	135	2,213
Pacer Station Wagon	94	1,461	404	4,663
Matador				346
Matador Station Wagon				136
Total American Motors Corp.	12,554	112,182	12,133	109,176
Chrysler LeBaron	5,081	40,363	10,710	66,686
LeBaron Station Wagon	740	6,234	1,920	11,145
Cordoba	3,793	32,757	8,110	41,223
Newport	1,243	9,798	6,264	43,659
New Yorker	1,076	13,045	4,536	24,521
Imperial	2	2		
Total	11,935	102,199	31,540	187,234
Plymouth Horizon	13,389	99,086	8,937	115,632
Voyager			1,072	7,798
Reliant	222	222		
Reliant Station Wagon	22	22		
Volare	5,111	49,942	14,563	101,525
Volare Station Wagon	1,394	11,804	4,968	32,594
Fury				3,041
Fury Station Wagon				138
Gran Fury	995	10,523	12	12
Total	21,133	171,599	29,552	260,740
Dodge Omni	9,814	80,250	7,747	98,584
Aries	103	103		
Aries Station Wagon	17	17		
Aspen	3,881	38,104	10,231	68,832
Aspen Station Wagon	974	8,835	4,223	25,058
Sportsman			2,444	23,817
Monaco				2,894
Monaco Station Wagon				108
Diplomat	2,356	19,590	4,561	31,136
Diplomat Station Wagon	379	3,342	821	5,218
Magnum XE/Mirada	2,210	19,960	2,665	17,475
St. Regis	1,498	12,866	3,340	21,600
Total	21,232	183,467	36,032	294,722
Total Chrysler Corp.	54,000	457,265	97,124	742,696
Escort	318	318		
Escort Station Wagon	167	167		
Pinto	11,746	94,368	9,145	104,122
Pinto Station Wagon	3,368	26,050	3,084	41,368
Fairmont	11,061	157,609	16,921	182,187
Fairmont Station Wagon	4,401	56,726	5,573	62,917
Granada	7,086	59,592	9,875	108,941
Club Wagon			2,406	30,270
LTD II	113	3,046	1,287	24,619
LTD	5,036	71,436	14,515	157,336
LTD Crown Victoria	1,929	18,971		
Ford Station Wagon	1,171	19,614	3,058	37,519
Mustang	15,875	176,868	21,197	226,307
Thunderbird	8,458	104,880	18,263	147,911
Total	70,729	789,645	105,324	1,123,497
Lincoln Continental	2,111	23,025	3,997	46,795
Continental Mark	2,326	27,110	3,860	37,151
Versailles	248	4,152	1,251	10,439
Total	4,685	54,287	9,108	94,385
Mercury Lynx	100	100		
Lynx Station Wagon	27	27		
Bobcat	2,492	19,294	2,590	27,732
Bobcat Station Wagon	452	4,048	531	6,887
Zephyr	4,065	46,959	5,367	58,910
Zephyr Station Wagon	1,461	14,316	1,240	14,164
Monarch/'81 Cougar	2,058	20,963	3,769	42,509
Marquis	1,112	10,773	2,885	21,098
Marquis Brougham	940	9,033	2,228	17,810
Grand Marquis	1,175	13,684	2,440	22,437
Marquis Station Wagon	412	5,488	1,078	10,484
XR7	3,660	44,313	10,366	92,585
Capri	4,508	48,705	5,774	69,620
Total	22,462	237,703	38,268	384,236
Lincoln-Mercury Division	27,147	291,990	47,376	478,621
Total Ford Motor Co.	97,876	1,081,635	152,700	1,602,118
Buick Skyhawk	238	5,525	1,603	14,495
Skylark	14,296	125,748	11,272	70,348
Century	10,079	89,969	1,708	16,662
Regal	17,618	139,411	20,823	192,315
Century Station Wagon	1,184	12,689	2,069	20,325
LeSabre	2,978	22,236	2,376	22,563
LeSabre Limited	3,738	37,469	8,209	66,763
Electra 225	4,661	42,668	7,685	62,965
Buick Station Wagon	525	7,368	1,161	12,271
Riviera	3,345	29,826	2,795	37,967
Total	58,662	512,909	59,701	516,674
Cadillac deVille	7,444	73,270	14,683	123,228
Fleetwood & Chassis	1,726	20,469	2,412	25,415
Eldorado	4,045	35,596	4,034	46,235
Seville	2,198	25,450	2,826	30,355
Total	15,413	154,785	23,955	225,233
Chevrolet Chevette	31,048	281,555	24,281	281,531
Camaro	9,419	92,208	13,274	163,154
Monza	14,612	110,904	9,630	98,744
Monza Station Wagon	8	353	632	12,837
Citation	28,100	283,839	31,740	203,872
Sportvan			2,307	24,343
Malibu	15,666	145,532	18,493	186,115
Malibu Station Wagon	4,563	47,271	6,891	72,493
Monte Carlo	12,770	117,496	24,818	205,195
Impala	5,920	66,107	13,022	124,917
Caprice	8,045	89,382	16,591	141,459
Chevrolet Station Wagon	2,962	43,682	7,108	69,685
Corvette	3,025	27,164	3,326	29,694
Total	136,138	1,305,494	172,113	1,614,039
Oldsmobile Starfire	168	5,339	1,397	14,733
Omega	7,363	63,651	4,777	32,223
Cutlass Salon	13,724	124,794	3,173	34,465
Cutlass Supreme/Calais	22,762	191,451	37,196	317,714
Cutlass Station Wagon	2,101	23,624	3,630	35,756
Delta 88	1,528	15,067	2,337	25,654
Delta 88 Royale	8,550	82,324	13,552	127,933
98	5,085	47,540	7,216	67,121
Oldsmobile Station Wagon	783	13,037	1,648	22,195
Toronado	2,837	26,612	2,416	34,949
Total	64,901	593,439	77,342	712,743
Pontiac Sunbird	12,604	95,148	6,297	67,309
Sunbird Station Wagon	3	61	89	2,420
Phoenix	7,946	72,860	7,875	53,610
LeMans	3,963	39,075	5,340	59,952
LeMans Station Wagon	1,613	18,679	2,960	28,951
Catalina	1,032	10,214	2,271	19,713
Bonneville	3,786	35,926	9,187	65,575
Bonneville Brougham	1,823	24,077	3,717	28,807
Pontiac Station Wagon	529	8,875	1,953	17,817
Grand Prix	9,813	82,343	15,855	137,592
Firebird	6,284	67,499	10,283	120,023
Total	49,396	454,757	65,827	601,769
Total General Motors	324,510	3,021,384	398,938	3,670,458
(Checker)	409	2,562	333	3,329
Miscellaneous Domestic Total	442	2,792	370	3,615
Domestic Station Wagon Total	31,720	356,867	65,028	645,866
Domestic Grand Total	489,682	4,830,691	661,265	6,128,063
Import Total	212,429	1,898,459	194,081	1,773,308
Grand Total All Registrations	702,111	6,573,317	855,346	7,901,371

Registrations not available for Oklahoma.

MacKenzie's winner

Gordon MacKenzie, Lincoln-Mercury general manager, draws the name of the first weekend winner in the division's employe test-drive program. The new 1981 Lynx and Cougar models can be driven overnight by participating employes, and six will have the use of a car for a weekend.

But November production is lowest since 1970

Makers slate overtime at 12 plants

By Patricia Hoffman
Staff Writer

Auto makers slated Saturday overtime at 12 plants last week, the largest number of plants to work overtime in a single week in the last 18 months. For the week of June 2, 1979, there were 16 plants slated for overtime.

U. S. auto production for November was the lowest since 1970 when production dropped due to a UAW strike at General Motors over contract issues.

During November, the auto makers completed 543,627, down 32.68 percent from the 807,597 assembled the same month a year ago. In November, 1970, however, 372,561 units were assembled.

Last week's planned production was 141,830, up 43.10 percent from the 99,107 assembled the previous week, but down 3.95 percent from the 147.673 assembled in the year-ago week.

In the fourth quarter, the auto makers should build about 1,746,522 units, making it the lowest since the 1,365,783 built in 1970's fourth period.

With GM's Northwood facility having shut down production for two weeks last month due to a strike over local issues, and its Lordstown facility closing the last week of November, GM showed a large decline in output for the month with a drop of 20.77 percent from 407,510 to 322,858.

Chrysler also fell slightly behind last year dropping production down 1.78 percent from 68,309 to 67,094.

Ford Motor Co.'s output rose 4.03 percent to 124,406 from 119,586. American Motors was down 22.14 percent from 17,032 to 13,261.

Volkswagen, jumping the line rate from last year, was up 8.02 percent to 15,734 from 14,566.

Checker dropped 20.12 percent from 343 to 274.

Closed this week at Ford are the Atlanta (Ford), Chicago (Thunderbird) and Dearborn (Mustang and Capri) plants.

Saturday overtime was slated at 12 plants: Arlington, Doraville, Linden, Oklahoma, Tarrytown, Willow, Wilmington, Pontiac, Framingham, Lansing and Flint and Ford Wayne.

House rejects bill to require air bags in some '83 models

Continued from Page 1

in the 1982 model year. It therefore makes no sense to make other companies who are already supplying (VWoA) or planning on passive belts to dramatically change their production plans at this late date and be forced to install air bags, Dingell said.

- GM, Ford, the UAW and others had pushed for the rejected legislation on the grounds that, if nothing else, "it will eliminate the confusion and uncertainty on passive safety requirements that have been extremely costly and disruptive of orderly product development." At the same time, it would have put the major Japanese producers on somewhat the same competitive footing as the domestic producers, they argued.

GM, for example, is believed to be spending on the order of $6 million to $7 million a month on passive restraint development and production work. It told the House that this kind of investment necessarily puts it at a competitive disadvantage to the Japanese makers who, because they produce only small cars, need not worry about passive restraint tooling until 1984.

But Dingell and his partners rejected the anticompetitive argument, saying that requiring only the five major makers to offer air bags in one line of cars in 1983 still left a good number of other Japanese makers, like Honda, Mazda and Subaru, free to sell here at lower costs.

This compromise legislation gives Mazda and the others a competitive advantage, Dingell said.

Rep. Delbert Latta, Ohio Republican, said he could not see how the compromise legislation could in any way help the auto industry. Adding $1,000 to the price of a car that is already too expensive and subject to rising interest rates is not doing someone a favor, he said.

Latta said he hasn't had one letter from a constituent asking for an air bag in his or her car. Latta suggested the Representatives "reject this whole idea and go home."

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
CHEVROLET	17,895	16,265	8,393	48,972	932,213	445,359
DODGE/PLYMOUTH	1,600	6,250	904	4,254	305,031	111,486
FORD	9,379	13,337	11,321	57,552	988,144	550,500
GMC	4,562	5,920	2,910	18,140	324,193	143,313
INTERNATIONAL	1,730	....	979	5,062*	155,642	61,438
MACK	425	630	307	1,626	34,681	21,702
JEEP	1,740*	2,975*	1,740*	7,103	179,454	76,121
AMC CORP.	85*	450*	85*	340*	20,955	7,871
VOLKSWAGEN	650	540	445	2,289	793	25,717
MISCELLANEOUS	500*	800	300	1,800	39,100	35,425
Total Trucks, U. S.	38,566	47,167	27,434	147,138	2,940,206	1,478,932

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
CHRYSLER CORP.	1,600	1,600	....	3,013	53,961	47,322
FORD MOTOR	4,392	4,706	3,409	14,512	210,538	167,187
GENERAL MOTORS	6,750	5,974	6,423	23,347	274,979	225,399
AMERICAN MOTORS	....	1,060	....	....	50,864	18,127
INTERNATIONAL	295	465	297	1,199*	19,817	15,088
MACK	40	60	38	98	3,671	1,949
Total Trucks, Canada	13,077	13,865	10,167	42,169	613,830	475,072
N. American Trucks	51,643	61,032	37,601	189,307	3,554,036	1,954,004

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production of 147,138 is lowest since '70

U. S. truck makers built 147,138 vehicles in November, the lowest total for the month since the 92,449 assembled in 1970.

The November total was a drop of 21.44 percent from the 187,296 completed in November of 1979.

In the fourth quarter, the truck makers should complete about 467,654 making it the lowest for that quarter since the 344,420 built in 1970.

Despite the International Harvester strike in November, 1979, and the beginning of Volkswagen of America production in October of 1979, (full scale production began in 1980), U. S. truck output still fell below last year's November total. All companies reported a drop in output from 1979.

Ford was down 3.58 percent from 59,692 to 57,552; Chevrolet, 27.22 percent from 67,295 to 48,972; Dodge, 76.10 percent from 17,805 to 4,254; GMC, 20.91 percent from 22,937 to 18,140; American Motors Jeep, 28.53 percent from 9,939 to 7,103; miscellaneous, 46.61 percent from 3,373 to 1,800; Mack, 40.41 percent from 2,729 to 1,636, and AM General, 84.70 percent from 2,223 to 340.

International Harvester's November total for 1980 was 5,062 from the 313 it produced in 1979 because of the strike. Volkswagen of America produced 2,289 last month, up from the 245 it produced in November, 1979

Scheduled output last week was 38,566 units, up 40.57 percent from the 27,434 built the previous week and down 18.23 percent from the 47,167 completed the week ended Dec. 8, 1979.

Four General Motors plants were scheduled for Saturday overtime last week: Flint, Fremont, Janesville and St. Louis.

So far this year, the truck makers have completed 1,478,932 units, down 49.69 percent from the 2,940,206 built through Dec. 8, 1979.

U.S. sales slump slashes Canadian car, truck output

Canadian car production for November was the lowest since 1970 and truck output was the lowest since 1975 as the Canadian auto makers are drastically affected by continuous declining sales in the U. S.

During November, the auto makers built 76,024 cars down 12.10 percent from the 86,497 completed last year. In that month in 1970 they assembled 60,253 units.

The truck makers completed 42,169 units last month, down 8.84 percent from the 46,460 built last year. In November, 1975 they built 36,504 vehicles.

Planned output for cars last week was 20,358, up 6.83 percent from the 19,055 completed the previous week and 20.74 percent from the 16,861 assembled in the year-ago week.

Scheduled truck production last week was 13,077, up 28.62 percent from the 10,167 built the previous week and down 5.68 percent from the 13,865 assembled the week ended Dec. 8, 1979.

So far this year, the auto makers have assembled 791,472 units, down 15.21 percent from the 933,605 built through Dec. 8 last year.

Truck makers have assembled 475,072, down 22.60 percent from the 613,830 assembled year-to-date in 1979.

U. S. CAR PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	13,261	173,622	156,338*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	13,300	18,975	12,686	67,094	876,447	597,063
Plymouth Total	6,400	7,560	5,635	33,547	354,795	274,355
Horizon	....	3,590	1,996	8,616	162,685	141,735
Volare	....	3,255	....	....	178,314	51,735
Gran Fury	....	370	160	269	4,667	14,069
Caravelle	100	345	79	402	9,129	5,802
Reliant	6,300	....	3,400	24,260	....	61,014
Chrysler Total	1,400	3,430	1,561	8,489	176,924	76,124
Chrysler	....	870	666	1,713	75,938	18,321
LeBaron	1,400	2,560	895	5,469	100,986	57,803
Imperial	....	....	....	1,307	....	....
Dodge Total	5,500	7,985	5,490	30,675	344,728	246,604
Omni	....	3,175	1,676	7,320	142,282	118,933
St. Regis	....	320	145	574	25,071	12,864
Diplomat	600	1,180	341	2,619	49,010	28,589
Aspen	....	3,310	....	....	128,365	36,881
Aries	4,900	....	3,328	20,162	....	49,337
FORD MOTOR	21,126	9,312	26,693	124,406	1,940,535	1,188,617
Ford Division	14,394	7,181	17,616	84,594	1,301,828	848,516
Pinto	....	....	....	....	165,679	68,179
Must./Must. II	2,494	4,074	1,058	17,093	359,402	215,868
Fairmont	1,397	3,107	2,716	9,092	200,790	189,002
Granada	2,723	....	....	16,698	136,218	101,512
LTD II	....	....	....	....	22,746	....
Thunderbird	2,171	....	3,284	5,651	254,945	109,501
Ford	1,050	....	1,686	7,266	162,048	85,048
Escort	4,559	....	8,867	28,794	....	79,406
L-M Division	6,732	2,131	9,077	39,812	638,707	340,106
Mercury Total	5,730	2,131	7,409	33,073	493,645	292,959
Bobcat	....	....	....	....	42,266	12,445
Capri	824	1,398	542	5,908	105,258	62,849
Zephyr	907	733	1,129	4,481	58,963	62,922
Cougar/Monarch	897	....	....	....	58,435	22,322
XR-7	631	....	1,281	7,698	132,951	54,040
Mercury	790	....	1,296	4,735	95,772	51,054
Lynx	1,681	....	3,161	10,251	....	27,327
Lincoln Total	1,002	....	1,668	6,739	145,062	47,147
Lincoln	546	....	830	3,479	69,654	20,051
Versailles	....	....	....	....	11,621	1,866
Mark VI	456	....	838	3,260	63,787	25,230
GENERAL MOTORS	99,494	110,623	53,726	322,858	4,947,651	3,797,441
Buick Division	19,915	19,386	10,260	63,919	751,050	721,967
Skyhawk	....	516	....	....	24,500	....
Skylark	5,015	4,310	2,724	17,873	112,685	201,734
Century	3,886	3,134	2,020	11,412	66,343	154,120
Regal	5,408	4,666	2,881	17,312	248,042	188,909
Buick	4,255	5,350	1,958	13,428	243,770	136,486
Riviera	1,351	1,410	677	3,894	55,710	40,718
Cadillac Division	5,527	7,664	2,547	16,382	331,463	184,831
Seville	1,113	1,396	418	2,419	45,998	31,949
Cadillac	3,129	4,628	1,369	9,591	221,656	102,906
Eldorado	1,285	1,640	760	4,372	63,809	49,976
Chevrolet Division	40,695	45,355	22,589	143,481	2,169,912	1,635,313
Chevette	10,825	8,900	5,501	33,325	395,600	429,257
Monza ('80)	....	2,755	1,368	10,053	151,741	147,768
Camaro	2,365	5,480	1,484	7,598	250,148	110,146
Citation	10,525	9,670	4,951	35,694	301,086	424,400
Malibu	7,340	7,750	3,613	23,385	376,176	249,185
Monte Carlo	3,840	1,720	2,231	13,021	218,077	113,377
Chevrolet	4,800	7,920	2,890	16,805	430,505	119,100
Corvette	1,000	1,160	551	3,530	46,579	41,080
Oldsmobile Division	23,356	22,122	11,354	68,752	988,712	713,415
Starfire	....	706	....	....	21,490	....
Omega	3,052	2,181	1,384	8,905	52,979	103,800
Cutlass	12,706	9,545	6,089	36,178	505,616	359,884
Oldsmobile	6,485	8,330	3,343	20,591	356,906	214,207
Toronado	1,113	1,360	538	3,078	51,721	35,524
Pontiac Division	10,001	16,096	6,976	30,324	706,514	541,915
Acadian†	175	300	174	968	16,422	18,095
Sunbird ('80)	....	2,424	1,838	13,475	100,408	145,628
Phoenix	2,885	2,712	1,495	10,895	82,689	126,431
Firebird	1,715	3,800	1,003	4,839	186,426	73,885
LeMans	1,705	1,730	1,007	6,615	86,062	59,629
Grand Prix	3,021	2,410	1,307	7,147	92,724	69,281
Pontiac	500	2,720	152	878	141,783	48,966
VOLKSWAGEN	4,550	4,548	2,678	15,734	162,707	181,779
CHECKER	85*	90	49	274	4,419	2,971
Total Cars, U. S.	141,830	147,673	99,107	543,627	8,105,381	5,924,234

CANADIAN CAR PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
AMERICAN MOTORS	545	....	480	1,404	....	1,964
CHRYSLER CORP.	....	4,400	....	1,404	122,119	67,514
FORD MOTOR	5,448	1,672	5,693	22,012	270,594	239,707
GENERAL MOTORS	14,140	10,564	12,634	50,304	532,542	472,917
VOLVO	225	225	248	900	8,350	9,370
Total Cars, Canada	20,358	16,861	19,055	76,024	933,605	791,472
N. American Cars	162,188	164,534	118,162	619,651	9,038,986	6,715,706
N. American Trucks	51,643	61,032	37,601	189,307	3,554,036	1,954,004
North American Cars and Trucks	213,831	225,566	155,763	808,958	12,593,022	8,669,710

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Stocks swell to 65 days as domestic sales falter

By Richard A. Wright
Assistant Managing Editor

The hoped-for sales surge never really materialized after new-model introductions and one of the results was that the domestic new-car inventory ballooned to a 65-day supply during November, up from 56½ days a month earlier.

The industry opened December with 1,439,998 new cars in stock, up from 1,389,549 on hand Dec. 1.

This year's 65-day supply was lighter than the 73½-day stockpile on hand a year earlier, and the unit count of 1,439,998 this year was much smaller than the 1,767,097 new cars in stock Dec. 1 last year.

In fact, a 65-day supply on Dec. 1 is a little higher than the average over the past few years, but is not really burdensome. But the stubborn problem that seems to defy solution is that of inventory balance. After months of shortages among the hotter-selling subcompact and compact lines, these segments are now the heaviest in supply—an ominous indication perhaps of widespread buyer resistance to smaller cars.

The Dec. 1 inventory of small cars included some 420,000 carryover 1979 models.

American Motors was the only maker to open December with a smaller inventory than it had a month earlier. AMC had a 74-day stockpile Dec. 1, compared with a 91-day supply Nov. 1.

General Motors entered the month with a 55½-day supply, up from 48 days a month earlier. GM dealers were beginning to run short of luxury models which had been rising to burdensome heights only a few months ago. Cadillac was shortest at 27 days, while the subcompact Chevette had climbed to 90 days.

Ford Motor Co. had a 74-day supply Dec. 1, up from 65 days a month earlier. Shortest in the Ford stable was Escort, at 41 days, but the new Granada and Cougar were both over the 100-day mark.

Chrysler Corp. saw its inventory swell up from 87 days Nov. 7 to 107 days Dec. 1. All Chrysler lines were in heavy supply, including the new K-cars (Reliant, 99, and Aries, 97½).

Even Volkswagen of America, whose hot-selling Rabbit had been in short supply for months until the new-model introductions when sales eased, had a 77-day supply of U. S.-built cars, up from 64 days.

The Dec. 1 domestic new-car inventory was divided this way: GM, 52.97 percent; Ford Motor Co., 25.35 percent; Chrysler Corp., 16.35 percent; AMC, 2.91

Continued on Page 6, Col. 4

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes:

	Dec. 1, 1980	Nov. 1, 1980	Dec. 1, 1979
Spirit	96	111	79
Concord	57	82	54
Eagle	83	86	42
AMERICAN MTRS.	74	91	59
Horizon	130	97	102
Reliant	99	61	—
Volare	82	81	118
Gran Fury	72	113	312
Plymouth	97	81	112
Imperial	90	61½	—
LeBaron	78	78	120
Cordoba	127	118	131
Chrysler	78	103	172
Chrysler	92½	95	135
Omni	138	99½	96
Aries	97½	59	—
Aspen	89½	86	138
Diplomat	103	108	198
Mirada	149	115	175
St. Regis	99	102	226
Dodge	114	89	138
CHRYSLER CORP.	107	87	128
Escort	41	39	—
Pinto	61	54	114
Mustang	95	79	96
Fairmont	65	67	72
Granada	133	80	75
Thunderbird	96	78	81
Ford	75	61	110
Ford	77	67	89
Lynx	51	52	—
Bobcat	72	54	105
Capri	89	67	88
Zephyr	46	49	67
Cougar/Monarch	105	64	77
Cougar XR-7	86	69	88
Mercury	53	54	84
Mercury	65	58	82
Lincoln	104	51	93
Mark VI	69	58	66
Lincoln	68	57	76
FORD MOTOR CO.	74	65	87
Skylark	35	35	9
Century	45	38	50
Regal	40	38	58
LeSabre	37	38	80
Electra	39	39	70½
Riviera	29	33	43
Buick	38½	36½	51½
Seville	42	45	44
Cadillac	27	31	48
Eldorado	31	32	32
Cadillac	31	34	44½
Chevette	90	70	54
Monza	44	41	153
Citation	68	62	29
Camaro	74	67	86
Malibu	62½	62	72
Monte Carlo	78	66	91
Chevrolet	59	60	94
Corvette	62½	59	38
Chevrolet	69	62	69
Omega	45½	33	23
Cutlass	39	27	49
Supreme	48	32	60
Olds 88	35	29	55
Olds 98	33	27	51
Toronado	32	31	47
Oldsmobile	41	30	53
Sunbird	77	62	80
Phoenix	51	49	23
Firebird	95½	83	100
LeMans	78	66	84
Grand Prix	63	53	91
Pontiac	65½	52	80
Pontiac	69	59	79
GENERAL MTRS.	55½	48	63
VOLKSWAGEN	77	64	33
TOTAL	65	56½	73½

Chrysler K-car plants going down early

By Marjorie Sorge
Labor Editor

Faced with an uncertain future and a nation of uncertain car buyers, Chrysler Corp. will close its K-car plants seven days early for the Christmas holidays and will continue downtime at its Omni/Horizon facility.

In addition, there will be staggered plant closings at all other Chrysler assembly plants over the next two months. Some parts plants also will be affected.

Chrysler is also talking about selective department shutdowns in the research and engineering areas, according to sources. The closings would begin soon and continue through the first part of the year.

According to Chrysler, its K-car plants, Jefferson Ave. in Detroit and Newark, Del., will close today (Dec. 15) and will not reopen until Jan. 5, temporarily laying off 10,000 workers. However, one source said it is very likely the downtime would be extended at least another week. The scheduled closing for the Christmas break was Dec. 23.

The company's Omni and Horizon plant in Belvidere, Ill., will continue down as sales of the subcompacts drag. The facility closed Dec. 1 and is not scheduled to reopen until Jan. 12. The move will keep 4,400 hourly people on temporary layoff.

The closings of Chrysler's two K-car plants will cause the layoff of 2,500 hourly workers at the company's Twinsburg (O.) stamping plant and an extension of downtime for 700 workers at a Syracuse gear plant. The two points make parts for the K-cars.

- While the remaining assembly plants will be open until Dec. 23, downtime is expected in January and February. These plants are St. Louis, Lynch Rd. (Detroit), Warren (Mich.) truck and two plants in Windsor, Ont.

Lynch Rd. already working

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NEWSPAPER

Upcoming Toyota

Osaka show provides first look

Toyota showed its new sports car for the first time at the Osaka International Auto Show. Dubbed EX-8 for show purposes, the two-seater will be marketed as the Soala. It is expected to go into production next spring and arrive in the U. S. as an '82 model to compete with the Datsun 280-ZX. The 170-HP engine is a twin OHC version of the Crown six. Story on Page 4.

Facing a bleak future, JRT slates cutbacks

By John A. Russell
New York Staff Writer

LEONIA, N. J. — Severe cutbacks that could threaten its future as a factor on the import scene are in store at Jaguar Rover Triumph.

Sagging sales, an aging product lineup and lack of market support are the root of the problem.

One highly placed source told AUTOMOTIVE NEWS that staff cuts could amount to 50 percent across the board. A company spokesman, in response to AUTOMOTIVE NEWS queries, confirmed plans for staff cuts in January, but said they would amount to "less than 10 percent."

The cuts will be spread through all departments. They come on the heels of other layoffs earlier this year and the closing of a zone office. The company currently employs 230 persons at headquarters.

The JRT spokesman denied that JRT has decided to abandon the Rover 3500 in the U. S. market. AUTOMOTIVE NEWS has learned that such a plan is afoot.

The spokesman said it is no secret that there are Rovers in stock, but plans are being made to introduce an '81 model. This would be done in the spring.

- As for the future of the Rover, the JRT spokesman said it was far too early to make any decision. The Rover, introduced last May, has not been selling as well as the company anticipated. To date, company figures indicate that 282 of the cars have been sold.

Anemic sales have been a continuing problem with JRT over the past several years. The decline is continuing and there is a hefty supply of '80-model Triumph TR-7s as well as MGs

Continued on Page 6, Col. 1

breaking news

No replacement yet for Phillips, VWoA says

DETROIT. — A Volkswagen of America spokesman last week said no replacement has been named yet to replace Sales Vice President Noel Phillips who is leaving VWoA at year's end. Earlier in the week, there was a report that Phillips will be replaced by Peter Weiher, 43, managing director of Ford of Germany. The report said Weiher would be replaced by Renault export manager Daniel Goeudevert.

EPA, industry to cooperate on research

WASHINGTON. — In what some are hoping will be a model of future cooperation between government and auto workers, EPA and the auto industry announced the creation of an independent nonprofit health research institute. Designed to be a "primary source" of information on the nature and effect of auto-related air pollution, the Health Effects Research Institute stems from a joint desire of the industry and EPA to have standardized health effects research so that the results of all such research will be comparable.

To be funded by EPA and all the auto companies, based on their market share, the institute will begin its work with an

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Shutdowns planned elsewhere, too

Chrysler K-car plants going down early

Continued from Page 1

on borrowed time, is scheduled to resume operations today (Dec. 15) and will work until the Christmas break. It had been closed since Dec. 1. Lynch Rd. builds the full-size Chrysler, Dodge and Plymouth models.

Chrysler had planned to mothball the plant after the 1980 model run but dealer pressure caused the company to recant. Much of the demand was for fleet cars and the dealers guaranteed orders of 18,000. UAW President Douglas Fraser, a member of the Chrysler board of directors, said the company planned to build about 5,000 units a month.

At the time, Chrysler gave no promise of the length of Lynch Rd.'s reprieve and sales of the full-size cars have been low while inventories are high.

Among industry observers, there is speculation this plant may still be mothballed.

According to sources, there will also be heavy downtime in January at other Chrysler plants, both U.S. and Canadian, as inventories continue to balloon.

Chrysler's Windsor point, source of the Imperial, Cordoba and Mirada, has been closed since Nov. 24 to try to balance inventories. The plant will resume operations today (Dec. 15) and will work through Dec. 23.

However, the 3,500 hourly workers there will be idled again the weeks of Jan. 5 and 12 as the plant closes again to cut inventories. It is scheduled to resume operations Jan. 19.

The Pillette Rd. truck plant, also in Windsor, will also work through Dec. 23 but will be closed the week of Jan. 5, reopening Jan. 12. The move temporarily idles 2,500 hourly workers.

The heavy downtime schedule may also extend to parts plants such as Trenton, Mich., source of the engines for the Omni and Horizon; New Castle, Ind., forging and machining; Mound Rd. (Detroit), engines and Kokomo (Ind.), transmissions, in other attempts to cut costs.

• Sales of all Chrysler cars have continued to slide and have been especially poor as the interest rates keep rising. Sales of the Omni are off more than 14 percent for the year compared with 1979, while Horizon sales have dropped more than 10 percent.

Inventories of Omni have swollen to 138 days, and Horizon has 130 days, both more than double the normal supply. The only car in the industry topping those figures is the Dodge Mirada with 149 days' supply. Running close behind is the Ford Granada with 133 days.

The K-cars, the Reliant and Aries, have 99 and 97½ days supply, respectively, and are not living up to the schedule needed for the target of 490,000 sales in the 1981 model year.

Since their introduction in October, 34,000 compact K-cars have been sold compared with 49,000 Ford Escort and Mercury Lynx subcompacts. Both the K-cars and the Escort and Lynx have been in head-to-head competition for the buyer dollar and the Ford models are less expensive.

Chrysler has said it would build only to dealer order to avoid such high inventories. Some industry observers say the company was overly ambitious in its sales forecast for the K-cars and is now paying the price with bloated inventories.

Facing an uncertain future, JRT schedules cutbacks

Continued from Page 1

and Spitfires, both discontinued models.

Sales for the entire JRT organization for the 11 months ended Nov. 30 were down over 10,000 units from 1979 to 30,583 from 41,120.

Massive rebates have been offered on the TR-7 to bolster sales and totals have been running slightly ahead of last year to date. Sales of Jaguars are about normal.

AUTOMOTIVE NEWS also learned that JRT is considering abandoning the sports-car market, its mainstay for many years, in favor of only Jaguar. This brought a flat denial from the company.

One source said that both Rover and the JRT sports cars are in "big trouble" This source also said there was a meeting of highly placed BL, Ltd. executives three years ago which studied the financial and economic ramifications of sports cars. At that time it was decided that the company could not develop a new model because of cost so the market should be abandoned, but no date was set.

• This same source described the situation of JRT in the U. S. as "terminal" with respect to the Rover and the Triumph and the basic reason, the source said, has been the failure of the company to come up with a development program to evolve a modern two-seater automobile.

The parent company, BL, Ltd., has often been accused of failing to develop modern replacements for its products. A case in point was the MG, which had long passed its prime in technical innovation but which remained the best-selling model for JRT because of the devoted following it developed over the years.

According to the source, TR-7 sales have been holding only because of massive rebates and "enormous support" in the form of advertising.

The question of whether JRT would abandon all but Jaguar and even in that seek another marketing partner, again brought a flat denial from the company. The company has bought out three of its independent distributors and the JRT spokesman said such a move would be a step backward.

He did note that JRT, as have others, has been looking for partners but nothing has materialized.

"The company intends to remain in the market," he said.

• But the symptomatic problems with JRT here stem from the parent company in Great Britain, where serious problems have been mounting.

The company was forced to close its MG plant in Abingdon and cease production of that marque.

A JRT spokesman stressed that the company intends to introduce its '81 models of Jaguar and Triumph to dealers in meetings this week.

'Excitement '81' heralds auto show in Detroit

DETROIT. — The 65th Detroit Auto Show gets under way at Cobo Hall here Jan. 10 under the banner "Excitement '81."

Sponsored by the Detroit Auto Dealers Assn. and chaired by R. F. Whelan, a Sterling Heights Chevrolet dealer, the 1981 show runs through Jan. 18 and is expected to attract an audience from all parts of southeastern Michigan and southwestern Ontario.

Whelan said the show is planned to be "exciting and educational. It gives everyone a chance to see how the emerging product lines compare with one another in price, fuel efficiency and comfort."

The Detroit Auto Dealers Assn. emphasized credit would be available to all new-car buyers at the auto show.

The 11-member auto show committee has developed a number of special events for the week including kids' nights, celebrity night and new-car auction nights.

The eve of the show will again be a charity preview night, with three Detroit-area organizations sharing the proceeds: Boys' and Girls' Club of Metropolitan Detroit, Easter Seal Society for Crippled Children and Adults in Wayne, Oakland and Macomb counties, and Assistance League to the Northeast Guidance Center.

Lucini elected

WEST BRIDGEWATER, Mass. — Julian (Jiggs) Lucini, of Lucini Motor Sales, Inc., has been elected chairman of the New England Ford Dealers Assn.

McLaren Mustang

The McLaren Mustang M-81, powered by a Ford 2.3-liter turbo, sports flared fenders plus front air dam that directs air to both front brakes and through the functional waste-gate hood. Other features of this street car are Firestone HPR tires, Koni shocks, a roll bar, Recaro seats and an engine dress-up package and optional suspension pieces. The McLaren Mustang is offered in very limited numbers (249) through Motorsport, Birmingham, Mich.

New-car inventory swells to 65 days as sales falter

Continued from Page 1

percent, and VWoA, 2.42 percent.

A month earlier, the new-car inventory was divided as follows: GM, 53.69 percent; Ford Motor Co., 25.51 percent; Chrysler Corp., 15.90 percent; AMC, 2.95 percent, and VWoA, 1.95 percent.

• By size class, the Dec. 1 domestic new-car inventory was heavier than a month earlier in all segments except luxury.

The industry had a 76-day supply of subcompacts, up from 65 days Nov. 1, and a 68½-day stock of compacts, up from 61 days.

Intermediates were in 66-day supply, compared with a 55-day stock a month earlier, while standards were in 53-day supply, up from 48 days. The luxury segment held steady at 40 days.

The Dec. 1 inventory was divided this way by market class: Subcompact, 23.73 percent; compact, 30.73 percent; intermediate, 29.83 percent; standard, 11.53 percent, and luxury, 4.18 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.58 percent; compact, 29.80 percent; intermediate, 30.27 percent; standard, 11.72 percent, and luxury, 4.63 percent.

The Dec. 1 days-supply figures by market class were:

Subcompact—Escort, 41; Monza, 44; Lynx, 51; Pinto, 61; Bobcat, 72; Sunbird, 77; Rabbit, 77; Chevette, 90; Spirit, 96; Horizon, 130, and Omni. 138.

Compact—Skylark, 35; Omega, 45½; Zephyr, 46; Phoenix, 51; Concord, 57; Fairmont, 65; Citation, 68; Camaro, 74; Volare, 83; Eagle, 83; Capri, 89; Aspen, 89½; Mustang, 95; Firebird, 95½; Aires, 97½, and Reliant, 99.

Intermediate—Cutlass, 39; Regal, 40; Century, 45; Supreme, 48; Malibu, 62½; Grand Prix, 63; Monte Carlo, 78; LeMans, 78; LeBaron, 78; Cougar, XR-7, 86; Thunderbird, 96; Diplomat, 103; Cougar/Monarch, 105; Cordoba, 127; Granada, 133, and Mirada, 149.

Standard—Oldsmobile 98, 33; Oldsmobile 88, 35; LeSabre, 37; Electra, 39; Mercury, 53; Chevrolet, 59; Pontiac, 65½; Gran Fury, 72; Ford, 75; Chrysler, 78, and St. Regis, 99.

Luxury—Cadillac, 27; Riviera, 29; Eldorado, 31; Toronado, 32; Seville. 42; Corvette, 62½; Lincoln, 67; Mark VI, 69, and Imperial, 90.

New attempt expected next year

Long air-bag battle changes nothing

WASHINGTON. — The 1980 version of the air-bag war is over.

It appears to have been a year-long waste of time for, as Congress heads home for the winter recess, auto makers find themselves facing the same standards and deadlines they did at the end of 1979: Passive restraints must be in large cars in 1982, in medium-size cars by 1983, and in small cars by 1984.

In the final analysis, many of them are probably thankful for that, however, for it looked for a time that Congress might actually mandate the use of air bags in certain vehicles.

Congress has had twin concerns for the industry's depressed financial condition and the impact of the Japanese. At the behest of General Motors, Ford Motor Co. and the other domestic makers, a House-Senate conference committee had worked out compromise legislation that would have delayed the standard for one year while also turning it around so that small cars would need to be fitted with passive restraints first. It was reasoned that this would give the industry some temporary financial relief and also put the Japanese on equal competitive footing.

In exchange for this delay, safety proponents demanded that air bags be available in at least one car line beginning in 1983. The conference committee agreed to that, making it applicable to the five largest manufacturers, GM, Ford, Toyota, Nissan and Volkswagen.

The Senate had no trouble agreeing to this plan but the House had different ideas, and in the end shot it down not once, but twice.

The first time around the vote was in favor of the measure but it failed to pass for lack of a two-thirds majority. In late November the measure was brought up again and this time failed by three votes, 189 to 186 largely at the doing of Michigan Democratic Representative John Dingell, who argued that Congress should not be in the business of legislating technology.

A final effort to pass a further compromise measure that would have eliminated the air-bag requirement but left the one-year delay of the standard plus its reversal in place, failed in early December by a vote of 205 to 126 for lack of a two-thirds majority.

Air-bag legislation is expected to come up again next year.

But, the survivors of '80 will still find it difficult

Death knell won't toll as often for dealers in '81

By Kathleen Hamilton
News Editor

The death knell for auto dealerships isn't likely to toll as frequently during 1981 as it has in 1980, but the year promises to be a difficult one, nonetheless, for the survivors.

The number of U. S. dealerships handling domestic lines has declined every year since 1956, and the total dealer population —including the import-car outlets—has seen only one up year —1966—in 23 years. So it's not a question of whether 1981 promises to be up or down, but, simply, how far down?

Interest rates will be the major determinant, of course, and at least one auto analyst foresees last year's peaks and valleys in the prime rate will level out around 14 percent sometime in February, 1981, and average about 12 percent through the end of the year.

"Under these conditions, dealer mortality will get back to normal rates," said Arvid Jouppi, analyst for John Muir & Co.

He anticipates less than 400 domestic-car dealerships will be shuttered in calendar 1981, about two percent of the 21,945 counted in the Oct. 1 Automotive News dealership census.

That certainly represents an improvement from the 1,434 dealers who closed their doors in the first nine months of 1980, representing more than six percent of the local domestic-car outlets.

Pent-up demand

Jouppi's rather optimistic forecast for the nation's auto dealers is based in part on his analysis of a pent-up demand for new cars.

"The market for cars is strong —so strong that it is battling through some extremely hard conditions," he said. Rising prices and interest rates would have choked off demand for the imports if the market weren't so strong, he said.

But dealers suffer from declines in the interest-rate roller coaster as well as the inclines, as customers delay purchases in hopes of even better rates. Recovery takes a good 60 days, according to one analyst.

Fluctuations in the prime have been so frequent in '80 that "there's not a dealer in the country who can operate intelligently with the interest rate jumping in that way," Jouppi pointed out.

The Federal Reserve Board holds the Tarot cards for '81, of course, and no one gets more than a peek, but the economic downturn promises to slow inflation of its own accord, without any help from the Fed in the form of discount rates that manifest themselves in interest-rate hikes.

Easing the fall

And that could mean a bit of good news for dealers, if interest rates stabilize and would-be buyers return to the marketplace.

Jouppi also pointed to the ironies of evolution — dealers who have survived 1980 are the strongest, and their share of the 1981 sales pie should be larger.

Service needs of the nation's fleet also put a floor on the number of outlets which will close.

But times look difficult for those who remain. In most cases, they have already trimmed operations to the bone.

Net working capital and cash on hand have decreased dramatically for a significant number of dealers during the last 20-24 months, according to NADA.

Restructuring of the dealer discount rates hasn't been a boon, and the new, small fleet that America's dealers sell reduces the profit possibilities as well.

On the positive side are the recent wave of Small Business Administration loans and changes in franchise agreements at General Motors and numerous import lines.

U. S. OUTLETS

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34 303	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.9%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	−0.2%
Jan. 1, 1966	33,114	+0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	28,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,916	−2.1%

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Changing agreements

NADA reported Chrysler Corp. and American Motors have agreed to look at their sales and service agreements, with an eye to giving dealers a larger role in determining their financial futures.

New franchise agreements have already been signed this year by General Motors, Datsun, Toyota and Mercedes-Benz. New agreements are on the way for Subaru, Alfa Romeo, Volkswagen and Porsche-Audi dealers, according to Walter Huizenga, NADA chief counsel.

NADA has been singing the praises of the new sales and service agreements, especially those by GM, Datsun and Subaru, as making marked improvements from dealers' point of view. It is hoping to take similar strides among the remaining imports and domestics.

American Motors last overhauled its AMC and Jeep franchise agreement in 1972, following the firm's acquisition in 1970 of Jeep Corp.

The Renault franchise agreement was new in 1979, when AMC and the French auto maker joined first for a marketing agreement.

The first wave of AMC dealers who signed on Renault were brought on for two years. That's the length of term AMC otherwise reserves for dealerships which are deficient in capital investment of facility.

Otherwise, AMC, Jeep and Renault agreements run 10 years.

NADA targets

AMC and Chrysler Corp. have been targeted by the NADA for negotiations on revamping their aging franchise agreements. The dealer group said both makers indicated a willingness to discuss the issue.

Ford Motor Co. talks are a bit further down the line, according to NADA. Its last overhaul of the sales and service agreement was in 1972. Ford dealers have continuous-term agreements, rather than a set time period.

Volkswagen of America's five-year franchise agreement is due to be renewed Dec. 31, 1981. The first time VW, Porsche and Audi dealers had the five-year contract with a standard expiration was 1977.

The recently signed sales and service agreements give a hint as to what dealers will be expecting from other makers in the near future. The goal—as it has been since the start of the franchise system in the early days of the auto—is more of a bilateral agreement.

The sales and service agreements have been returning to simpler language.

Another trend analysts note is a lessening of restrictions so that dealers may take on other lines, although a number of the most successful import lines are requiring facilities which effectively guarantee that they must be exclusive.

Florida's top brass

Taking over leadership of the Florida Automobile Dealers Assn. are, from left: J. W. Leonard, Buzz Leonard Chrysler-Plymouth, Inc., Panama City, secretary-treasurer; John C. Dingman, Dingman-Hatch Pontiac-Cadillac, Inc., Ocala, president-elect; Thomas J. Hawes, Hawes Chrysler-Plymouth, Inc., Gainesville, president; Edwin H. Hallett, Hallett Pontiac, Inc., Miami, immediate past president, and Dennis C. McNamara, McNamara Pontiac, Inc., Orlando, NADA director.

Solid gold for Cadillac

J. Saxton Lloyd, center, celebrated his golden anniversary as a Cadillac dealer in the best of company: Cadillac Motor Car Division general manager Edward C. Kennard, right, and the Division's general sales manager L. B. Pryor. Lloyd owns Lloyd Buick-Cadillac, Inc., Daytona Beach, Fla.

Datsun's franchise agreement has been extended from a three-year term to a perpetual one.

And NADA reported Subaru's recently revamped dealer agreement incorporated "all or part of virtually every recommendation" the dealers made.

The big issues can be seen in the new General Motors franchise agreement. Although it incorporated some changes instituted earlier by other makers, it also promises to set a pattern for those that follow.

Distribution revamped

One of good changes for GM dealers will be in the area of distribution, explained H. E. "Buddy" Derrick, who heads NADA's Industry Relations Committee, which spent two years with GM negotiators on the new sales and service agreement.

GM now allows a dealer to find out, line by line, how many cars his zone received and his particular dealership's percentage share. It is part of the agreement's specific commitment to distributing cars in a "fair and equitable manner."

Warranty reimbursement has been a cause celebre among dealers ever since Henry Ford first declared that any one who held a Ford franchise would be responsible for servicing any Ford which happened into the area.

(Another suggestion, which apparently never made it into the Ford rule book for dealers, was to tow disabled Fords only after nightfall—because a disabled Ford in full sunlight was a bad advertisement, author Alan Nevins reported in "Ford: The Times, the Man, the Company.")

Warranty advances

GM's new franchise agreement promises "fair and adequate reimbursement." But Herb L. Galles Sr., who holds major shares in six Western GM dealerships and who helped orchestrate the 1950s industrywide overhaul of the franchise system, sees another helpful trend in warranties.

The extended warranty plans which are spreading throughout the industry help take pressure off the dealers to make good on items which go bad just after the warranty expires, Galles explained.

"It's a never-ending problem, but I've seen improvements," Galles said of the rate of reimbursement for warranty work.

A say in location

GM dealers are now informed when the corporation is considering putting another outlet in the area. They may present data showing why a new franchise should not be approved.

It's a measure which stands in stark contrast to the first decade of the 20th century, when auto stocks far exceeded demand, yet manufacturers subscribed to a policy of annually increasing the dealership population while forcing dealers to take as many cars as could be built.

Makers have mellowed over the years—GM, for example, began population studies as early as the 1920s to determine which markets weren't saturated. But "stimulator dealers" were still used well past World War II by a number of makers to increase competition among their dealers.

Advances in dealer indemnification from product liability suits and better allowances for transportation-damaged products are other topics covered by the recently revamped agreements that are likely to come up in negotiation sessions with other makers.

The quarterly price hikes the industry seems to have locked onto will demand improvements in price protection, dealers say.

And even though the car companies are strapped for cash to develop new products, a number of the major imports are examining their chances of setting up in-house finance companies to help cushion dealers from interest-rate hikes of the ilk of 1980.

November totals down for second month

'81 model sales still lack spark

Continued from Page 14

43,088 units to 24,211, while the heavies were off 22.8 percent, 43,609 versus 56,506.

Ford dealers retailed 60,277 units during the month, down 28.6 percent from last year's 84,465. The total included 4,625 Couriers, compared with 5,464 in 1979.

Thorugh November, Ford sales totaled 737,268 units, a decline of 33.4 percent from last year's 1,107,833.

Chevrolet reported that its dealers sold 53,898 vehicles during the month, including 5,388 LUVs. The total was 32.5 percent below last year's 79,857, which included 7,642 LUVs.

The 11-month Chevrolet count was down 34.2 percent, from 1,062,864 units in 1979 to 699,854.

Dodge and Chrysler-Plymouth dealers sold 12,896 trucks in November, off 25.7 percent from the previous year's 17,354.

The January-November total of 235,833 deliveries was down 35.2 percent from the year-earlier 364,090.

GMC sales during the month were down 34.8 percent, from 20,310 a year ago to 13,249. The 11-month total of 172,275 units was 26.7 percent lower than the 272,290 vehicles retailed in the same period in 1979.

• Sales of Jeep four-wheel-drive vehicles were down 50.4 percent during the month, 6,163 versus 12,414. The 11-month total was 72,291, a decline of 44.2 percent from the 129,658 retailed through November a year ago.

Volkswagen dealers, in their first full year in the compact-pickup market, retailed 1,773 units in November. It brought the 11-month total to 23,442 units.

Sales of Mercedes-Benz mid-range diesel trucks were down 13.8 percent in November, from 419 a year ago to 361.

Toyota dealers retailed only 6,310 pickups during the month, a decline of 49.4 percent from last year's 12,471.

In November, Datsun outlets sold 7,503 compacts, a decline of 3.8 percent from the 7,802 sold in the same month a year ago.

Mazda sales were down 8.3 percent during the month, from 744 units in 1979 to 682.

Big Three November, year-to-date truck sales

	November		Year to date	
	1980	1979	1980	1979
Ford				
Vans	8,117	10,305	96,437	159,930
Club Wagon	2,051	2,502	23,151	36,480
Courier	4,625	5,464	72,749	72,174
Bronco	3,370	6,402	36,755	64,470
Conventional Pickups	38,394	54,303	443,850	687,158
Mediums	3,063	3,978	51,141	65,622
Heavies	657	810	13,185	21,999
Chevrolet				
Vans	5,931	9,669	82,265	158,103
Sportvan	1,149	2,065	15,738	28,755
LUV	5,388	7,642	83,507	92,859
El Camino	3,152	3,867	38,345	49,013
Blazer	1,589	4,622	24,969	54,149
Suburban	1,017	2,095	19,292	35,404
Conventional Pickups	34,155	46,708	405,631	602,551
Mediums	1,496	2,987	28,168	38,613
Heavies	21	202	1,939	3,417
Chrysler				
Vans	3,696	6,224	63,556	117,218
Voyager	349	599	6,169	9,450
Ram Wagon	1,104	1,712	19,652	28,452
Arrow	949	977	17,637	13,746
Ram-50	2,749	1,980	42,554	29,683
Trail Duster	201	275	3,125	5,235
Ramcharger	429	737	7,015	13,662
Conventional Pickups	9,918	6,701	76,125	146,644
GMC				
Vans	1,286	2,530	19,816	39,096
Caballero	394	431	4,156	5,940
Jimmy	372	967	5,207	11,106
Suburban	204	422	3,924	6,608
Conventional Pickups	7,892	12,367	94,919	155,404
P models	260	160	3,439	4,869
Mediums	1,410	1,733	22,883	27,230
Heavies	1,431	1,700	17,931	21,661
Motor homes	....	....	....	376

factories list auction dates

American Motors

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Dec. 18—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

Chrysler Corp.

Dec. 16—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Dec. 17—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Ohio Auto Auction, Columbus, O.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Dec. 18—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Dec. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

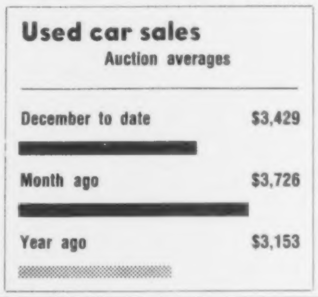
Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Dec. 18 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.



Model breakdown

Auction averages

	December To Date	November	October
1980	$5,616	$6,088	$6,311
1979	4,739	5,015	5,021
1978	3,631	3,879	3,793
1977	3,027	3,091	3,120
1976	1,997	2,148	2,223
1975	1,605	1,674	1,804
1974	1,147	1,248	1,343
1973	900	987	1,079
Overall Average	$3,429	$3,795	$3,665

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Trails 1979 pace by 3 months

Year's car output reaches 6 million

By Patricia Hoffman
Staff Writer

U. S. auto production last week hit the six million mark for the year, more than three months behind the 1979 pace. Auto makers completed 6.1 million by Sept. 8 last year.

Year-to-date, the domestic makers have built 6,077,864 cars, down 26.72 percent from the 8,294,794 assembled during the equivalent period in 1979.

Domestic makers scheduled output of 151,812 cars last week, up 5.68 percent from the 143,648 completed the previous week but down 19.15 percent from the 187,786 units assembled the comparable week last year.

Ford Motor Co.'s San Jose point (Mustang and Capri) closed for two weeks today, laying off 950 hourly workers.

Ford reopened its Atlanta and Dearborn points last week. The Lorain and Chicago plants will reopen today (Dec. 15) after shutting down Dec. 1 for inventory adjustments.

Chrysler Corp. will close its Jefferson and Newark (K-car) points today. Both plants will resume operation Jan. 5.

Chrysler's Belvidere plant, which closed Dec. 1, is slated to reopen Jan. 12. The Lynch Rd. and St. Louis points will remain open until Dec. 23 and then close for the holidays, and should resume operations Jan. 5.

Checker Motor closed its Kalamazoo point last week for inventory adjustment.

Saturday overtime was slated at two plants last week, Ford Metuchen and Ford Wayne.

GM has slated Saturday overtime at seven plants this week. They are Lansing, Flint, Arlington, Linden, Oklahoma City, Tarrytown and Willow Run.

The breakdown for last week's production was: GM, 63.20 percent; Ford Motor, 23.02 percent; Chrysler Corp., 8.59 percent; Volkswagen, 2.99 percent; American Motors, 2.15 percent; and Checker Motors, 0.05 percent.

Truck production shows decline of 3 pct. for week

Domestic truck production so far this year shows a drastic decline from the 1979 year-to-date output.

Year-to-date, U. S. truck makers have built 1,519,333 units, a big 49.24 percent drop from the 2,993,314 units produced through the comparable week last year.

Last week's output was 38,340, down 3.20 percent from the previous week's 40,127 and down 28.42 percent from the 54,264 units assembled the same week last year.

Ford's Kentucky plant closed one line last week for inventory adjustment. Ford's Lorain (O.) truck plant will resume operations today after closing Dec. 1.

General Motors has slated Saturday overtime at three plants this week; Baltimore, Janesville, and St. Louis.

Chrysler closing, dip at Ford cut Canadian output

Canadian auto production dropped 22.22 percent last week as Chrysler Corp.'s Windsor car point continued downtime and Ford Motor Co.'s output was down.

The auto makers scheduled 15,611 units last week, down from the previous week's 20,073 and off 30.73 percent from the 22,537 completed in the comparable week last year.

Truck production, planned at 13,273 units last week, was up 2.88 percent from the previous week's 12,901 but down 2.46 percent from the 13,608 completed in last year's comparable week.

Chrysler's Windsor car plant, reopening today (Dec. 15) after being closed since Nov. 24, will remain closed after the holidays. It will resume operations Jan. 19.

In addition, Chrysler's Pillette Rd. plant will not reopen until Jan. 12.

The late reopenings are due to heavy inventories of unsold vehicles.

breaking news

Continued from Page 1

initial budget of $3.5 million. It will be chaired by former Watergate Prosecutor Archibald Cox, with the assistance of Donald Kennedy, president of Stanford University, and William O. Baker, chairman of Rockefeller University.

EPA orders GM to recall 570,000 '79s

WASHINGTON. — The EPA last week ordered General Motors to recall 570,000 of its 1979 Pontiacs, Buicks and Oldsmobiles because they fail to meet oxides of nitrogen standards. EPA said the cars missed the 2.0-grams-per-mile standard by an average of 35 percent. The cars have 301-CID two-barrel V-8s and automatic transmissions. Models involved are the Pontiac LeMans, Grand Am, Grand Prix, Catalina, Bonneville and Firebird, the Buick Century, Regal and LeSabre and the Oldsmobile 98. GM has 45 days to submit a remedial plan or to request a public hearing.

Honda-Renault agreement hinted

TOKYO.—Reports here say that Honda and Renault may soon sign an agreement for joint production of a Renault model in Japan. Under an existing agreement, BL, Ltd., will produce a version of a Honda design in the UK. Under still another arrangement, between Nissan and Volkswagen, a VW model will be produced in Japan.

Chrysler extends Christmas downtime

DETROIT. -- Chrysler Corp. will extend Christmas downtime at five U.S. plants. The company's K-car plants, Jefferson Ave. and Newark; the St. Louis plant, and the Warren truck plant, originally scheduled to reopen Jan. 5, will not resume operations until Jan. 12. The Lynch Road plant, which reopens today (Dec. 15), will remain down after the holiday hiatus until Jan. 19. All plants will close Dec. 23 for the holidays. See story on Page One.

GMAC runs record radio campaign

NEW YORK. — GMAC is running a record radio schedule on CBS, NBC, Mutual and Keystone radio networks, with additional spots in the top 50 markets, during Dec. 10-23 and Jan. 5-26. Purpose is to point out that auto financing rates have not risen like the prime rate, that rates haven't changed much over the past few years and that GMAC financing is available at dealerships. Buyers are encouraged to visit dealerships.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 13, 1980	Same Week 1979	Week Ended Dec. 6, 1980	Dec. to Date	Jan. 1, to Dec. 15, 1979	Jan. 1, to Dec. 13, 1980
CHEVROLET	16,694	16,235	16,909	64,680	948,767	461,067
DODGE/PLYMOUTH	1,700	4,550	1,712	6,066	307,926	113,298
FORD	10,232	21,913	11,520	69,925	1,010,155	562,873
GMC	5,024	5,742	4,900	23,502	329,703	148,675
INTERNATIONAL	1,730	....	1,726	6,788	115,642	63,164
MACK	485	630	248	1,934	35,389	22,010
JEEP	1,740*	2,975	1,740*	8,843	182,429	77,861
AMC CORP.	85*	450	85*	425	21,405	7,956
VOLKSWAGEN	650	869	687	2,976	1,798	26,404
MISCELLANEOUS	500*	900	600	2,400	40,100	36,025
Total Trucks, U. S.	38,840	54,264	40,127	187,539	2,993,314	1,519,333

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 13, 1980	Same Week 1979	Week Ended Dec. 6, 1980	Dec. to Date	Jan. 1, to Dec. 15, 1979	Jan. 1, to Dec. 13, 1980
CHRYSLER CORP.	1,600	1,600	1,666	4,679	55,577	48,988
FORD MOTOR	4,500	4,700	3,628	18,248	214,878	170,923
GENERAL MOTORS	6,838	6,038	7,256	30,691	281,186	232,743
AMERICAN MOTORS	....	1,060	....	....	51,924	18,127
INTERNATIONAL	295	150	301	1,500*	19,981	15,389
MACK	40	60	50	148	3,757	1,999
Total Trucks, Canada	13,273	13,608	12,901	55,266	627,303	488,169
N. American Trucks	52,113	67,872	53,028	242,805	3,620,617	2,007,502

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 13, 1980	Same Week 1979	Week Ended Dec. 6, 1980	Dec. to Date	Jan. 1, to Dec. 15, 1979	Jan. 1, to Dec. 13, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	16,536	177,747	159,613*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	13,050	19,375	13,413	85,874	896,347	610,246
Plymouth Total	6,800	7,770	6,135	40,082	363,051	280,890
Horizon	....	3,770	....	8,616	166,614	141,735
Volare	....	3,310		....	182,071	51,735
Gran Fury	....	390	....	269	5,074	14,069
Caravelle	100	300	123	525	9,292	5,925
Reliant	6,700	....	6,012	30,672	....	67,426
Chrysler Total	1,300	3,605	1,448	9,837	180,618	77,472
Chrysler	....	855	....	1,713	76,859	18,321
LeBaron	1,300	2,750	1,448	6,817	103,759	59,151
Imperial	....	....	....	1,307	....	....
Dodge Total	4,950	8,000	5,830	35,955	352,678	251,884
Omni	....	3,010	....	7,320	145,258	118,933
St. Regis	....	365	....	574	25,429	12,864
Diplomat	550	1,225	616	3,185	50,484	29,155
Aspen	....	3,400	....	....	131,507	36,881
Aries	4,400	....	5,214	24,876	....	54,051
FORD MOTOR	34,955	44,529	26,611	164,846	1,985,112	1,229,062
Ford Division	23,524	29,327	17,433	111,157	1,331,272	875,079
Pinto	....	3,501	....	....	169,180	68,179
Must./Must. II	4,992	5,813	1,115	20,706	365,311	219,481
Fairmont	2,792	6,387	2,646	13,133	207,198	193,043
Granada	1,466	2,443	....	15,441	138,661	100,255
LTD II	....	....	....	....	22,746	....
Thunderbird	3,237	6,056	3,227	9,944	261,001	113,794
Ford	1,688	5,127	1,689	9,593	167,175	87,375
Escort	9,349	....	8,756	42,340	....	92,952
L-M Division	11,431	15,202	9,178	53,689	653,840	353,983
Mercury Total	9,763	11,660	7,492	44,598	505,236	304,484
Bobcat	....	523	....	....	42,789	12,445
Capri	2,084	1,840	511	7,679	107,050	64,620
Zephyr	1,048	2,158	1,098	5,720	61,100	64,161
Cougar/Monarch	542	2,114	....	....	60,549	21,967
XR-7	1,357	2,455	1,217	9,641	135,406	55,983
Mercury	1,294	2,570	1,318	6,557	98,342	52,876
Lynx	3,438	....	3,348	15,356	....	32,432
Lincoln Total	1,668	3,542	1,686	9,091	148,604	49,499
Lincoln	831	1,161	842	4,606	70,815	21,178
Versailles	....	243	....	....	11,864	1,866
Mark VI	837	2,138	844	4,485	65,925	26,455
GENERAL MOTORS	95,897	113,569	96,093	429,797	5,062,002	3,889,937
Buick Division	19,534	18,883	18,903	82,441	769,021	740,489
Skyhawk	....	....	....	....	24,419	....
Skylark	4,949	4,543	5,371	23,178	116,627	207,639
Century	3,653	3,418	3,433	14,612	69,746	157,320
Regal	5,322	4,382	4,822	22,048	252,406	193,645
Buick	4,255	5,350	3,986	17,414	248,976	140,472
Riviera	1,355	1,190	1,291	5,189	56,847	42,013
Cadillac Division	5,972	7,200	5,462	22,289	338,512	190,738
Seville	1,005	1,180	1,026	3,337	47,117	32,867
Cadillac	3,688	4,630	3,228	13,378	226,253	106,693
Eldorado	1,279	1,390	1,208	5,574	65,142	51,178
Chevrolet Division	38,590	49,085	39,165	180,541	2,220,781	1,672,373
Chevette	9,505	8,900	9,491	41,496	404,502	437,428
Monza ('80)	....	3,040	....	10,053	154,736	147,768
Camaro	2,365	5,480	2,299	9,897	255,173	112,445
Citation	10,490	11,070	10,400	46,059	312,276	435,765
Malibu	6,690	7,165	7,185	29,920	382,706	255,720
Monte Carlo	3,740	4,510	3,958	16,879	225,424	117,235
Chevrolet	4,800	7,920	4,838	21,713	438,394	123,938
Corvette	1,000	1,000	994	4,524	47,570	42,074
Oldsmobile Division	22,498	21,906	23,152	91,046	1,010,552	735,709
Starfire	6,615	655	7,092	13,707	22,032	13,707
Omega	3,055	2,232	2,898	11,806	55,261	106,701
Cutlass	5,222	9,539	5,743	34,437	515,152	358,143
Oldsmobile	6,485	8,330	6,327	26,918	365,288	220,534
Toronado	1,121	1,150	1,092	4,178	52,819	36,624
Pontiac Division	9,303	16,522	9,411	53,480	723,136	550,628
Acadian†	255	300	257	1,305	16,761	18,432
Sunbird ('80)	....	2,679	....	13,475	103,041	145,628
Phoenix	2,931	2,883	3,023	13,914	85,766	129,500
Firebird	1,717	3,800	1,736	6,577	190,060	75,623
LeMans	1,620	1,730	1,491	8,021	87,805	61,035
Grand Prix	2,280	2,410	2,403	8,809	95,125	70,943
Pontiac	500	2,720	501	1,379	144,578	49,467
VOLKSWAGEN	4,550	6,081	4,171	19,905	169,107	185,950
CHECKER	85*	80	85	359	4,479	3,056
Total Cars, U. S.	151,812	187,786	143,648	717,317	8,294,794	6,077,864

CANADIAN CAR PRODUCTION

	Week Ended Dec. 13, 1980	Same Week 1979	Week Ended Dec. 6, 1980	Dec. to Date	Jan. 1, to Dec. 15, 1979	Jan. 1, to Dec. 13, 1980
AMERICAN MOTORS	591	....	516	1,966	....	2,526
CHRYSLER CORP.	....	4,400	....	1,404	126,528	67,514
FORD MOTOR	1,448	6,312	5,488	23,500	276,831	241,195
GENERAL MOTORS	13,347	11,600	13,867	63,378	545,169	485,991
VOLVO	225	225	202	1,102	8,575	9,572
Total Cars, Canada	15,611	22,537	20,073	91,360	957,103	806,798
N. American Cars	167,423	210,323	163,721	808,667	9,251,897	6,884,662
N. American Trucks	52,113	67,872	53,028	242,805	3,620,617	2,007,502
North American Cars and Trucks	219.536	278,195	216,749	1,051,472	12,872,514	8,892,164

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

12/24/80 C 2707-1 U

Automotive News

Detroit, December 22, 1980

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Ford enlists Toyo Kogyo for help with '84 minicar

By Paul Lienert
Contributing Editor

DEARBORN.—Ford Motor Co. has asked its Japanese partner, Toyo Kogyo, to supply it with major components for a new U. S.-built front-drive minicar Ford plans to introduce in the 1984 model year to compete with the new front-drive S-car mini from General Motors, according to company sources here.

Ford apparently had discussed the minicar project with Toyota, but the Japanese firm reportedly is now seeking to launch a joint venture with Ford to build small commercial / utility vehicles in the U. S.

"We've discussed minicars with both companies, but the decision on who will build it or supply parts for it won't be made until after the first of the year," said Walter Hayes, Ford vice president for public affairs.

"The decision may be another seven to eight weeks away," he added.

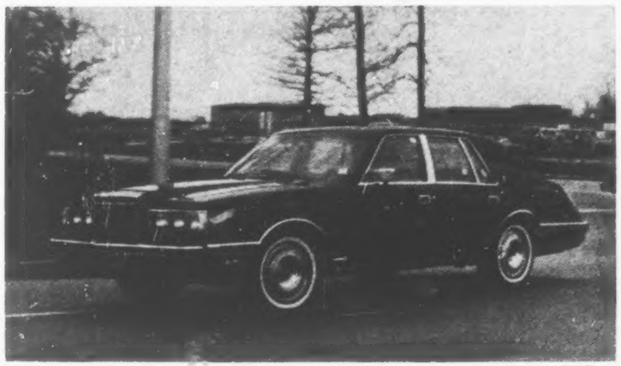
Ford is seeking help from Japan in developing a front-drive minicar that would be smaller than its subcompact Escort because the U. S. firm already has its engineering and design capacity stretched to the limit in redesigning its larger cars over the next five years.

Briefly, Ford plans to introduce front - drive replacements for the Fairmont/Zephyr compacts in '83½, codenamed "Topaz;" front - drive replacements for the full-size Ford, Mercury and Lincoln cars in '86, codenamed "Taurus," and an all-new front-drive minicompact for 1986-87, codenamed "Optim."

The Optim program, which replaces the earlier Apex mini-

Continued on Page 21, Col. 3

'82 baby



Jim Dunne

Downsized Continental to replace Versailles

Ford Motor Co.'s entry in the luxury small-car market will be a downsized Lincoln Continental, expected next fall as a 1982 model. With an estimated length of just over 200 inches it will be a foot shorter than the Imperial and several inches shorter than Seville. It features the "bustle-back" look. Story on Page 2.

A Christmas Fantasy

or, Praise the Lord and Pass the Legislation

'Twas the night before Christmas and all through the land
New-car sales reminded of Custer's last stand.
From Boston to Dallas, L. A. to Ann Arbor,
Henry Ford warned us all of a new Pearl Harbor.
Like a modern-day Paul Revere in Fiesta he rode
And warned our economy imports would erode.

Doug Fraser joined ranks the makers to save,
Causing poor Walter Reuther to spin in his grave.
Since companies and union all shared common dread,
Politics had got these strange fellows in bed.
When Carter complained to Japan, why, by golly,
They were very polite and they told him "so solly."

Then Santa appeared in a shiny new car
Wearing a shirt that said "I shot J. R."
From the windblown snowdrifts we could see something climb;
A sleigh of reindeer? Good grief, it's the prime!
Past the top of the house like a space shot it went
Now 13, now 16, now 21 percent.

Santa's bag overflowed with fine gifts we all like—
Several liberal Congressmen's heads on a pike;
A new car for Volcker (with 24 percent loan),
For Mazda what looks like a Ford Escort clone;
For Reagan a four-year contract with no cuts,
For Carter a shortage and price hike for nuts;

A wealthy French suitor for poor AMC,
And a new Datsun truck plant for dear Tennessee;
New top-level bosses for GM and Ford,
At Chrysler, old Blue Eyes will help chair the board.
The Government sought to help Chrysler to live
So to help bail it out, it gave Lee a sieve.

When the Russians invaded and shouldn't have oughta,
Some Canadians couldn't get gas for their Lada.
Santa gave out the gifts and got into his sleigh
And 8-6-4'd through the night to the Pole far away;
But we heard him exclaim as he finished his job:
"Merry Christmas, Detroit . . . We'll miss you, Bob."

—RICHARD A. WRIGHT

Concessions sought from suppliers, workers, lenders

Chrysler asks another $400 million

By Edward Lapham
Financial Editor

Chrysler Corp. last week went back to its federal loan guarantee board with a request for $400 million in additional guarantees and a revised operating plan which lopped more than $1.0 billion from its spending needs.

The plan included proposed concessions and sacrifices from suppliers, workers and lenders as well as internal cuts which will alter future product programs and trim white collar employment by more than 2,000,

Chrysler Chairman Lee Iacocca told a press conference he believed the loan guarantee board can and will give provisional approval to the new plan which will allow Chrysler to solicit the required support from its constituents in order to qualify.

Iacocca said the new plan allows profitability in 1981 if Chrysler gets 9.0 percent of a 9.6 million car market.

Iacocca said the company would seek to draw down as guarantees for as much as the auto makers has the required "matching funds." He hopes to have the new loans by mid-January when the company will really need them.

"We feel we should draw down as much as we can qualify for because the roughest times are directly ahead of us," said Iacocca.

The company already has drawn down $800 million in guaranteed loans this year.

The loan guarantee board must approve the new plan as "viable."

When asked what happens without board approval, Iacocca said. "There is no future."

Iacocca said the company was not in a rush to draw down additional guarantees because it was uncertain of support from the incoming Reagan Administration.

He said he believes the new administration will honor the loan guarantee arrangement because it is law and "a national policy."

Chrysler also has sought aid

Continued on Page 21, Col. 3

breaking news

Cadillac Cimarron to start at $12,500

DETROIT.—The new Cadillac Cimarron, a luxury four-door version of the General Motors J-car subcompacts, will be priced at about $12,500 when it is introduced in early May. Two other J-car models, the Chevrolet Cavalier and Pontiac J-2000, will start at close to $6,500—higher than the compact X-cars, according to sources at GM.

600,000 suggestions from the staff

HIROSHIMA, Japan. — Employes of Toyo Kogyo Co., Ltd., offered some 600,000 suggestions for improving productivity and quality of Mazda vehicles during the past fiscal year, said Yoshiki Yamasaki, president.

See BREAKING NEWS, Page 23, Col. 1

Senate tables trade authorization measure, then adjourns

Japanese issue shuffled to Reagan

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—One of the final acts of Congress was its decision to punt the auto import question to the Reagan Administration.

The Senate tabled the resolution that would have given the president authority to negotiate a reduction in Japanese auto imports.

President Carter had said he was not going to use the authority anyway. But the sponsor of the bill, Senator Donald Riegle, Michigan Democrat, said the overwhelming approval of the measure in the House and the Senate's 65-to-12 vote to table rather than kill the measure would be a signal to the Japanese.

As a result of the tabling, the Senate Finance Trade Subcommittee will start hearings even before President-elect Ronald Reagan is inaugurated Jan. 20.

Senator John Danforth, the Missouri Republican who cosponsored the Riegle resolution, will chair the subcommittee.

He promised quick action, starting with hearings "to probe in depth to determine the precise nature of the problem, the needs to modernize plant and all other aspects of the automobile problem, with a view for trying to reach a sensible governmental approach to dealing with it."

Senator Robert Dole, the Kansas Republican who will head the Senate Finance Committee, will become a key figure as his party's major spokesman on the Hill for trade and tax matters.

Dole noted the importance of

Continued on Page 4, Col. 1

NEWSPAPER

As part of $600 million request to UAW

Chrysler asks wage, pension freeze

By Marjorie Sorge
Labor Editor

Chrysler Corp. last week asked the UAW to up its ante another $600 million in the company's life - or - death game. It would make the union's total sacrifice to the company over $1 billion in the last year.

Chrysler is now pleading with the union to accept a wage freeze for the duration of the current three-year contract which expires Sept. 16, 1982.

According to UAW President Douglas A. Fraser, the freeze would include both cost-of-living - adjustments (COLA) and the 3 percent annual improvement factor and would be extended to all salaried, nonunion workers. Chrysler has also offered about 1,250 senior white-collar workers early retirement packages.

According to a Chrysler spokesman, the company has also asked that pension benefits be frozen as of 1981. He said health insurance benefits would be left alone and the negotiated increases would continue.

Making any more concessions to the company must be approved by the UAW membership and Fraser said he and Marc Stepp, union vice president and director of the Chrysler department, will recommend reopening negotiations on the current contract.

The 200-member International Chrysler Council meets today (Dec. 22) in Detroit, but no action can be finalized until at least Jan. 12 when most Chrysler plants reopen.

If the union accepts these conditions, Chrysler will save $250 million in 1981 and $350 million in 1982, but it may create problems for the union with other companies.

- Ford Motor Co. has indicated it will also be interested in asking the union for contract concessions "to remain competitive," a spokesman said. Peter J. Pestillo, Ford vice president for labor relations, has said the previous concessions to Chrysler have already put Ford at a competitive disadvantage.

If Ford does seek concessions it would leave the door wide open for General Motors, American Motors and supplier companies organized by the UAW to ask for concessions.

"If the UAW should make concessions to Ford and Chrysler, the next bargaining round will be very difficult," said Maryann Keller, vice president of Paine Webber Mitchell Hutchins, Inc. "How can they deal with GM?" she asked. "The union's bargaining power will be very weak."

She said she doesn't expect GM to ask for any concessions and said she sees this as the end to pattern bargaining, leaving each company to set its own pact with no guidelines from a "target" company.

Currently, however, the UAW has no real choice but to give Chrysler the concessions it is asking, according to one union source. But, he said, there will have to be a clause in the contract giving the money back to the workers if Chrysler becomes profitable.

- Lee A Iacocca, Chrysler chairman, told the UAW the company is in dire need of more union concessions if it is to survive. The question will be how much of the proposed package the union membership will agree to, UAW sources said.

Fraser told reporters, "I've never gotten everything I asked for in collective bargaining, and there's no reason to expect they will in this case."

"I don't have anything to negotiate with except their jobs," Iacocca said at a news conference last week.

The current proposal calls for hourly base wages of the workers to be frozen at $9.47 for the rest of the contract rather than being raised to $9.75 in 1981 and $10.04 in 1982.

With fringes included, the hourly rate would stay at $17.31 in 1981 rather than $20.45. In 1982, it would be $17.52 because of the "creep" increases in areas such as Social Security, instead of $22.11 with regular increases.

"We have a lot of good jobs at $17.50 an hour," Iacocca said. "We don't have any at $20 an hour."

According to a Chrysler spokesman, the workers just got an additional $2.31 an hour on Dec. 12 which was negotiated in the modified January, 1980, contract. The increase consisted of a $1.32 "float" and 99 cents COLA. Workers are not due for another increase until March, 1981.

In the normal round of bargaining in 1979 between the UAW and Chrysler, the union agreed to a contract giving the company $203 million in concessions. In January, 1980, the Loan Guarantee Act required an additional $243 million in savings from the union which brought the total to $446 million.

VOLVO
VOLVO CONCEPT CAR

Future ideas on wheels

The Volvo Concept Car made its only U.S. appearance at Disney World, Orlando, Fla., where it highlighted introduction of the 1981 Volvo line. Joseph L. Nicolato, left, general manager of Volvo's U. S. Field Operations Division, discusses the "showcase" of future product ideas with Ray Tanner, president, Ray Tanner Motors, Phoenix.

Stockman holds key budget post on Reagan team

'Ventilation' of auto rules sought

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—One of the truisms of government is that there exists a man behind the scenes who knows how things work and who can gum it all up when occasion demands.

In the Nation's Capital, there are many—in Congressmen's offices, in agencies, in departments. Some are more effective than others—some even as good as they themselves think to be.

But, as every bureaucrat knows, the single most powerful ally or enemy for their programs is a director of the Office of Management and Budget. And so do the lobbyists, since they may scurry there to reduce the budget of a line item, possibly even one of the agency head had just sweated blood to get pumped up.

As for reporters, they are lucky if they can even find the middle guy who is manipulating the pursestrings—much less getting him to talk, whether on or off the record.

The new head of that powerful office under the Reagan Administration is David Alan Stockman, of Michigan State and Harvard Divinity School. The Michigan Congressman, a 34-year-old bachelor and member of the House Commerce Committee, is well known to the auto industry, but perhaps not very well understood by anyone.

He is known for his gift of computer-like total recall, which can spew out enormous amounts of data. He can perform lightning calculations guaranteed to show the costs exceed the benefits.

Stockman's star was rising in Congress as a man who knows how to operate—he slipped in a couple of Chrysler amendments to the 1980 fuel economy law and he started the whole air-bag debacle that Congress never did finish by a seemingly simple amendment, stating the consumer should have free choice of a restraint system.

His star rose even more when he drew Candidate Reagan's attention, first as a double for John Anderson (for whom he used to work) in a mock debate and then as a stand-in for Carter during another mock session.

Now he has a chance to show

Continued on Page 22, Col. 1

Kudos for K-car

DETROIT. — Motor Trend magazine has selected Chrysler's K-car as its Car of the Year and will announce the award shortly.

'82 Lincoln Continental smaller than Seville

By Paul Lienert
Contributing Editor

Ford Motor Co. is planning to unveil a new car next fall for those well-heeled souls who believe luxury should come in small packages.

Ford in '82 will offer its smallest U. S.-built luxury car when it introduces the new Lincoln Continental, the successor to the ill-fated Lincoln Versailles which was dropped for '81.

The '82 Continental will be considerably smaller than the competition from Chrysler and General Motors. Industry sources say the baby Lincoln will tip the scales at about 3,400 pounds—about 600 pounds less than the Chrysler Imperial and Cadillac Seville.

With an estimated overall length of just over 200 inches, the Continental will be about a foot shorter than the Imperial and several inches shorter than Seville.

The only U. S. luxury car that will be smaller than Continental in '82 is the Cadillac Cimarron, which bows in May. Cimarron is Cadillac's four-door version of the new General Motors J-car, a front-drive subcompact series that eventually will be offered by every GM passenger-car division.

A sneak photo of an early prototype shows the new Lincoln bears a strong resemblance to both the Imperial and Seville. The car carries the traditional stand-up Lincoln grille, flanked by dual rectangular headlamps. The rear end resembles the classic "bustleback" styling theme revived last year on the new Seville and picked up this fall by the Imperial. The new Lincoln, as on past models, will also get a mock spare-tire motif on the deck lid.

The usual array of power equipment — brakes, steering, seats, windows—will be standard, along with a choice of custom sound systems and plenty of high-level trim options.

It is believed Ford will install

Continued on Page 4, Col. 3

Dec. 1-10 tally of 174,898 up nearly 5 percent

New-car sales top year-ago total

By Jenny L. King
Staff Writer

U. S. auto makers notched their fifth increase against 29 declines this year as Dec. 1-10 new-car sales squeezed ahead of the 1979 level. Early-December retail sales totaled 174,898, up 4.86 percent from 166,790 last year.

On a daily-rate basis, sales were down 6.79 percent. With nine selling days this year, the average was 19,433, compared with 20,849 based on eight days in 1979.

Three of the five major auto makers were up for the period. Chrysler Corp. announced a sales increase of 15.45 percent, to 18,535 from 16,054 last year (up 2.59 percent daily rate). General Motors sales of 108,585 were up 5.48 percent from 102,946 (down 6.24 percent daily rate). Volkswagen of America was up 36.31 percent to 3,690 from 2,707 (up 21.30 percent daily rate).

Ford Motor Co. missed its 1979 mark by a few hundred units. Its sales numbered 39,688, down 1.72 percent from 40,383 (down 14.47 percent daily rate). Estimated sales of American Motors cars were 4,400, down 6.38 percent from 4,700 (down 16.84 percent daily rate).

Of the early-December market, GM earned 62.08 percent, up from 61.72 percent. Ford's share slipped to 22.69 percent from 24.21 percent. Chrysler sales accounted for 10.60 percent, up from 9.63 percent. VWoA had 2.11 percent, up from 1.62 percent, and AMC dropped to 2.52 percent from 2.82 percent.

Seven U. S. makes reported sales increases compared with their year-ago levels. Plymouth sales climbed 37.65 percent, Dodge was up 29.09 percent, Ford was up 2.94 percent, Chevrolet was up 6.76 percent, Oldsmobile was up 0.92 percent, VW was up 36.31 percent and Buick leaped 60.83 percent. The wind-up of a long sales incentive program was responsible for the extraordinary performance at Buick.

Chrysler sales dropped 30.84 percent, Mercury was down 0.49 percent, Lincoln was down 43.99 percent, Cadillac was off 28.99 percent and Pontiac sales tumbled 23.08 percent.

Dec. 1-10 top-selling nameplates were: Chevrolet Citation, 10,117; Ford Fairmont, 8,408; Chevrolet Chevette, 7,570; Ford Escort, 7,224, and standard Chevrolet, 7,222. One year ago, the top five were Citation, standard Chevrolet, Chevette, Fairmont and Chevrolet Malibu.

Year-to-date domestic sales totaled 6,281,765, down 20.77 percent from 7,928,352 last year at this time.

DOMESTIC SALES

	Dec. 1-10, 1980	Dec. 1-10, 1979
AMERICAN MOTORS	4,400†	4,700†
Chrysler	3,360	4,858
Imperial	274	——
Plymouth	7,202	5,232
Dodge	7,699	5,964
CHRYSLER CORP.	18,535	16,054
Ford	28,184	27,378
Mercury	9,654	9,702
Lincoln	1,850	3,303
FORD MOTOR	39,688	40,383
Buick	24,666	15,337
Cadillac	5,652	7,959
Chevrolet	43,337	40,593
Oldsmobile	20,547	20,359
Pontiac	14,383	18,698
GENERAL MOTORS	108,585	102,946
VOLKSWAGEN	3,690	2,707
INDUSTRY TOTAL	174,898	166,790

† —Estimate.

IH expecting loss to follow 3-month gain

CHICAGO.—International Harvester Co. reported a profit in the final quarter of its 1980 fiscal year, but it is anticipating a loss in the first three months of fiscal 1981.

The company said earnings in the quarter ended Oct. 31 amounted to $20.2 million, down 86 percent from the year-ago $147.6 million. Sales totaled $2.32 billion, a drop of about 7 percent from last year's $2.49 billion.

A first-quarter loss is expected because "the recent sharp rise in interest rates is once again putting pressure on customer demand in all markets," said Archie R. McCardell, chairman.

He added that the company expects interest rates to decline gradually beginning in February or March, and that the company hopes to report a profit for the full year.

Harvester lost a record $397.3 million in fiscal 1980 as a result of a six-month UAW strike which ended in April and record interest rates that caused a sharp reduction in demand for the company's products, McCardell said.

Sales for fiscal 1980 were down 25 percent, from $8.39 billion the previous year to $6.31.

"In the two three-month periods following the strike," McCardell said, "International Harvester has reported earnings, has regained market-share momentum, has exceeded its cost-improvement targets and has maintained low dealer inventories."

Marking Mercedes milestone

Heinz Glass, left, general manager of the Mercedes-Benz diesel truck assembly plant in Hampton, Va., receives the keys to the 1,000th truck built in the U. S. from Glenn Ford, quality control inspector. Mercedes-Benz opened the plant in June.

1,000th U. S. Mercedes built

HAMPTON, Va. — Mercedes-Benz of North America reached a milestone with the assembly of the 1,000th truck at the company's plant here on Dec. 4.

Production started in early June with two trucks a day at the facility in Virginia's Tidewater region. As new personnel were trained in assembly techniques, production increased to the present 14 trucks a day.

The 1,000th truck was a white Mercedes-Benz L-1116, which has a gross vehicle weight of 25,000 pounds and is powered by a 160-HP turbocharged diesel engine. Major components for the milestone truck and others built in Hampton are shipped in semi-knocked-down configuration from the Daimler-Benz AG subsidiary in Sao Paulo, Brazil.

In addition to the L-1116, the Hampton plant also is producing the heavier L-1316 model, which has a GVW of 30,000 pounds. The two models account for more than half of the Mercedes trucks sold in the U. S.

Other models will be phased into the assembly operations later. These include the L-1013, L-1113 and the L-1418, which range from 22,000 pounds GVW up to 32,225 pounds.

The Hampton facility has an annual capacity of 6,000 trucks. However, due to startup proce-

Continued on Page 16, Col. 5

Large and medium-size outlets fare better, survey finds

Bigger is better for RV dealers in '80

By Patricia A. Kelsey
Staff Correspondent

ST. PETERSBURG, Fla. — Parts sales in the do-it-yourself RV market have increased this year and RV sales in the large and medium-sized dealerships have increased, according to an AUTOMOTIVE NEWS survey here.

The big dealerships are continuing their winning ways and their strength has carried them through the rough market conditions to a point where they are now experiencing healthy sales gains.

The medium-sized dealers, like the strong dealers, report record increases, while the smaller dealer has remained the same saleswise this year as last.

Trends in buying patterns, by and large, find customers "finally cognizant of the fact that their newly purchased $10,000 car won't carry much weight, necessitating a forced move to lighter units," said one dealer.

Those who in the past bought the large units loaded with extras continue to want such units this year, other dealers reported.

A large-volume St. Petersburg dealer, C. J. Stoll had a busy summer and fall.

"We had a resurgence through May of last year, with a slight slackening through December, 1979," said Bob Troke, general manager. "Since that time we've sold the same number of units we did last year."

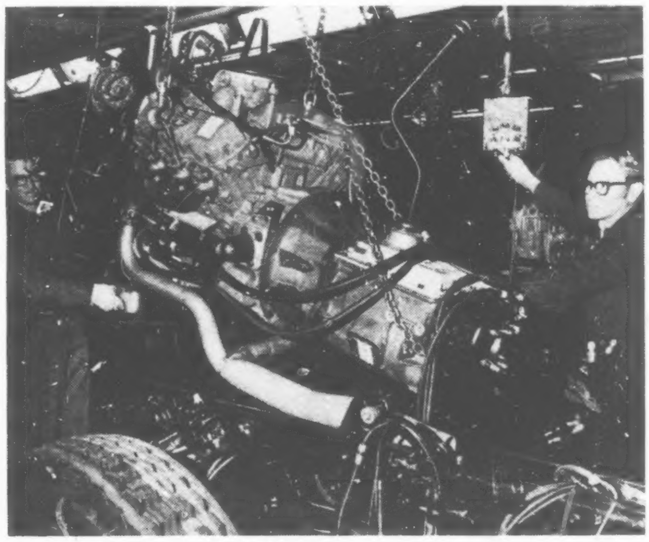
Summer is normally a slack period, he added, "but this year we made money in our five summer months."

The best movers are equally distributed, he said. Motor homes have been going well mainly because "we're heavy into motor homes. We do cover, though, the whole RV field with the exception of the fold-down units."

Troke said gross and profit margins are higher this year. On percentage of sales, he said profits are running about 17 percent. "But that's not a net figure, just a percentage of the profit of sales."

Although financing availabil-

Continued on Page 16, Col. 1



Ford installs 175,000th mid-range diesel

Ford Motor Co., which has been building mid-range diesel trucks since 1962, recently installed the 175,000 engine at its Kentucky Truck Plant. Ford claims it has produced more than 10 times the number of mid-range diesel trucks sold by all imported-diesel distributors since 1973.

truck industry news

Totals down in 7 of 8 weight groups

October registrations drop to nine-year low

October registrations of new trucks of all types in the U. S. dropped to their lowest level since 1971, and were down 41 percent from the total for the same month a year ago.

During the month, according to R. L. Polk & Co. statistics, 185,434 units were registered, compared with 314,229 in 1979. In October 1971, the count was 185,356 units. It also was the first time in six years that the October total failed to top 200,000.

The 10-month total of 2,095,919 registrations was down 29.1 percent from last year's 2,957,752 units, with declines in all three market segments and in seven of the eight weight classifications.

Medium trucks have been hit hardest in the 1980 tallies, suffering substantial losses at both the high and low ends of the market.

Registrations of these vehicles through October totaled 54,306, a drop of 58.1 percent from the year-earlier 129,657.

Because of the slump in big motor-home sales, Group 4 tallies were down 96 percent, from 4,881 a year ago to only 199. Dodge accounted for 190 of the total and the miscellaneous group the other nine.

The switch from gasoline power to the heavier, more fuel-efficient mid-range diesels by operators of Group 6 trucks continues to erode that group's totals with the increased weight moving vehicles at the high end of the classification into Group 7.

Ten-month registrations of

Continued on Page 14, Col. 3

HD registrations for 10 months off 9.7 pct. from 1979

Ten-month registrations of new heavy trucks in the U. S. totaled 163,437 units, according to R. L. Polk & Co. statistics, a decline of 9.7 percent from the year-ago 181,053, the alltime high for the period.

October tallies, however, were down 22.5 percent from last year's record levels, from 19,665 to 15,243 units.

Through October, registrations of Group 7 trucks soared to 66,560 units, an increase of 65.5 percent over last year's 40,221. Group 8 tallies, on the other hand, were down 31.2 percent, from the year-ago high of 140,832 to 96,877.

International, which lost heavy-truck sales leadership as a result of the six-month UAW strike, continues to eat into Ford's lead. In November, 4,529 Groups 7 and 8 International

Continued on Page 16, Col. 3

U. S. TRUCK REGISTRATIONS

10 MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	10 mos., 1980	Percent Share of '80 market	10 mos., 1979	Percent Share of '79 market	Pct. pt. Change, '80-'79
Ford	659,289	31.46	952,396	32.20	− 0.74
Chevrolet	619,896	29.58	926,989	31.34	− 1.76
Dodge	196,507	9.38	313,381	10.59	− 1.21
GMC	155,201	7.40	239,785	8.11	− 0.71
Jeep	68,153	3.25	120,445	4.07	− 0.82
International	60,271	2.88	99,775	3.37	− 0.49
Plymouth*	24,764	1.18	16,766	0.57	+ 0.61
Mack	18,000	0.86	25,044	0.85	+ 0.01
Kenworth	9,662	0.46	12,461	0.42	+ 0.04
Freightliner	9,148	0.44	11,229	0.38	+ 0.06
Peterbilt	6,019	0.29	7,324	0.25	+ 0.04
White	4,303	0.20	7,631	0.26	− 0.06
Autocar	1,293	0.06	1,824	0.06	....
Western Star	933	0.04	963	0.03	+ 0.01
Volvo	745	0.04	522	0.02	+ 0.02
Diamond Reo	89	....	....	....	....
Miscellaneous**	261,646	12.48	221,217	7.48	+ 5.00
TOTALS	2,095,919	100.00	2,957,752	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Kentucky, October, 1980.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

10 MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	10 Mos., 1980	Percent Share of '80 market	10 Mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	39,276	24.03	32,106	17.73	+ 6.30
International	32,340	19.79	56,828	31.39	−11.60
GMC	25,444	15.56	16,977	9.38	+ 6.19
Mack	17,510	10.71	25,044	13.83	− 3.12
Chevrolet	13,750	8.41	5,380	2.97	+ 5.44
Kenworth	9,662	5.91	12,461	6.88	− 0.97
Freightliner	9,148	5.60	11,229	6.20	− 0.60
Peterbilt	6,019	3.68	7,324	4.05	− 0.37
White	4,303	2.63	7,631	4.21	− 1.58
Autocar	1,293	0.79	1,824	1.01	− 0.22
Western Star	933	0.57	963	0.53	+ 0.04
Volvo	743	0.46	522	0.29	+ 0.17
Diamond Reo	89	0.06	....	....	+ 0.06
Miscellaneous	2,927	1.79	2,764	1.53	+ 0.26
TOTALS	163,437	100.00	181,053	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Kentucky, Oct., 1980.

During October

Truck registrations drop to '71 level

Continued from Page 6

Group 6 trucks were down 57.4 percent from a year ago, 52,306 versus 122,430. The Group 5 count was off 16.2 percent, from 2,346 units in 1979 to 1,966.

Because of the growth in demand for the mid-range diesels, the heavy-truck market has suffered the least decline in 1980 registrations. The 10-month total was down only 9.7 percent, from a record 181,053 last year to 163,437 units.

Group 7 tallies through October were at an alltime high of 66,560 units, an increase of 65.5 percent over last year's 40,221, the previous 10-month mark. And the 1979 total was 28 percent higher than the previous year's 31,445 units.

The recession and decline in freight hauled by over-the-road trucks have resulted in a sharp decline in sales of the Group 8 vehicles. Registrations through October totaled 96,877, down 31.2 percent from the record 140,832 units tallied in the same period a year ago.

Light - truck registrations for the 10 months totaled 1,878,176 units, a decrease of 29 percent from last year's 2,647,042.

- Group 3 registrations were off 84.8 percent in the January-October period, from 38,499 a year ago to 5,843. As with the Group 4 tallies, the decline in Group 3 was due principally to the sag in RV demand.

Ten-month Group 2 registrations totaled 914,217 units, a decrease of 40.3 percent from the year-ago 1,530,783. This group's tallies have been falling steadily since the fuel crisis early in 1979 and owners' switch to more fuel-efficient vehicles.

Upturn in sales of the Japanese-built compact pickups and the introduction of the Volkswagen compact softened the impact of lower truck sales on Group 1 tallies. Over the 10-month span, 958,116 of these vehicles were registered, down 11.1 percent from last year's 1,077,760 units.

The miscellaneous group's share of the 10-month registrations showed a dramatic improvement as a result of the surge in sales of the imported compacts.

Tallies through October totaled 261,646 units, compared with 221,217 a year ago. The group's penetration was up five percentage points, from 7.48 percent in 1979 to 12.48 percent.

Story of Chrysler gamble detailed in Stuart's 'Bailout'

BAILOUT, The Story Behind America's Billion Dollar Gamble on the 'New' Chrysler Corporation. Reginald Stuart, and books, South Bend, Ind., 208 pages. $6.95.

Chrysler Corp., which has flirted with financial ruin on several occasions during its history, has attracted a number of crepehangers and journalistic prophets of doom over the years. It has not been the subject of much objective or scholarly work; Chrysler has not had the flamboyance of Ford Motor Co. nor the organizational supremacy and notoriety of General Motors to make it a popular subject.

However, it is not surprising that Chrysler's financial problems, which nearly forced the auto maker into bankruptcy a year ago and resulted in the Chrysler Corp. Loan Guarantee Act of 1979, have focused attention on the company. In fact, various authors are producing books which deal with the Chrysler financial mess in one form or another.

BAILOUT, was written by Reginald Stuart, who was the New York Times bureau chief in Detroit, and thereby that publication's auto expert, during Chrysler's struggle for federal assistance.

The book thoroughly details the history of the auto industry, stringing together anecdotes of importance in Chrysler's lineage which seem to lead, inevitably, to Chrysler's current plight, and beyond.

Stuart, who is recognized as a good reporter and writer in Detroit, stylized BAILOUT into an authoritative and direct history of the mess, which reads very closely to the New York Times style.

In fact, the book closely parallels the work Stuart did for the Times during the period. Like the Times, the book will very likely be considered by auto historians as the account "of record" of the Chrysler bailout, although there is still room for embellishment.

Included in the book are such historical items as the provisions of the act itself, as well as a member-by-member congressional vote record and a list of Chrysler's banks which were involved in the financing.

Chrysler's problems are not over. Stuart, who ended the book by writing that the Chrysler bailout "represents a crucial turning point in the finding of answers" to U. S. industrial problems, apparently believes a reindustrialization is nigh.

If that supposition is true, then BAILOUT will prove to be as significant as some of the earliest auto industry classics which taught American industry how to grow and prosper, and not merely a chronicle of struggles of a once-proud company.

Top executives named by Dana

TOLEDO.—Gerald B. Mitchell has been elected chairman and chief executive of Dana Corp., and Stan Gustafson has succeeded him as president.

As chairman, Mitchell replaces Rene C. McPherson, dean of the Graduate School of Business Administration at Stanford University. McPherson, chairman since 1972, has retired from Dana but continues as a director of the company.

Mitchell, 53, joined Dana's Canadian subsidiary 36 years ago. He became president of Dana Corp. in 1972 and chief executive officer last year. Gustafson, 50, has been with the company since 1958 and has been executive vice president since 1976.

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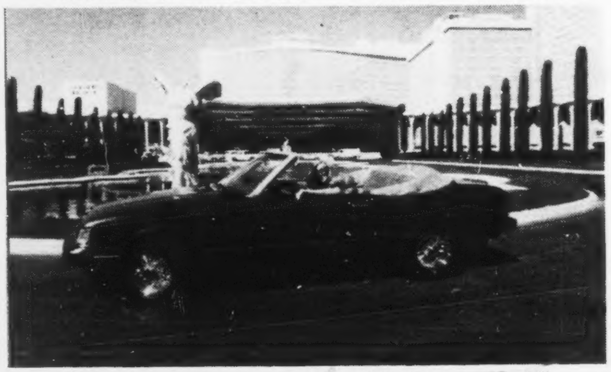

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Large and medium-size outlets fare better, survey finds

Bigger is better for RV dealers in '80

Continued from Page 6

ity was rough going for a while, Troke said, the dealership is in good shape now. He said that Stoll has its own financing, plus three other sources and doesn't have a floor plan.

"We own everything we have," he said.

Stoll plans to carry the same inventory as last year. But Troke said the dealership has run low on used units and will be stocking more new units.

Its customers continue to buy large and small units, with choices for luxury items remaining about the same as last year's preferences, Troke said.

Parts and service volume is up 20 percent, an increase brought on by Stoll's increasing its manpower "and several other adjustments," said Troke.

"We're one of the few dealers who can do just about anything to a coach, and our body shop is going full-blast," he said.

Dealers without as much clout as C. J. Stoll "have been going out of business over the past few years," Troke said.

- "The 22 percent floorplanning killed a lot of them, and the high interest rates put them under. Specifically, one area dealer has gone under this year, while another has reduced his stock drastically.

"I think the ones still in business now are pretty strong," Troke said.

With the decline in "the administration's talk of fuel shortages," said Bill Lunsford, RV Travel Center, St. Petersburg, he's enjoyed an upswing in business, most noticeably over the past four to five months.

Lunsford has changed his inventory in that he no longer handles large motor homes. "The largest I stock are 25-foot units which are fully equipped and go up to $27,000," he said.

He said he's had increased sales of the large van-type motor homes which are "more or less replacing the minihomes."

"These are expanded vans, like the Transstar and Transvan, with the Transstar being fully equipped just like a motor home, and we are enjoying extremely good business with these units," he said.

Gross and profit margins are better this year for RV Travel Center, "running about 25 percent," said Lunsford. He intends to maintain his current "bullish" inventory at $500,000.

He feels the biggest reason for increased sales is the easing of the gas scare.

"The price of gas did go up, but not nearly as high as we thought it would," Lunsford said. "We were anticipating $2 a gallon by now and it didn't materialize. Customers no longer bring up gas consumption. They appear content to accept the current gas price level and are living with it."

- When it comes to parts and service, RV Travel Center has been "overwhelmed in the past few months," said Lunsford. "When we should have had a slow period, it was just going like crazy," he said. "We now have four men and myself working ourselves to death."

Business has never been this good during a fall season, a normally slow period when only one or two salesmen were needed, said Lunsford. "We could use one or two more servicemen this fall," he added.

"Last year we did 50 percent better than the previous year," Ellen Cole, owner of Tri-County RV Sales, Clearwater, said. "Given that excellent year, one hard to improve on, we are nearing another 50 percent increase, running now a little more than one-third over last year."

Tri-County carries Starcraft, Scamper, Coleman, Trillium, and Palomino units. It does a big business in pop-ups, is a family-owned business, and considers itself a medium-volume dealer.

The best movers are the lightweight and smaller luxury-type units, Cole said. Travel trailers are down and the pop-ups are going best, she said.

"There is a lot of interest in real big motor homes, but financing is not easy to get," she said. "For example, we have a 29-foot unit, but five customers with good downpayments have not been able to get needed financing."

Inventory will remain consistent with market conditions, Cole indicated. She said service volume is good, and parts are moving rapidly. The latter was attributed to a marked increase in owners "fixing their own units."

In Holiday, just north of Clearwater, Keith Webb, World of Leisure, a small-volume outlet, noted that "business is basically the same as last year—flat."

"Granted, we figure that if we don't sink, that's considered a plus," he said. "But, we're disappointed that it has stayed so flat, because you're not making money when your costs continue to rise so rapidly."

- Financing is most difficult, said Webb, "No matter what any one says, the banks are being very selective. We are not a large-volume dealer, and I believe banks prefer to deal with larger dealers," he said.

World of Leisure carries Apache, Coleman and Rockwood units. The inventory will remain the same as last year.

Webb said he no longer carries motor homes.

"The working man is no longer buying these units unless they are used," he said. "The market for units in the area of $20,000 has pretty well dried up."

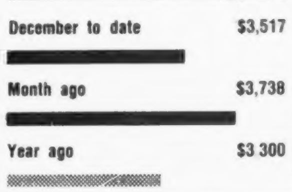
The economy is creating a customer who is more conservative and shops more, forcing dealers and factories to squeeze their profits more, he said.

"It's very difficult to make a good, honest gross," he said. "The car people started it when they began advertising $1 over invoice—and a lot of people look at that as a fact of life.

"They don't realize rebates from the factory keep those dealers going. And so, some customers have come in and offered me $50 over invoice if I'll show them the invoice," he said.

Used car sales

Auction averages



Model breakdown

Auction averages

	December To Date	November	October
1980	$5,644	$6,088	$6,311
1979	4,704	5,015	5,021
1978	3,611	3,879	3,793
1977	3,037	3,091	3,120
1976	1,999	2,148	2,223
1975	1,643	1,674	1,804
1974	1,135	1,248	1,343
1973	929	987	1,079
Overall Average	$3,517	$3,795	$3,665

HD registrations off for 10 months

Continued from Page 6

trucks were registered, compared with 2,545 Ford vehicles.

Going into the 11th month of the year, Ford's lead had been cut to slightly less than 7,000 units, 39,276 versus 32,340. At the end of August, Ford had a lead of about 10,500 units.

Ford's strength this year has been in Group 7 tallies. Through October, its Group 7 count was 27,396, compared with 14,622 for International. International was No. 1 in Group 8 registrations with 17,718, compared with 13,883 for GMC and 11,880 for Ford.

Mercedes marks 1,000th assembly at U.S. facility

Continued from Page 6

dures which include training personnel in assembly techniques, Mercedes-Benz officials expect the new plant to turn out some 3,000 units, during its first 12 months.

The 130,000-square foot Hampton facility is located on 45.3 acres in a recently developed industrial park. Mercedes-Benz also has an option on an additional 45 acres adjacent to the present site. This will provide for expansion at a later date if additional production facilities are needed.

While most parts used in the Hampton-produced trucks come from Mercedes-Benz do Brasil, other components come from West Germany and the U. S. More than 41 parts are sourced in the U. S., including turbochargers, fasteners, tires, batteries, electrical components and automatic transmissions.

It is expected that additional parts will come from North American sources in the months ahead, but nearly all major components (such as engines, axles, springs, cabs, etc.), will continue to come from Daimler-Benz plants in Brazil or West Germany.

Mercedes truck retail sales in the first 11 months of 1980 were 3,701 units, compared with 3,373 trucks in the same period last year, an increase of 9.7 percent.

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U. S. makers build 131,110 for week

Early closings trim car production

By Patricia Hoffman
Staff Writer

U. S. auto production was down last week due to the early holiday closings of Ford's San Jose and Chrysler's Jefferson, Newark and Belvidere points.

Planned output last week was 131,110, down 14.05 percent from the 152,543 units assembled the previous week, but up 16.12 percent from the 112,907 built the comparable week ended Dec. 22 last year when 16 assembly plants had closed one week early for the holidays.

So far this year, domestic auto makers have assembled 6,209,705 units, a 26.13 percent drop from the 8,407,174 cars built in the comparable 1979 period.

Breakdown for this year by company is: General Motors, 63.98 percent; Ford Motor, 20.40 percent; Chrysler Corp., 9.90 percent; American Motors, 2.60 percent; Volkswagen of America, 3.07 percent, and Checker Motors, 0.05 percent.

Overtime was slated at seven plants last week: Ford Metuchen and Ford Wayne, and GM's Tarrytown, Willow Run, Lansing, Arlington and Linden points.

All domestic car plants except those already down are scheduled to close Dec. 23 for the holidays.

breaking news

Continued from Page 1

End of line looms for Chrysler big-car plant

DETROIT. — Chrysler Corp. will mothball its Lynch Rd. plant April 3, according to union sources. A Chrysler spokesman said closing the plant is a definite possibility but no date has been set. He said it will depend on the market. UAW sources say the plant will work two weeks in January and then will be down three weeks in February and four weeks in March as it builds out. There are about 2,300 hourly workers at Lynch Rd. The plant builds the Dodge St. Regis, Chrysler Newport and New Yorker and Plymouth Gran Fury, all standard-size cars.

VWoA challenges EPA recall

WASHINGTON.—Volkswagen of America has challenged EPA over the recall of some 140,000 Rabbits and Sciroccos (97-CID engines with fuel injection) for allegedly failing to meet both HC and NOx standards. A hearing time and place will be set after 30 days. This is only the second time an EPA recall has been challenged. The first challenge was by Chrysler over a CO failure on some 208,000 '75 cars. EPA's action was upheld recently by the U. S. Supreme Court.

Volvo signs deal with Chinese

GOTEBORG, Sweden.—A five-year bilateral trade agreement with expected annual volume of $115 million has been concluded between AB Volvo and officials of Canton Province in Mainland China. Volvo will supply trucks, buses and machine tools in exchange for textiles.

VW and Renault plan joint effort

PARIS. — Executives of Renault and Volkswagen have signed a letter of intent to collaborate on the design, development and production of a new type of automatic transmission. A Renault spokesman said the two firms realize that present types of automatics are too inefficient.

'82 F-body intros delayed

DETROIT. — The traditional fall new-model introduction may become obsolete, at least at General Motors where the large volume of design work is causing new-model timing delays. Latest example: The redesigned F-body cars, Chevrolet Camaro and Pontiac Firebird, scheduled to bow next September, will now debut no earlier than November, according to a source. The new 1982 A-body cars, too, have reportedly been delayed as GM takes an "introduce-them-as-they-are-ready" attitude.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
CHEVROLET	13,888	15,275	17,089	78,963	964,076	475,350
DODGE/PLYMOUTH	1,800	4,550	1,717	7,883	312,564	115,115
FORD	14,627	19,663	10,198	84,518	1,029,998	577,466
GMC	5,317	5,162	4,621	28,416	335,074	153,589
INTERNATIONAL	1,730	....	1,757	8,545	115,642	64,921
MACK	485	630	433	2,367	35,964	22,443
JEEP	1,740*	2,975*	1,740*	10,583*	185,404*	79,601*
AMC CORP.	85*	450*	85*	510*	21,855*	8,041*
VOLKSWAGEN	650	702	808	3,784	2,333	27,212
MISCELLANEOUS	625	900	625	3,150	41,000	36,775
Total Trucks, U. S.	40,947	50,307	39,073	228,719	2,043,910	1,560,513

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
CHRYSLER CORP.	1,600	....	1,541	6,220	55,602	50,529
FORD MOTOR	4,476	4,784	4,579	22,803	219,373	175,478
GENERAL MOTORS	6,718	6,046	6,499	37,070	287,210	239,122
AMERICAN MOTORS	....	....	....	....	51,924	18,127
INTERNATIONAL	295	465	233	1,733	20,446	15,622
MACK	40	60	52	200	3,845	2,051
Total Trucks, Canada.	13,129	11,355	12,904	68,026	638,400	500,929
N. American Trucks	54,076	61,662	51,977	296,745	2,682,310	2,061,442

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production inches upward to 40,947 for week

Last week's planned output of 40,947 trucks was up slightly from the 39,073 built the previous week, but down 28.42 percent from the 50,307 units assembled in the comparable week last year.

Ford Motor Corp.'s Kentucky plant reopened last week after being closed the previous week for inventory adjustment.

All domestic truck points will continue operations until Dec. 23 at which time they will close for the holidays.

For the year to date, truck output is far below last year's. The 1980 total is 1,560,513, down 49.24 percent from the 2,043,910 built through the week ended Dec. 22 last year.

Chrysler return boosts Canadian car production

Canadian auto production jumped 9.19 percent last week with Chrysler resuming normal operations at its Windsor car plant which had been down since Nov. 24.

The makers scheduled output of 17,018 units last week, up from the previous week's 15,585, but down 7.27 percent from the 18,353 built in the comparable week last year.

Truck production, planned at 13,129 units last week, was up slightly from the previous week's 12,904, and up 15.62 percent from the 11,355 units built during the year-ago week.

So far this year, Canadian auto production is 823,790, a 15.56 percent drop from the 975,635 units built through Dec. 22 last year.

Canadian truck production for year-to-date is 500,929, down 21.53 percent from the 638,400 units assembled through Dec. 22 in 1979.

All Canadian assembly points will remain open until Dec. 23 when they will close down for the Christmas holidays.

U. S. CAR PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
AMERICAN MOTORS	3,275*	4,125*	3,275*	19,811	181,872*	162,888*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	3,610	9,975	13,325	89,759	906,520	614,131
Plymouth Total	310	4,836	6,813	40,405	368,193	281,213
Horizon	....	3,300	....	8,616	170,035	141,735
Volare	....	1,150	....	....	183,501	51,735
Gran Fury	150	385	....	419	5,444	14,219
Caravelle	160	....	169	754	9,213	6,154
Reliant	....	....	6,644	30,616	....	67,370
Chrysler Total	2,650	870	1,376	12,563	181,438	80,198
Chrysler	1,200	870	....	2,913	77,760	19,521
LeBaron	1,450	....	1,376	8,343	103,678	60,677
Imperial	....	....	....	1,307	....	....
Dodge Total	650	4,270	5,136	3,679	356,889	252,720
Omni	....	2,720	....	7,320	147,971	118,933
St. Regis	200	360	....	774	25,776	13,064
Diplomat	450	....	575	3,660	50,610	29,630
Aspen	....	1,190	....	....	132,532	36,881
Aries	....	....	4,561	25,037	....	54,212
FORD MOTOR	37,000	21,847	34,099	201,887	2,007,014	1,265,206
Ford Division	25,110	13,426	23,520	136,262	1,345,426	900,185
Pinto	....	3,433	....	....	172,608	68,179
Must./Must. II	3,994	....	5,378	25,086	365,360	223,861
Fairmont	2,739	6,555	2,720	15,800	213,712	195,710
Granada	3,884	....	1,489	19,348	139,400	104,162
LTD II	....	....	....	....	22,746	....
Thunderbird	3,375	3,438	3,451	13,533	264,415	117,383
Ford	1,686	....	1,697	11,288	167,185	89,070
Escort	9,432	....	8,785	51,208	....	101,820
L-M Division	11,890	8,421	10,579	65,624	661,588	365,021
Mercury Total	10,556	5,123	8,975	55,263	509,648	314,252
Bobcat	....	591	....	....	43,421	12,445
Capri	1,447	....	1,783	8,825	107,084	65,766
Zephyr	1,101	1,962	1,120	6,893	63,008	65,334
Cougar/Monarch	2,123	....	531	2,654	59,810	24,079
XR-7	1,229	....	1,209	10,722	135,398	57,064
Mercury	1,292	2,570	1,314	7,869	100,927	54,188
Lynx	3,364	....	3,018	18,300	....	35,376
Lincoln Total	1,334	3,298	1,604	10,361	151,940	50,769
Lincoln	664	1,103	803	5,242	71,785	21,814
Versailles	....	....	....	....	11,864	1,866
Mark VI	670	2,195	801	5,119	68,291	27,089
GENERAL MOTORS	82,590	71,662	96,808	513,298	5,133,872	3,973,438
Buick Division	18,628	17,216	19,298	100,833	786,133	758,881
Skyhawk	....	....	....	....	24,419	....
Skylark	4,497	3,847	4,831	27,557	120,471	211,418
Century	3,754	3,415	3,785	18,498	73,199	161,206
Regal	5,538	4,385	5,361	27,625	256,798	199,222
Buick	3,814	4,400	4,199	21,172	253,219	144,230
Riviera	1,025	1,169	1,122	5,981	58,027	42,805
Cadillac Division	5,523	7,139	5,636	27,476	345,721	195,925
Seville	939	1,159	863	4,134	48,280	33,664
Cadillac	3,498	4,618	3,683	16,817	230,926	110,186
Eldorado	1,086	1,362	1,090	6,471	66,515	52,075
Chevrolet Division	30,980	34,910	40,203	213,134	2,255,695	1,704,966
Chevette	3,280	8,810	10,893	46,164	413,377	442,096
Monza ('80)	....	3,400	....	10,053	158,132	147,768
Camaro	2,360	2,810	2,387	12,279	257,755	114,827
Citation	9,415	4,540	10,587	55,571	316,964	445,277
Malibu	6,530	4,095	6,767	36,527	386,778	262,327
Monte Carlo	3,615	2,790	3,759	20,513	228,217	120,869
Chevrolet	4,800	7,595	4,820	26,533	446,032	128,758
Corvette	980	870	990	5,494	48,440	43,044
Oldsmobile Division	18,464	3,737	22,482	109,494	1,014,586	754,157
Starfire	....	....	....	....	22,145	....
Omega	2,554	1,884	3,036	14,341	57,264	109,236
Cutlass	9,860	720	11,853	58,020	515,900	381,726
Oldsmobile	5,175	....	6,637	32,245	365,324	225,861
Toronado	875	1,133	956	4,888	53,953	37,334
Pontiac Division	8,995	8,660	9,189	62,361	731,737	559,509
Acadian†	140	390	143	1,333	17,239	18,460
Sunbird ('80)	....	3,000	....	13,475	105,879	145,628
Phoenix	2,735	2,420	3,075	16,793	88,132	132,379
Firebird	1,720	1,990	1,692	8,272	192,036	77,318
LeMans	1,500	860	1,639	9,540	88,658	62,554
Grand Prix	2,400	....	2,143	11,072	95,151	73,206
Pontiac	500	....	497	1,876	144,642	49,964
VOLKSWAGEN	4,550	5,298	4,946	24,851	173,405	190,896
CHECKER	85*	....	90	449	4,491	3,146
Total Cars, U. S.	131,110	112,907	152,543	850,055	8,407,174	6,209,705

CANADIAN CAR PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
AMERICAN MOTORS	600	....	574	2,549	....	3,109
CHRYSLER CORP.	1,800	....	....	3,204	26,619	69,314
FORD MOTOR	1,472	6,384	1,737	25,261	283,251	242,956
GENERAL MOTORS	12,921	11,744	13,049	76,001	557,046	498,614
VOLVO	225	225	225	1,327	8,719	9,797
Total Cars, Canada	17,018	18,353	15,585	108,342	975,635	823,790
N. American Cars	148,128	131,260	168,128	958,397	9,382,809	7,033,495
N. American Trucks	54,076	61,662	51,977	296,745	2,682,310	2,061,442
North American Cars and Trucks	202,204	192,922	220,105	1,255,142	12,065,119	9,094,937

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

Reagan appoints Lewis to head DOT

WASHINGTON. — President-Elect Ronald Reagan has selected Andrew L. Lewis Jr., Pennsylvania businessman and deputy chairman of the Republican National Committee, to be Secretary of Transportation.

Lewis, 49, has since 1974 been associated with the firm of Lewis & Associates, financial and management consultants, Plymouth Meeting, Pa.

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Story of the Year: Auto industry awash in red ink

By John K. Teahen Jr.
Managing Editor

From start to finish, 1980 has been a rotten year for the U. S. auto industry. A year in which it has been difficult indeed to find any shred of good news.

This was borne out in the AUTOMOTIVE NEWS editorial staff's 28th annual Story of the Year poll.

Voted Story of the Year was the financial bloodbath experienced by each of the Big Four auto makers.

In second place was a familiar tale of woe — Chrysler Corp.'s struggle to survive.

And third place was taken by the year-long sales slump for domestic cars.

The fourth-place story was the Renault - American Motors financial agreement under which the French firm will hold a dominant share, maybe even a majority share, of a U. S. auto maker.

In fifth place was the growing tide of resentment against imported cars.

Not a happy event in the whole bunch.

• The auto industry's financial losses for 1980 are staggering. They will total some $4.76 billion to $4.8 billion for the year.

And each of the four major car companies is in the red, even mighty General Motors. It's GM's first full-year loss since 1921, which saw a deficit of $38.7 million. (In 1932, GM reported a loss of three cents per share of common stock, although it made a $165,000 profit before payment of dividends on preferred stock.)

GM is expected to lose nearly $1 billion for the calendar year, and Ford Motor Co.'s projected loss is about $1.8 billion. It's $1.7 to $1.8 billion for Chrysler Corp. and $156 million for American Motors in its fiscal year.

These are worldwide losses. North American losses are partially offset by overseas profits at GM and Ford.

The reasons for the losses are many and have been repeated

Continued on Page 12, Col. 3

Miserly mite

Three-wheeler claims 155 MPG

The California Commuter, a product of Aerovisions, Inc., Irvine, Calif., is a single-seater with three wheels that delivered 155 MPG in a recent Los Angeles-to-San Francisco test. Its backers are careful to point out that it is a motorcycle—not a car—and that all controls are of the motorcycle type. It weighs 230 pounds and is 119 inches long. A top speed of 82 MPH is claimed. Production of 500 is planned, with a price of $6,500 each for the first 10.

It would be a 'first' for convention

Reagan invited to speak at NADA

By Robert M. Lienert
Editor

Holmes Tuttle, a Ford dealer in Los Angeles, is a man who wields a considerable amount of political clout.

Tuttle, recognized as a key figure in the brain trust that masterminded Ronald Reagan's campaign, may also be instrumental in making this winter's NADA convention the first ever to be addressed by a president of the United States.

Reagan has been invited to address the general session on Feb. 10 which will close the 64th NADA Convention and Equipment Exposition in Los Angeles. Inviting Reagan was said to be Tuttle's idea.

As AUTOMOTIVE NEWS went to press, NADA spokesmen were uncertain as to whether Reagan—who on that day will have been president for only three weeks—will actually take the podium.

Early program outlines simply identify Reagan as "Guest Speaker: Invited."

It will be the first time the NADA convention has been held in Los Angeles, which comes as close as anyplace to being Reagan's home town.

• Keynote speaker for the opening convention session in the Los Angeles Convention Center on Saturday, Feb. 7, will be Philip Caldwell, chairman of Ford Motor Co.

George S. Irvin, 1980 NADA president, will report on his term of office at that opening session.

Wendell Miller, incoming president, will accept the 1981 gavel at the general session on Tuesday afternoon—the session to which Reagan has been invited.

Time Magazine Quality Dealer Awards will be presented in ceremonies at the opening session on Saturday.

On Tuesday, Feb. 10, at 7 p.m., NADA will host a Diamond Dinner and Reception for DEAC contributors. Entitled, A Return of the Big Band Era, it will feature Les Brown and His Band of Renown, with Anna Marie Alberghetti as a singer.

Attendance at this year's convention is expected to trail last year's 11,000 (including some 3,400 dealers) because of economic conditions.

• Although the convention does not officially open until Feb. 7, early registration will begin at 1:30 p.m. on Feb. 6.

Registration desks will be open from 8:30 a.m. to 5 p.m. on Saturday; from 9 a.m. to 5 p.m. on Sunday and Monday, and from 9 a.m. to 3 p.m. on Tuesday.

Workshops and make meetings will be held on Sunday, Monday and Tuesday. Topics include advertising, trucks, financing, insurance, taxes, employe compensation, estate planning, electric vehicles and used cars.

The equipment exposition will be open from 8:30 a.m. to 2:30 p.m. on Saturday; from 11:30 a.m. to 5 p.m. on Sunday; from 9 a.m. to 12:30 p.m. on Monday, and 9 a.m. to noon on Tuesday.

The Life Style program for women will feature various local tours, including a shopping expedition to Beverly Hills.

No quick approval seen on Chrysler loan request

Chrysler Corp. last week went to the federal loan guarantee board with a formal request for an additional $400 million in loan guarantees. The request included revised operating and financing plans.

No quick approval is expected.

Rather, it is anticipated that Treasury Secretary G. William Miller, who heads the board, will wait until Chrysler comes up with a package of concessions it is attempting to gain from the UAW, suppliers and banks.

That may take time. And, if any part of the package fails to materialize, it could jeopardize approval of Chrysler's latest request.

Chrysler Chairman Lee A. Iacocca said the company is trying to set a timetable on the draw-down and said he was optimistic that the loan guarantee board would grant Chrysler's request.

It is possible that no action will be taken on the request for new guarantees before the Reagan Administration takes over on Jan. 20.

Treasury Secretary G. William Miller said he has briefed Reagan's choice for a successor to Miller—Donald Regan—on Chrysler's complex financial problems.

Chrysler, however, has had no meetings with Regan, which would seem to indicate that the company hopes for action before Jan. 20.

Interestingly, one key executive of the new administration is David Stockman, a former Michigan congressman recently named to head the Office of Management and Budget.

Stockman voted against the original Chrysler rescue plan, but has since said he favors the loan guarantee.

• Miller has said he believes Chrysler's long-term survival probably depends on a merger or joint ventures with other companies. Such a development is not imminent, he said, although Chrysler has told the loan guarantee board that it is looking into such possibilities.

The original loan guarantee program for Chrysler was for $1.5 billion. Chrysler has already drawn down $800 million.

If Chrysler obtains $400 million in additional guarantees under its current plea, it would have only $300 million remaining from the amount originally set up to guarantee loans.

That may not be enough to get it over the hump in the current tough market.

Last year, Chrysler red ink totaled more than $1 billion and it lost about $1.5 billion in the first three quarters of 1980. After showing a small amount of black ink in October, it slipped back into the red and is expected to lose at least $200 million in the fourth (current) quarter.

In fact, Iacocca has said the company will lose $1.7 billion this year.

Some analysts say this means Chrysler could wind up the year with a negative net worth—which means that creditors would own the company and stockholders would have no equity.

Would that leave the company viable? This is an interesting point, because if Chrysler is to win approval of the loan guarantee board for its latest request, it must convince the board of its viability.

Analysts say that if Iacocca is correct in his statement of 1980 losses, the company's net worth probably would fall "below zero" in January.

At the beginning of 1980, shareholders' equity in Chrysler amounted to $1.82 billion.

It has, indeed, been a long year.

breaking news

Subaru flat-six headed for U. S.

TOKYO.—Subaru is rumored to be developing a fuel-injected flat-six displacing about 2 liters for use in its high-line GL sedan in '82. The engine probably will share major components with the current Subaru four-cylinder and may be fitted with a Bosch L-Jetronic system. Sources here say Subaru still has no plans to market diesel cars in the U. S.

Renault top seller in Common Market

ENGLEWOOD CLIFFS, N. J.—In the first 10 months of 1980, Renault was the leading make in the nine-country European Common Market with penetration of 14.1 percent. Renault penetration is 40.7 percent in France, its home market; 38.9 percent in Spain; 10.7 percent in Italy; 5.7 percent in Great Britain, and 4.7 percent in West Germany.

See BREAKING NEWS, Page 23, Col. 1

NEWSPAPER

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They'll send 400 cars for the ceremonies

U.S. makers to be inaugural movers

By Joseph Bohn
Marketing Editor

Detroit's auto firms will be heavily represented during Ronald Reagan's inaugural ceremonies—if not in person, then through their vehicles.

More than 400 domestic cars are being lent by General Motors, Ford Motor, Chrysler Corp. and American Motors for the Jan. 20 event and various activities in the days preceding it.

The cars—75 each from American Motors and Chrysler, 135 from Ford and 150 to 160 from GM— will arrive about Jan. 10 and be released Jan. 31, according to Robert Mann, director of the transportation committee of the Presidential Inaugural Committee.

The cars will be driven by military personnel as a safeguard precaution.

They'll be used to ferry out-of-towners around for tours of inaugural facilities and for general transportation to other events. Some will be featured in a parade.

For Detroit, it's a return to a tradition that was broken in 1976 when President Carter elected to use cars from the government's fleet rather than requesting companies outside to supply them.

- There's a colorful assortment of vehicles coming from Detroit. American Motors, for example, is supplying 75 Eagles; Chrysler, 60 K-cars, 10 LeBarons and five Ramchargers. General Motors is supplying 30 Cadillac deVille Broughams and an assortment of vehicles from other divisions.

A Ford spokesman said there would be a variety of models provided.

The cars are turned in and sold by the companies after the event.

For Detroit, it's the equivalent of a monetary contribution to the Inaugural Committee.

Many firms were asked by the Inaugural Committee to "provide funds or other assistance, and the committee was particularly interested in in-kind contributions from the major auto firms to assist in its transportation needs," a Ford spokesperson said.

"The cost to Ford is in the neighborhood of the amount requested of all the firms through a letter—about $50,000," the spokesperson added.

"The presidential inauguration is a national event. As corporate citizens, we felt it was worthy of our support and agreed to comply with the request. Obviously, our vehicles are going to be visible and that certainly is a plus," the spokesperson added.

Said a GM spokesman, "This is a national event. This committee asked GM, and we want to be part of it."

With the presence of so many domestically built cars in the capital, Detroit is at least getting off to a better start with the new administration than it did four years ago.

Inaugural Eagles

Charles Johnson, general plants manager of American Motors' Assembly Division, Kenosha, gives the "thumbs up" signal for the first shipment of Eagles to Washington, D. C., for the Presidential Inaugural activities. AMC is providing 75 Eagles for the activities.

factories list auction dates

Ford Motor Co.

Jan. 7—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Jan. 8—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Jan. 13—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 14—Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Jan. 15—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

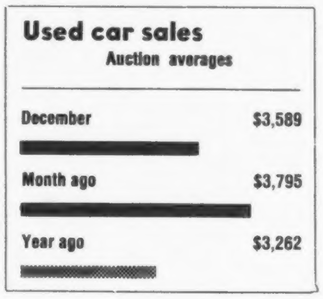
Jan. 20—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 21—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 27 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Jan. 28 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.



Model breakdown
Auction averages

	December	November	October
1980	$5,576	$6,088	$6,311
1979	4,708	5,015	5,021
1978	3,610	3,879	3,793
1977	3,034	3.091	3,120
1976	1,991	2,148	2,223
1975	1,626	1,674	1,804
1974	1,146	1,248	1,343
1973	936	987	1,079
Overall Average	$3,589	$3,795	$3,665

Pharis joins Chief as industry liaison

GRAND ISLAND, Neb.—Robert J. Pharis, retired manager of service requirements for General Motors, has reentered the automotive industry as special liaison and product consultant for Chief Automotive Systems, Chief Industries, Inc.

Pharis will be responsible for the dissemination of advanced technical information through personal appearances at trade group seminars, workshops and expositions. Speaking engagements may be arranged by contacting Chief Industries.

Alfa considers aluminum, fiberglass for new models

By Kathleen Hamilton
News Editor

ROMULUS, Mich.—Alfa Romeo is considering aluminum and fiberglass for the skins of its new models that are scheduled to appear in the U. S. by 1985.

The disclosure came during a press conference called by Alfa during its U. S. shopping trip that included a stop at Synthetex, Inc., a fast prototype builder here.

Alfa has a long tradition of aluminum—forged, for engines and mechanicals, and cast, for bodywork on its race cars.

And since Alfa has no intention of trading its performance image for the mass market in the U. S., the added cost of aluminum may be only a minor deterrent

If a contract is signed with Synthetex, the Michigan firm would build static renditions of facelifted Alfas and the forthcoming new models which are being designed in Italy.

The international approach is a new one for the auto maker, which is owned by the Italian government. Company officials stopped at Budd Co., presumably to check out its preproduction and design services, and have been shopping for electronic componentry in Japan.

All this follows on the heels of Alfa's recent consummation of a joint venture with Nissan which is to produce 60,000 cars a year in Italy beginning in the 1984-85 model year.

That car won't be brought to the U. S.

Plans call for a new Spider—the current one is a two-seat Pininfarina-bodied convertible—and a new GTV—a performance coupe—for the U. S. by '85. Facelifts in '83 will tide the company over until then.

The Spider's basic body style dates back to '66, the GTV's, to '74.

The forthcoming new models—and the facelifts to a lesser extent—will attempt to Americanize the cars by adding power options and increasing interior dimensions to accommodate the larger Americans.

There are no definite plans to bring the Alfasud to America, although the company is looking at a mid-engine version as a potential U. S. offering.

It looks as though the first two cars for the U. S. will be two-seaters — "very high performance, very deluxe" and positioned against the Porsche 924 Turbo, according to Joseph R. Dent, chief executive officer of Alfa's U. S. operation.

Subsequent models may compete with the mass-produced Japanese sports cars, he said.

used-car auction directory

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Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

Other types of tires decline

Glass-belted radials posted gains in 1980

By Joseph Bohn
Marketing Editor

Domestic auto makers shifted to a heavier use of fiberglass-belted radial tires on 1980 models, while steel-belted and bias-belted tires declined in popularity, an AUTOMOTIVE NEWS survey revealed.

Glass-belted radials accounted for a little over one-fourth of the tires installed on '80 model domestically built cars. However, there are some strong philosophical differences between companies using them.

Ford Motor Co. continued to shun these lower priced tires in favor of 100-percent use of steel-belted radials on its '80 product line. Volkswagen did the same. However, glass radials continued to gain favor at General Motors and Chrysler.

Industrywide, glass radials were installed on 1,891,158 cars, equal to 26.47 percent of production. That was up from a 16.93 percent penetration, or 1,581,983, in '79.

General Motors installed the tires on 1,192,848 cars, equal to 26.01 percent of its output. That was up sharply from 598,293, or 11.61 percent, in '79.

Chrysler Corp. installed the tires on 621,580 cars, equal to 81.23 percent of production. That compared with 82.04 percent, or 931,971 cars, in '79.

American Motors installed the tires in 76,730 cars, or 38.78 percent of its production. That was up sharply from 51,729, or 30.53 percent, in '79.

As indicated, Ford Motor and Volkswagen didn't offer this type of tire in either the '80 or '79 model years.

- Meanwhile, steel-belted radials dropped to 4,927,895, or 68.97 percent, of production. That was down from 7,029,705, or 75.22 percent, in '79.

GM installations totaled 3,153,571 cars, equal to 68.77 percent of production. That was down from 4,292,555, or 83.28 percent, in '79.

Ford Motor installed steel radials on its total production of 1,373,582 cars, down from 2,469,737 in '79 because of a big drop in Ford's total production.

Chrysler Corp. installed steel radials in 193,673 cars, equal to 18.77 percent of production. That compared with 113,028, or 9.95 percent, in '79.

American Motors installed them in 36,035 cars, equal to 18.21 percent of production. That compared with 26,671, or 15.74 percent, in '79.

Volkswagen installed them in 221,034 domestically built Rabbits, equal to 99.00 percent of its production. That compared with 127,714, or 96.10 percent, in '79.

- Bias-belted tires, clearly on their way out, managed to capture a slim 4.56 percent of auto production, ending up in a total of 326,303 cars. That was off from 7.85 percent, or 733,818 cars, in '79.

Ford Motor and Chrysler Corp. didn't offer this type of tire.

But American Motors installed it in 85,012 cars, equal to 43.01 percent of production. That compares with 91,039, or 53.73 percent, in '79.

GM installed this tire in 238,968 cars—all of them the Skyhawk, Sunbird, Monza, Starfire series being phased out to make way for the new J-cars this spring. The replacement models will undoubtedly feature radials as standard equipment. Bias-belted tires accounted for 5.22 percent of GM's output.

In '79, they accounted for 263,464, or 5.11 percent, of production at GM.

Volkswagen installed the low-priced tires in 1.00 percent of its Rabbits, equal to 2,233. That compared with 5,108, or 3.80 percent, in '79.

TIRE OPTIONS ON '80 MODELS

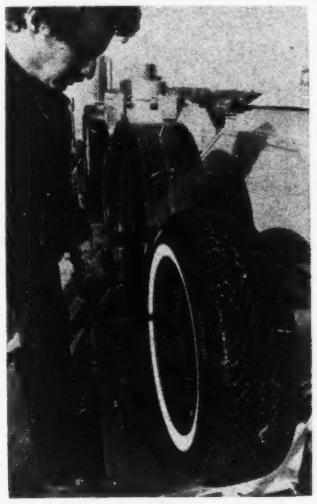
	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	36,035	18.21	76,730	38.78	85,102	43.01	96,307	48.67
Eagle	24,618	53.10	21,761	46.90	N.A.	——	N.A.	— —
Concord	8,931	11.10	32,665	40.60	38,860	48.30	70,616	87.80
Spirit	2,486	3.50	22,304	31.40	46,242	65.10	25,691	36.20
CHRYSLER CORP.	143,673	18.77	621,580	81.23	N.A.	——	708,243	92.55
C-P Total	84,610	18.71	367,572	81.29	N.A.	——	419,849	92.85
Horizon	42,082	25.90	120,396	74.10	N.A.	——	159,391	98.10
Volare	3,842	3.50	105,931	96.50	N.A.	——	93,307	85.00
'80 Gran Fury	618	3.30	18,106	96.70	N.A.	——	6,497	34.70
Cordoba	12,071	21.00	45,408	79.00	N.A.	——	57,479	100.00
Chrysler	11,820	40.60	17,294	59.40	N.A.	——	28,561	98.10
LeBaron	14,177	19.00	60,437	81.00	N.A.	——	74,614	100.00
Dodge Total	59,063	18.87	254,008	81.13	N.A.	——	288,394	92.12
Omni	36,473	26.40	101,682	73.60	N.A.	——	135,668	98.20
St. Regis	1,826	10.70	15,242	89.30	N.A.	——	7,356	43.10
Diplomat	6,259	16.40	31,907	83.60	N.A.	——	38,166	100.00
Aspen	2,393	2.80	83,075	97.20	N.A.	——	72,990	85.40
Mirada	12,112	35.40	22,102	64.60	N.A.	——	34,214	100.00
FORD MOTOR	1,373,582	100.00	N.A.	——	N.A.	——	1,177,971	85.76
Ford Division	981,098	100.00	N.A.	——	N.A.	——	844,937	86.12
Pinto	124,720	100.00	N.A.	——	N.A.	——	87,304	70.00
Mustang/Mustang II	271,322	100.00	N.A.	——	N.A.	——	243,647	89.80
Fairmont	234,454	100.00	N.A.	——	N.A.	——	189,908	81.00
Granada	90,429	100.00	N.A.	——	N.A.	——	82,019	90.70
Thunderbird	156,803	100.00	N.A.	——	N.A.	——	154,608	98.60
Ford	103,370	100.00	N.A.	——	N.A.	——	87,451	84.60
L-M Division	392,484	100.00	N.A.	——	N.A.	——	333,034	84.85
Bobcat	24,650	100.00	N.A.	——	N.A.	——	17,773	72.10
Capri	79,984	100.00	N.A.	——	N.A.	——	39,272	49.10
Zephyr	70,068	100.00	N.A.	——	N.A.	——	62,220	88.80
Monarch	30,518	100.00	N.A.	——	N.A.	——	29,175	95.60
Cougar/XR7	58,028	100.00	N.A.	——	N.A.	——	57,042	98.30
Mercury	54,328	100.00	N.A.	——	N.A.	——	52,644	96.90
Lincoln	31,233	100.00	N.A.	——	N.A.	——	31,233	100.00
Versailles	4,784	100.00	N.A.	——	N.A.	——	4,784	100.00
Mark VI	38,891	100.00	N.A.	——	N.A.	——	38,891	100.00
GENERAL MOTORS	3,153,571	68.77	1,192,848	26.01	238,968	5.22	4,135,758	90.19
Buick Division	619,311	77.40	179,091	22.38	1,764	0.28	624,562	78.05
Skyhawk	6,558	78.80	N.A.	——	1,764	21.20	6,175	74.20
Skylark	77,098	36.40	134,711	63.60	N.A.	——	69,262	32.70
Century	104,049	70.10	44,380	29.90	N.A.	——	121,563	81.90
Regal	214,735	100.00	N.A.	——	N.A.	——	212,373	98.90
Buick	168,250	100.00	N.A.	——	N.A.	——	166,568	99.00
Riviera	48,621	100.00	N.A.	——	N.A.	——	48,621	100.00
Cadillac Division	231,028	100.00	N.A.	——	N.A.	——	231,028	100.00
Seville	39,344	100.00	N.A.	——	N.A.	——	39,344	100.00
Cadillac	138,999	100.00	N.A.	——	N.A.	——	138,999	100.00
Eldorado	52,685	100.00	N.A.	——	N.A.	——	52,685	100.00
Chevrolet Division	1,064,838	52.50	827,478	40.80	135,790	6.70	1,824,204	89.95
Chevette	26,190	5.80	425,359	94.20	N.A.	——	411,813	91.20
Monza	33,947	20.80	N.A.	——	135,790	80.00	166,342	98.00
Camaro	152,021	100.00	N.A.	——	N.A.	——	147,612	97.10
Citation	321,473	51.50	302,747	48.50	N.A.	——	504,994	80.90
Malibu/Chevelle	178,203	64.20	99,372	35.80	N.A.	——	252,871	91.10
Monte Carlo	126,006	100.00	N.A.	——	N.A.	——	123,738	98.20
Chevrolet	186,384	100.00	N.A.	——	N.A.	——	177,438	95.20
Corvette	40,614	100.00	N.A.	——	N.A.	——	39,396	97.00
Oldsmobile Division	778,268	91.83	66,828	7.89	2,395	0.28	809,551	95.52
Starfire	5,842	70.90	N.A.	——	2,395	29.10	6,681	81.10
Omega	80,482	59.90	53,841	40.10	N.A.	——	116,128	86.50
Cutlass	409,192	96.90	12,987	3.10	N.A.	——	409,255	96.90
Oldsmobile	239,312	100.00	N.A.	——	N.A.	——	234,047	97.80
Toronado	43,440	100.00	N.A.	——	N.A.	——	43,440	100.00
Pontiac Division	460,126	67.81	119,451	17.60	99,019	14.59	646,413	95.26
Sunbird	44,051	30.79	N.A.	——	99,019	69.21	141,711	99.05
Phoenix	84,217	47.24	94,074	52.76	N.A.	——	156,634	87.97
Firebird	107,340	100.00	N.A.	——	N.A.	——	104,450	97.31
LeMans	35,846	58.55	25,377	41.45	N.A.	——	58,124	94.94
Grand Prix	114,714	100.00	N.A.	——	N.A.	——	113,074	98.57
Pontiac	73,958	100.00	N.A.	——	N.A.	——	72,220	97.65
VOLKSWAGEN	221,034	99.00	N.A.	——	2,233	1.00	22,326	10.00
Total Cars U. S.	4,927,895	68.97	1,891,158	26.47	326,303	4.56	6,140,605	85.94

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.



Arriva tested

An all-season Goodyear Arriva radial tire is bolted onto an outdoor dynamometer at Goodyear's test center in Akron, for its 50,000-mile test for weather cracking.

Marra appointed

DAYTON. — Anthony W. Marra has been appointed vice president engineering and development for Allen Industries. Allen, a subsidiary of Dayco Corp., is a supplier of soft trim interior component parts to the automobile industry.

Ourisman Chevrolet begins its 60th year in business

MARLOW HEIGHTS, Md. — Ourisman Chevrolet has entered its 60th year.

With annual sales topping $61 million, the Ourisman dealership ranks in the elite Top 10 Circle among the nearly 6,000 Chevrolet dealerships nationwide. Since 1921, when the dealership was opened by Benjamin Ourisman, it has sold about 500,000 vehicles.

Now in its third generation of family operation, the dealership is run by Mandell J. Ourisman, the founder's son, assisted by his sons, John and Robert.

Mandell joined his father's business in 1946, following his discharge from the U. S. Navy after World War II.

The Ourisman dealership originally was located at H St., N.E., in Washington, D. C.

Florenz, another son of Benjamin, later ran a second dealership on Nichols Ave., S.E.

Following the elder Ourisman's death, the two brothers merged and together operated the Southeast location.

In 1964, the dealership moved to a suburban location in Marlow Heights. Florenz later left the business to pursue interests in real estate.

"Our pioneering move to Marlow Heights triggered relocations by other car dealers," said Mandell Ourisman. "Eventually more and more dealers came here as they discovered operating in the suburbs could be done more economically and conveniently than in downtown locations. Today, you'll find virtually every new car make represented by a dealership in Marlow Heights."

One of the largest Chevrolet dealerships, Ourisman covers 23 acres, maintaining an inventory of over 2,000 new cars and trucks. With fleet sales comprising a large portion of the business, the company is also presently advancing its position in the lease field. The Ourisman staff totals almost 200.

"One of the biggest changes I've observed in the business over the years is the growing need for college-educated sales personnel who have product, parts and service knowledge," said Ourisman. "This is a reflection of the times in that everything has become more sophisticated and specialized."

The "biggest change" in the car sales industry since World War II has been computerization, he said. Having recently signed a contract for in-plant computer capabilities, Ourisman predicted all large dealers eventually will computerize to provide the fast, efficient service demanded by the buying public.

Other observations and trends he noted were:

1. Service is the prime consideration to persons buying cars today, and those dealerships who cannot satisfy this need are doomed to failure.
2. More women are buying cars now than ever before (divided into two age groups: 18-21 and 35 and older).
3. Consumer buying habits eventually will shift toward more economical cars as gasoline prices continue to rise.

- "Five years ago, full-sized cars accounted for 17 percent of our sales volume," Ourisman said. "This year, that percentage will drop to about 5 percent.

"And later this decade, I see many families having three cars; a full-sized family car, a subcompact vehicle for short trips and an electric car for local transportation," he said. "We will be moving into an era of specialized vehicle sales, and consequently business potential will not be inhibited by the energy crunch."

Used-car sales will continue to be good, he said as long as "quality" used cars are sold.

Production of 6.2 million is 25 pct. below 1979

Year's car output lowest since 1961

By Patricia Hoffman
Staff Writer

U. S. auto production for 1980 is estimated as the lowest for the year since 1961 although the projected December output is up slightly from the same month last year.

Planned output for the year is 6,246,749, down 25.79 percent from the 8,418,369 built last year and the lowest since the 5,522,004 built in 1961.

The projected December output is 464,345, up 2.12 percent from the 454,669 assembled the same month last year.

Even though the December total is up somewhat from last year's projected fourth-quarter bullet of 1,682,992 is down 9.80 percent from the 1979 fourth-quarter output of 1,865,858.

Breakdown for the year is: General Motors, 64.10 percent; Ford, 20.31 percent; Chrysler, 9.85 percent; American Motors, 2.63 percent; Volkswagen of America, 3.07 percent; and Checker Motor, 0.04 percent.

Due to the shortened holiday week last week, planned output of 47,283 was down 60.88 percent from the previous week's 120,871. Due to holiday closing of the assembly plants on Dec. 22 last year, there were no comparable 1979 figures.

The auto makers closed six assembly plants early for the holidays. Checker Motors, Ford San Jose and Chrysler Newark and Jefferson all closed Dec. 12. Chrysler's Belvidere plant went down Dec. 1, and GM's Wilmington point closed Dec. 19.

Chrysler will extend downtime at its Lynch Road point until Jan. 26 and at its St. Louis point until Jan. 19. All other Chrysler points will be down until Jan. 12. Volkswagen of America will also be extending downtime until Jan. 12.

Chrysler reportedly plans to cut production of the K-car when operations resume at its Newark and Jefferson points Jan. 12. Total production of the K-car will be cut 21 percent. The Jefferson plant will reduce production from 1,120 to 800 daily, and Newark will cut its output of 1,120 to 960.

No Saturday overtime was scheduled last week due to the holiday.

All plants are down until after the Christmas holidays. Most will reopen Jan. 5.

U. S. CAR PRODUCTION

	Week Ended Dec. 27, 1980	Same Week 1979	Week Ended Dec. 29, 1980	Dec. Est.	Jan. 1, to Dec. 29, 1979	Jan. 1, to Dec. 27, 1980
AMERICAN MOTORS	1,473*	....	3,275*	11,298*	....	164,361*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	1,224*	....	3,720	31,682	....	615,465
Plymouth Total	73*	....	378	13,399	....	281,354
Horizon	....	....	....	....	....	141,735
Volare	....	....	....	....	....	51,735
Gran Fury	29*	....	237	266	....	14,335
Caravelle	44*	....	141	477	....	6,179
Reliant	....	....	....	12,656	....	67,370
Chrysler Total	797*	....	2,527	6,148	....	80,872
Chrysler	190*	....	1,127	1,317	....	19,638
LeBaron	607*	....	1,400	4,831	....	61,234
Imperial	....	....	....	....	....	....
Dodge Total	354*	....	815	12,135	....	253,239
Omni	....	....	....	....	....	118,933
St. Regis	63*	....	236	299	....	13,163
Diplomat	291*	....	579	2,061	....	30,050
Aspen	....	....	....	....	....	36,881
Aries	....	....	....	9,775	....	54,212
FORD MOTOR	11,354*	....	29,374*	101,438*	....	1,268,934
Ford Division	7,494*	....	19,675*	68,122*	....	902,244*
Pinto	....	....	....	....	....	68,179
Must./Must. II	....	....	....	6,493*	....	219,867*
Fairmont	1,010*	....	2,525*	8,901*	....	196,506*
Granada	1,854*	....	5,565*	8,908*	....	107,697
LTD II	....	....	....	....	....	....
Thunderbird	626*	....	1,569*	8,873*	....	116,203*
Ford	806*	....	2,018*	6,210*	....	90,208*
Escort	3,198*	....	7,998*	28,737*	....	103,584*
L-M Division	3,860*	....	9,699*	33,316*	....	366,690*
Mercury Total	3,112*	....	7,829*	27,408*	....	314,637*
Bobcat	....	....	....	....	....	12,445*
Capri	....	....	....	2,294*	....	64,319*
Zephyr	496*	....	1,240*	3,954*	....	65,969*
Cougar/Monarch	98*	....	294*	923*	....	22,348*
XR-7	854*	....	2,135*	5,415*	....	58,824*
Mercury	526*	....	1,315*	4,473*	....	54,737*
Lynx	1,138*	....	2,845*	10,349*	....	35,995*
Lincoln Total	748*	....	1,870*	5,908*	....	52,053*
Lincoln	386*	....	965*	2,996*	....	22,501*
Versailles	....	....	....	....	....	1,866*
Mark VI	362*	....	905*	2,912*	....	27,686*
GENERAL MOTORS	32,322	....	79,804	305,027	....	4,002,974
Buick Division	6,537	....	17,165	61,903	....	763,955
Skyhawk	....	....	....	....	....	....
Skylark	1,599	....	4,520	16,321	....	213,040
Century	1,271	....	3,130	11,619	....	161,853
Regal	1,905	....	4,829	16,917	....	200,418
Buick	1,352	....	3,404	12,941	....	145,172
Riviera	410	....	1,282	4,105	....	43,472
Cadillac Division	2,396	....	6,284	19,778	....	199,082
Seville	208	....	741	2,838	....	33,674
Cadillac	1,686	....	4,047	12,644	....	112,421
Eldorado	502	....	1,496	4,296	....	52,987
Chevrolet Division	11,860	....	30,246	121,476	....	1,716,094
Chevette	1,420	....	3,528	25,332	....	443,764
Monza ('80)	....	....	....	....	....	147,768
Camaro	945	....	2,343	7,974	....	115,755
Citation	3,430	....	9,224	33,641	....	448,516
Malibu	2,435	....	6,180	22,567	....	264,412
Monte Carlo	1,390	....	3,356	12,463	....	122,000
Chevrolet	1,920	....	4,817	16,395	....	130,695
Corvette	320	....	800	3,104	....	43,184
Oldsmobile Division	7,564	....	18,164	71,362	....	761,421
Starfire	....	....	....	....	....	....
Omega	971	....	2,803	9,708	....	110,456
Cutlass	4,149	....	9,007	37,844	....	385,022
Oldsmobile	2,092	....	5,244	20,300	....	228,022
Toronado	352	....	1,110	3,510	....	37,921
Pontiac Division	3,965	....	7,943	30,508	....	562,422
Acadian†	50	....	150	600	....	18,520
Sunbird ('80)	....	....	....	....	....	145,628
Phoenix	965	....	2,734	9,797	....	133,343
Firebird	688	....	1,621	5,737	....	77,907
LeMans	600	....	642	4,372	....	62,296
Grand Prix	1,544	....	2,348	8,438	....	74,698
Pontiac	118	....	448	1,564	....	50,030
VOLKSWAGEN	910	....	4,698	14,725	....	191,954
CHECKER	....	....	....	175	....	3,061
Total Cars, U. S.	47,283	....	120,871	464,345	....	6,246,749

breaking news

Continued from Page 1

Ford to redesign T-Bird for '83

DEARBORN.—Ford Motor Co., in an effort to reverse slumping sales of its sporty Thunderbird and Cougar XR-7 intermediates, plans to completely restyle the cars for the '83 model year. T-Bird and XR-7 were downsized and redesigned just a year ago, but sales have tailed off drastically since then. The cars will stay rear-drive in '83; new front-drive replacements for the mid-size models aren't due until 1986-87.

VW to shut down to trim inventory

DETROIT.—Volkswagen of America will shut down production at its Westmoreland (Pa.) assembly plant and its South Charleston (W. Va.) stamping plant for an additional week after the Christmas break, the first such production cut to control inventories of new cars since VWoA began operations in the U. S. in 1978.

Japan tops U. S. in 1980 vehicle output

DETROIT.—Japan took over first place in motor-vehicle production for 1980 with the U. S. falling to second. Japan won by a wide margin. The Japan Automobile Manufacturers Assn. estimated that Japanese makers built about 11 million cars, trucks and buses for the year. The U. S. total was about 8 million.

Standard & Poor's cuts Chrysler bond rating

NEW YORK.—Chrysler Corp.'s financial crisis has caused Standard & Poor's Corp. to lower its rating on Chrysler debentures to triple-C, its second lowest rating. It is the second time this year that S&P has lowered Chrysler's rating.

Truck production for year dips to lowest since 1964

U. S. truck production for 1980 is estimated as the lowest since 1964, and planned output for December is the lowest since 1963.

Truck output for 1980 is estimated at 1,577,979, down 46.93 percent from the 2,973,498 assembled in 1979. In 1964, domestic truck makers built 1,559,515 units.

The planned December output is 137,613, down 6.56 percent from the 147,289 assembled in 1979. In 1963, the makers built 123,965 trucks.

Last week's scheduled truck output was 15,852 units, a 62.75 percent drop from the previous week's 42,561 because of the shortened holiday week. There were no comparable 1979 figures for last week due to the Dec. 22 plant closings last year.

Fourth-quarter domestic truck output is projected at 462,867, down 17.37 percent from the 560,143 units assembled in the comparable quarter last year.

Chrysler's Warren truck point, down as scheduled for the holidays, will resume operations Jan. 5, but will close for the week of Jan. 12 and will reopen Jan. 19.

No overtime was slated last week due to the holiday.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 27, 1980	Same Week 1979	Week Ended Dec. 29, 1980	Dec. Est.	Jan. 1, to Dec. 29, 1979	Jan. 1, to Dec. 27, 1980
CHEVROLET	5,385	....	14,285	53,668	....	481,132
DODGE/PLYMOUTH	472*	....	1,795	5,696	....	115,582
FORD	6,394*	....	15,985*	44,097	....	585,218*
GMC	1,705	....	4,958	16,184	....	154,935
INTERNATIONAL	562*	....	1,406*	5,451	....	65,159
MACK	180*	....	658	1,519	....	22,796
JEEP	788*	....	1,970*	6,238	....	80,619*
AMC CORP.	36*	....	90*	296	....	8,082*
VOLKSWAGEN	130	....	789	2,414	....	27,481
MISCELLANEOUS	200*	....	625	2,050	....	36,975
Total Trucks, U. S.	15,852	....	42,561	137,613	....	1,577,979

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 27, 1980	Same Week 1979	Week Ended Dec. 29, 1980	Dec. Est.	Jan. 1, to Dec. 29, 1979	Jan. 1, to Dec. 27, 1980
CHRYSLER CORP.	640	....	1,717	5,564	....	51,286
FORD MOTOR	1,728	....	4,259	14,194	....	176,989
GENERAL MOTORS	2,620	....	6,845	23,220	....	241,869
AMERICAN MOTORS	....	....	....	....	....	18,127
INTERNATIONAL	118	....	300	952	....	15,745
MACK	10*	....	56	168	....	2,077
Total Trucks, Canada.	5,116	....	13,177	44,098	....	506,093
N. American Trucks	20,968	....	55,738	181,711	....	2,084,072

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Auto production in Canada falls to 13-year low

Canadian auto production for 1980 is the lowest since 1967, and December is estimated to be slightly above the same month last year.

The 1980 planned output for cars was 830,624, down 12.09 percent from the 944,933 assembled in 1979. In 1967, the makers produced 714,084 units.

The December estimate of 59,510 is up 1.48 percent from the 58,640 assembled last year.

Canadian truck production for 1980 fell considerably below last year's output and was the lowest for the year since 1976.

The estimated 1980 output of trucks was 506,093, down 23.02 percent from the 657,436 assembled in 1979. In 1976, truck output was 497,430.

The projected December total for this year is 44,098, a 9.95 percent increase from the 40,104 assembled the same month last year.

Last week's scheduled auto production was 6,394 units, down 63.37 percent from the 17,458 assembled the previous week because of the shortened holiday week.

Truck production last week was estimated at 5,116, a 61.17 percent drop from the 13,177 built the previous week also due to the shortened week.

Downtime will be extended after the holidays at two Chrysler plants. Chrysler's Windsor car plant will remain down until Jan. 19, and Chrysler's Pillette Rd. (truck) point will resume operations Jan. 12.

There was no overtime slated last week due to the holidays.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 27, 1980	Same Week 1979	Week Ended Dec. 29, 1980	Dec. Est.	Jan. 1, to Dec. 29, 1979	Jan. 1, to Dec. 27, 1980
AMERICAN MOTORS	....	....	583	1,673	....	3,092
CHRYSLER CORP.	720	....	1,798	2,518	....	70,032
FORD MOTOR	560	....	1,463	9,248	....	243,507
GENERAL MOTORS	5,024	....	13,389	45,329	....	504,106
VOLVO	90	....	225	742	....	9,887
Total Cars, Canada	6,394	....	17,458	59,510	....	830,624
N. American Cars	74,283	....	120,871	500,003	....	7,053,521
N. American Trucks	20,968	....	55,738	181,711	....	2,084,072
North American Cars and Trucks	68,251	....	176,609	681,714	....	9,137,593

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Outlook glum for production in 1st quarter

By Patricia Hoffman
Staff Writer

There is little hope of speedy recovery for the domestic auto industry in early 1981, as many of the makers are forced to continue cutting production because of slumping sales.

Although Ford Motor Co. and Volkswagen of America are making their way into the new year with a jump over last year's figures, the industry as a whole will see little change in first-quarter production from the comparable 1980 period.

The 1980 recession, which dragged auto production for the year down below the 6.3 million mark from 1979's 8.5 million, is expected to continue through the first quarter of 1981. Auto output is scheduled at 1,792,581, down a slight 0.36 percent from the 1,799,108 units built in the corresponding months in 1980, and the lowest since the 1,300,792 assembled in the first quarter in the recession year of 1975.

Breakdown by companies for this quarter is: General Motors, 1,130,000, down 4.39 percent from 1,181,890 last year; Chrysler Corp., 123,934, down 26.67 percent from 169,022; American Motors, 39,875, down 22.34 percent from 51,347, and Checker Motors, 617, down 19.87 percent from 770.

• Ford Motor has scheduled a 26.04 percent increase for the quarter. Planned output is 439,000, up from the 348,313 built a year earlier.

Volkswagen of America also has scheduled an increase with a target of 59,155, up 23.84 percent from 47,766 last year.

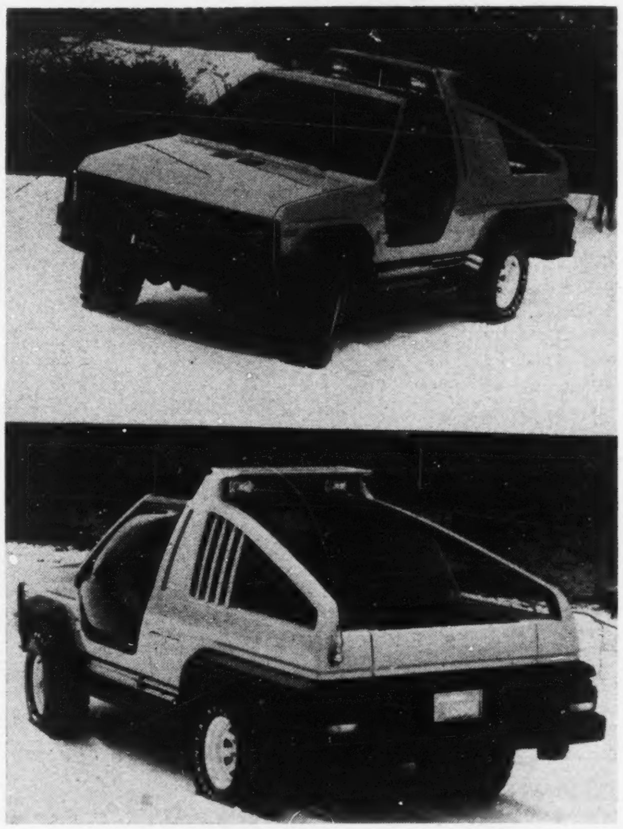
Despite the extended downtime for some auto makers in January, output for the month is scheduled to be up from 1980. Planned output for January is 558,831, up 5.12 percent from the 531,584 units built the same month last year.

The increase is primarily due to downtime at several Ford assembly plants during the entire month of January last year and a strike at VWoA which cut production two weeks that month.

Ford plans a January increase of 68.75 percent from last year's 81,777 to 138,000, and VWoA has scheduled output of 17,335 cars, more than triple last years 5,680.

January forecasts for other companies for this month are: GM, 345,000, down 9.04 percent from 379,305 last year; Chrysler, 45,000, down 5.87 percent from 47,805; AMC, 13,291, down 20.35 percent from 16,688, and Checker Motor, 205, down 10.48 percent from 229.

4x4 Concept



Meet Montana Lobo

This mustard gold-and-black Montana Lobo, a four-by-four vehicle engineered by Ford Design Center, International Studio, Dearborn, claims to take over where most off-road vehicles quit. Features include tinted bubble doors, a sliding glass rear door, integral roll bar, overhead airfoil and side rails with louvered panels. Inside, operational readouts are located on a floating pod and electronic digital instruments are located on an overhead console.

Ford-U.S. deal avoids big recall on transmissions

WASHINGTON. — Ford Motor Co. will not have to recall some 16 million 1972-79 vehicles whose automatic transmissions allegedly slip from Park to Reverse.

The company and the NHTSA reached an agreement on the matter last week. It would have been the most extensive and the costliest recall in history. The potential cost to Ford was estimated at $100 million.

Ford will not have to modify the transmissions. Instead, it will mail owners of the vehicles a sticker to be placed on the instrument panel.

The sticker will warn drivers not to leave the vehicle when the engine is running, to use the parking brake and to make sure the shift lever is placed firmly in the Park position.

This will cost the company $5 million to $10 million, according to a Ford spokesman.

The stickers will be mailed to about 20 million owners of 1970-79 vehicles. As noted, the recall would have involved 16 million 1972-79 cars and trucks. The statutory provisions of a recall have expired on the earlier units.

Ford, Lincoln and Mercury cars and Ford light trucks were included in the long dispute.

Ford Motor, naturally, was delighted with the settlement. In addition to the monetary considerations, the publicity of a recall would have been extremely bad for a company that already has more than its share of problems. Ford lost $1.2 billion in the first nine months of this year, and its full-year loss could reach $1.8 billion.

"We were very pleased with the resolution (of the matter," a Ford spokesman said. "We have said throughout that there is no defect in our vehicles, and we're very pleased that the investigation has been dropped."

Ford agreed to send out the stickers, he said, because "we believe that unexpected vehicle movement can be avoided though drivers' observing these longstanding safety rules and because we believe this is an appropriate way of resolving this matter with NHTSA."

At presstime, there had been no comment from Joan Claybrook, NHTSA chief, on the dropping of the investigation. There were reports that NHTSA's bid for a recall was overruled by Transportation Secretary Neil Goldschmidt and members of his staff.

Ford has been fighting the possible recall strenuously. The company's counsel in the proceedings before NHTSA was William T. Coleman Jr., a former Secretary of Transportation.

• NHTSA has been investigating the Ford vehicles for more than three years trying to decide whether the design of the Ford automatic shift mechanism is responsible for the vehicle's alleged tendency to slip from Park to Reverse without warning or whether it is the car owner's negligence.

Last June, in the face of more than 23,000 complaints from Ford owners and 98 fatalities attributed to the problem, the safety agency decided it was Ford's fault and issued its initial defect finding.

Luxury J-car destined for Cadillac-only points

Outlets for Cimarron to be limited

By Joseph Bohn
Marketing Editor

Has Cadillac found a more profitable way to market a car?

In a move that has clearly upset a majority of its dealers, the division is limiting availability of its new luxury small car, the Cimarron, to about 15 percent of the dealer body during spring introduction.

That means only about 250 "exclusive," non-dual dealers out of 1,600 nationally will get a Cimarron to sell. There is no definite date when other Cadillac dealers will get the car, according to a factory letter to franchisees.

The Cimarron, which is expected to be priced at about $12,500, is Cadillac's version of the General Motors subcompact J-car. The J will also be marketed by Chevrolet as the Cavalier and by Pontiac as the J-2000.

The new small car will be billed as "Cimarron by Cadillac." Whether this is a subtly sufficient change to enable GM to get around its franchise agreement with Cadillac dealers is a moot point.

Only 15,000 Cimarrons will be built in the first April-October run, and 30,000 from April to December, 1981.

Chuck Crissman, Wilson-Crissman Cadillac, Birmingham, Mich., is among the fortunate few who qualify for the car from day one. He agrees with Cadillac's position that dealers who haven't dualed with any other make, need more financial support.

"This is an opportunity, a good show on the division's part, to those dealers who have been loyal," Crissman said. "I think dealers who stood by Cadillac and did not dual with foreign makes deserve a shot at that market . . . They haven't had anything to sell in that price range."

Dana Martin, Martin Cadillac, Los Angeles, also gets first crack at the Cimarron. He said that "maybe it's true that single-line dealers are hurting the most. Maybe there's a good rationale for giving them the car."

But, generally, he feels, "If you have Cadillac on your door, you should have access to the vehicle . . . Any franchised dealer should have the opportunity to have the vehicle.

"I'll benefit by the exclusive

Continued on Page 24, Col. 1

breaking news

Isuzu to build version of GM's J-car

DETROIT. — Isuzu Motors, Ltd., will build a version of General Motors' new J-body subcompact in Japan beginning late this year or early 1982, a GM source confirmed. The Isuzu-built model will be sold primarily in Japan, though export is a possibility, the source said. Reports from Tokyo said Isuzu would build 5,000 J-cars per month.

Chrysler reports sales up 19.80 pct.

DETROIT. — Chrysler Corp. announced a mid-December sales increase of 19.80 percent and best K-car sales since the introductory period in October. Breaking the tradition of no reports during the industry's Christmas holiday, Chrysler staff released domestic passenger-car sales figures of 19,529, up from 16,301 a year ago. Volkswagen of American Rabbit sales numbered 3,445, down 18.69 percent from 4,237. General Motors and Ford Motor Co. mid-December sales will be released today.

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Market penetration tops 30 percent

Registration of imports sets year's 5th record

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in September set a record for the month, the fifth monthly record of the year and the second in a row, according to figures compiled by R. L. Polk & Co.

New import registrations in September totaled 212,429, up 9.45 percent from 194,081 a year earlier. The former record for the month was 199,332, set in 1977.

Import penetration of the September new-car market was 30.26 percent, compared with 22.69 percent a year earlier. Penetration was slightly lower than the record 30.51 percent in August.

For the first nine months of 1980, import registrations totaled 1,898,459, up 7.06 percent from last year.

Imports accounted for 28.88 percent of U. S. new-car registrations in the first nine months, compared with 22.44 percent last year.

- Market shares were little changed from a year earlier, with Subaru posting the biggest advance by taking 5.27 percent of September registrations, up 1.58 percentage points.

Other gainers were Volkswagen, up 1.11 points to 10.73 percent; Honda, up 0.72 of a point to 14.52 percent; Mazda, up 0.07 of a point to 6.31 percent, and Volvo, up 0.02 of a point to 2.63 percent.

The top two import sellers were both down. Toyota took 21.74 percent of the September import market, off 0.81 of a point, while Datsun accounted for 20.00 percent, down 0.37 of a point. Fiesta was also down 0.54 of a point to 2.71 percent.

Rounding out the top 10 imports in September were Mercedes-Benz, which took 2.26 percent, and Arrow, which accounted for 1.81 percent. Neither was in the top 10 a year earlier.

The top 10 imports accounted for 87.98 percent of total import registrations in September, up from 86.59 percent a year earlier. For the first three quarters of the year, the top 10 accounted for 88.63 percent, compared with 86.12 percent last year.

- September registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 153,421 (138,447); West Germany, 41,165 (37,483); Sweden, 6,646 (6,316); United Kingdom, 4,536 (3,991); Italy, 3,536 (5,015), and France, 3,125 (2,829).

Registrations of imported cars by country of origin for the first nine months of 1980, with year-earlier figures in parentheses, were: Japan, 1,413,499 (1,227,082); West Germany, 350,158 (386,559); Sweden, 49,312 (52,276); Italy, 34,047 (51,510); France, 26,967 (22,027); UK, 24,468 (33,853), and others, 8 (1).

Registrations of imported trucks in September totaled 50,061, up 38.35 percent from 36,185 a year earlier.

Registrations of imported trucks in September, with year-earlier figures in parentheses, were: Toyota, 13,669 (12,012); Datsun, 10,913 (5,533); Chevrolet LUV, 7,644 (6,976); Ford Courier, 6,845 (5,470), and others, 10,990 (6,194).

The truck import total for the first nine months of 1980 was 407,923, up 12.60 percent from 362,269 last year.

Registrations of imported trucks in the first three quarters, with year-earlier figures in parentheses, were: Toyota, 106,879 (93,804); Datsun, 84,889 (78,589); Chevrolet LUV, 65,484 (73,360); Ford Courier, 57,672 (56,779), and others, 92,999 (59,737).

IMPORT REGISTRATION SHARES IN U. S.

SEPTEMBER

	Regis., Sept., 1980	Percent Share of Market	Regis., Sept., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	46,189	21.74	43,762	22.55	— 0.81
Datsun	42,493	20.00	39,542	20.37	— 0.37
Honda	30,838	14.52	26,778	13.80	+ 0.72
Volkswagen	22,791	10.73	18,677	9.62	+ 1.11
Mazda	13,400	6.31	12,115	6.24	+ 0.07
Subaru	11,193	5.27	7,169	3.69	+ 1.58
Fiesta	5,760	2.71	6,304	3.25	— 0.54
Volvo	5,579	2.63	....	....	....
Mercedes	4,793	2.26	....	....	....
Arrow	3,849	1.81	....	....	....
Fiat	....	....	4,533	2.34	....
Audi	....	....	4,112	2.12	....
All Others	25,544	12.02	26,026	13.41	— 1.39
TOTAL	212,429		194,081		
Share of U.S. Total		30.26		22.69	+ 7.57

Registrations not available for Oklahoma.

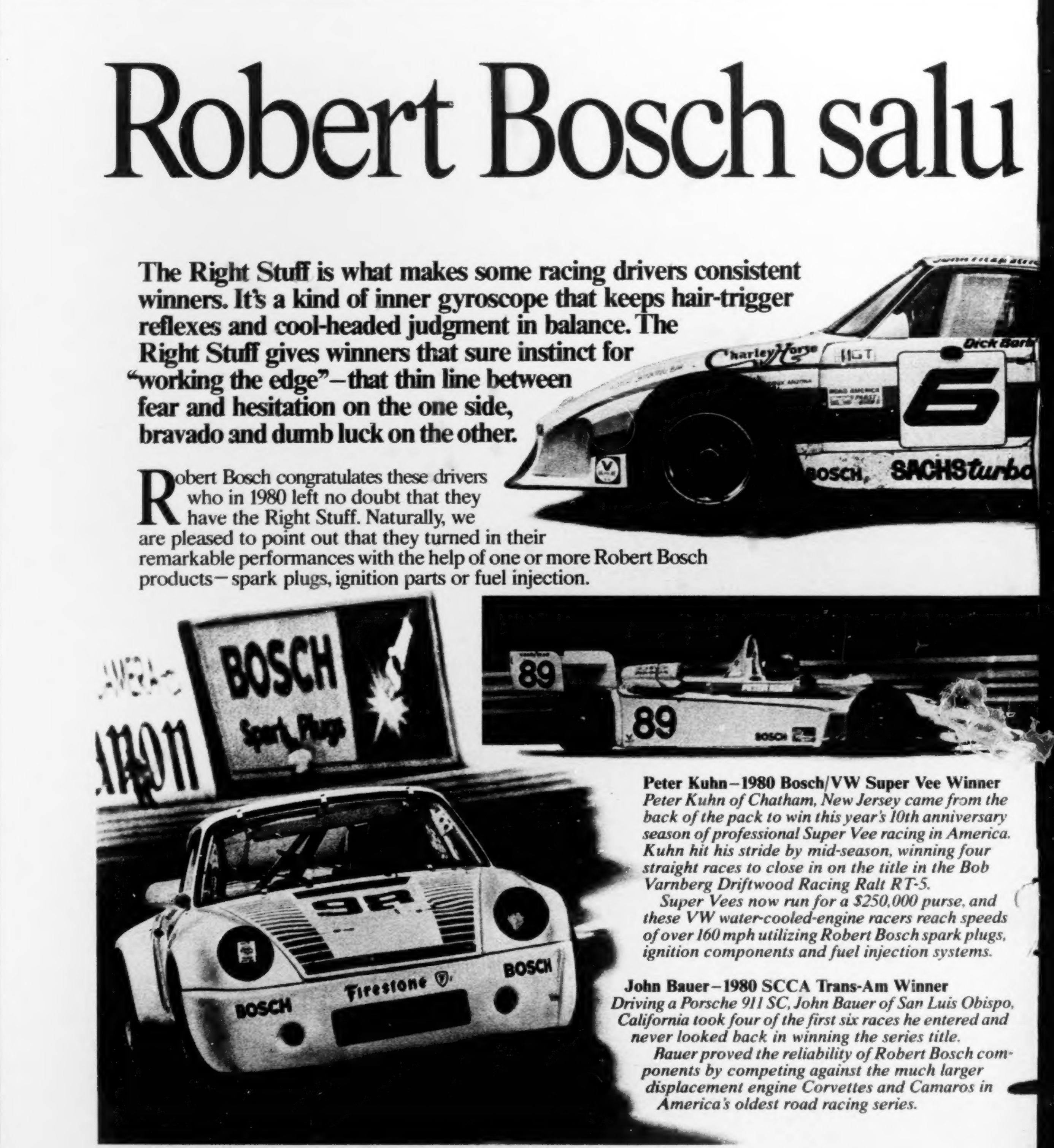
NINE MONTHS

	Regis., 9 mos., 1980	Percent Share of Market	Regis., 9 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	440,760	23.22	349,193	19.69	+ 3.53
Datsun	398,578	20.99	323,952	18.27	+ 2.72
Honda	263,542	13.88	256,021	14.44	— 0.56
Volkswagen	195,094	10.28	223,011	12.58	— 2.30
Mazda	114,845	6.05	104,680	5.90	+ 0.15
Subaru	91,514	4.82	74,411	4.20	+ 0.62
Fiesta	52,073	2.74	60,074	3.39	— 0.65
Arrow	45,263	2.38	....	....	....
Colt	41,283	2.18	47,970	2.70	— 0.52
Volvo	39,716	2.09	40,913	2.31	— 0.22
Fiat	....	....	46,886	2.64	....
All Others	215,791	11.37	246,197	13.88	— 2.51
TOTAL	1,898,459		1,773,308		
Share of U.S. Total		28.88		22.44	+ 6.44

Detroit Diesel recalls 20,000 'Fuel Pinchers'

DETROIT. — Recall of about 20,000 of its 8.2 liter Fuel Pincher diesel engines has been announced by the Detroit Diesel Allison Division. The engines are used in certain 1980 and 1981 medium trucks and school-bus chassis.

The recall is to correct two conditions which DDA said could cause the throttle to become ineffective in controlling engine speed. One results from the engine crankcase becoming overfilled. The other results from a possible separation of the governor linkage lock.



Robert Bosch salu

The Right Stuff is what makes some racing drivers consistent winners. It's a kind of inner gyroscope that keeps hair-trigger reflexes and cool-headed judgment in balance. The Right Stuff gives winners that sure instinct for "working the edge"—that thin line between fear and hesitation on the one side, bravado and dumb luck on the other.

Robert Bosch congratulates these drivers who in 1980 left no doubt that they have the Right Stuff. Naturally, we are pleased to point out that they turned in their remarkable performances with the help of one or more Robert Bosch products—spark plugs, ignition parts or fuel injection.

Peter Kuhn—1980 Bosch/VW Super Vee Winner
Peter Kuhn of Chatham, New Jersey came from the back of the pack to win this year's 10th anniversary season of professional Super Vee racing in America. Kuhn hit his stride by mid-season, winning four straight races to close in on the title in the Bob Varnberg Driftwood Racing Ralt RT-5.

Super Vees now run for a $250,000 purse, and these VW water-cooled-engine racers reach speeds of over 160 mph utilizing Robert Bosch spark plugs, ignition components and fuel injection systems.

John Bauer—1980 SCCA Trans-Am Winner
Driving a Porsche 911 SC, John Bauer of San Luis Obispo, California took four of the first six races he entered and never looked back in winning the series title.

Bauer proved the reliability of Robert Bosch components by competing against the much larger displacement engine Corvettes and Camaros in America's oldest road racing series.

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New wave

Jim Dunne

Chevy's minitruck entry

This Chevrolet S-10 minipickup is scheduled to arrive in showrooms next fall. A rear-drive model, it is destined to replace the Chevrolet LUV, which is now imported from Japan. A similar model will be sold by GMC dealers.

Auto crisis given priority by incoming DOT chief

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — President-Elect Reagan's choice for the Department of Transportation said last week he would try to pick up where outgoing Secretary Neil Goldschmidt left off in his dealings with the U. S. auto industry.

Drew Lewis said at his confirmation hearing the auto industry crisis was at the head of the list of problems the incoming Reagan Administration wants to tackle. He said it was his hope that he would be leading the Administration's effort, much as Secretary Goldschmidt had done in the Carter Administration. Responding to a question from Michigan Democratic Senator Donald Riegle, he admitted, however, the decision would be up to Mr. Reagan.

Nonetheless, he said, "Whether I or someone else in the Administration leads the effort the crises in the domestic auto industry will be addressed, and addressed immediately. We don't have time for leisurely studies in dealing with this problem."

He said the Reagan Administration would have its auto policy in place within days of taking office, but he said he could give no specifics of the policy. He did say, however, that the Administration will be looking at imports, safety requirements, interest rate levels and government-sponsored loans in developing that policy.

Clearly, in some safety areas, regulation has hit the law of diminishing returns, and obviously reductions in red tape and regulations can be made, he said.

• Lewis, a Harvard trained Philadelphian, sought to reassure some on the Senate Commerce Committee that the auto industry will not be getting the hard-nose treatment being intimated for other sectors of the economy. He said its needs "required special attention" and that a sector of the economy so vital to the well-being of the country was not going to be left to the wolves because of a philosophical bent to free enterprise.

"We're not going to stand on philosophical principle and watch a company like Chrysler or the whole of the auto industry go belly up if reasonable solutions are available," he said.

"This Administration will be flexible."

Lewis is expected to be confirmed without a hitch if the easy questioning of him by the Commerce Committee is any indication.

On other matters related to the auto industry, he said he favored giving back to the states the right to set their own speed limits, though he himself favored it for safety reasons.

He said the U. S. should also make a final decision to finish the parts of the interstate highway system that can reasonably be finished and walk away from those that clearly cannot.

For the past 10 years, Lewis has served as a trustee of Reading Co., which operates the Reading railroad. He has been the Republican National Committeeman from Pennsylvania since 1976. His transportation experience has been almost exclusively mass transit.

Domestic models due within two years

Four new minitrucks on the way

By Paul Lienert
Contributing Editor

The continuing fuel crunch, a stiff 25-percent tariff on imported trucks and the release of tough new fuel-economy standards for light trucks appear to be the major incentives behind plans to launch at least four new American-built minitrucks in the next two years.

Most of the small pickups sold in the U. S. today come from Japan, while only one, the Volkswagen Pickup, is produced in the States.

That situation will change dramatically next year when General Motors, Ford Motor Co. and Chrysler Corp. all introduce new U. S.-built minitrucks. Nissan will begin U. S. truck assembly in '83, and there is talk that Toyota and Honda are seriously contemplating similar moves in the next two to three years.

Following are current U. S. minitruck programs in the works for 1982-83:

1. GM will unveil its new S-10 minitruck in the fall of '81. A rear-drive model, it will be sold by Chevrolet and GMC dealers and eventually will replace the LUV, which Chevy now imports from Isuzu Motors. The S-10 truck will be assembled in Dayton, O., and Shreveport, La. A four-wheel-drive option will be added in '83, and a diesel is rumored for '83 or '84.

2. Ford plans to begin building its new Ranger minitruck in Louisville in early '82. The Ranger ultimately will replace the Courier, which Ford now gets from Toyo Kogyo. Like the GM S-10, the Ranger is a rear-drive model, with a four-wheel-drive version in the works for '83. Ford may install Toyo Kogyo diesels in the Ranger, too, in '83.

3. Chrysler is planning to launch its 110 minitruck next fall. The 110 is derived from the front - wheel - drive Omni/Horizon two-door models and will offer a choice of 1.7-liter or 2.2-liter fours.

The company is said to be working on a larger FWD minitruck, based on its compact K-cars, but introduction is at least two years away. Chrysler also is still negotiating with its Japanese affiliate, Mitsubishi Motors, to assemble the imported Dodge D-50 and Plymouth Arrow trucks in the U. S. in '83.

4. Nissan recently announced plans to open a new $350-million truck assembly plant outside Nashville in '83. The Japanese firm will build Datsun pickups in the U. S. in order to skirt the 25-percent tariff levied on imported trucks.

Toyota had been discussing joint assembly of subcompact cars with Ford, but now talks between the two firms reportedly have centered around U. S. production of some Toyota commercial/utility vehicles, including a minivan.

Honda is said to be consider-

Continued on Page 46, Col. 1

Reagan team to shift emphasis at NHTSA

WASHINGTON. — Emphasis at NHTSA under the Reagan Administration is likely to shift from the vehicle to the driver.

A Reagan transition team document says the agency has "effectively exhausted its ability to increase automobile safety at reasonable social costs, although there may be opportunities to improve the competence of drivers."

Before concluding that all future actions need careful examination, it says: "While there is no loud clamor from the auto industry to undo NHTSA's past regulatory action, neither does it appear that NHTSA's new actions would have a favorable benefit/cost ratio."

The new initiatives emphasized by outgoing NHTSA chief Joan Claybrook include side impact protection, structural improvements, padding to protect unrestrained children and pedestrian protection.

The Reagan transition team focuses on three current actions as warranting early, careful study.

One is the passive restraint standard mandating either airbags or automatic belts which the Reagan team thinks becomes effective in 1983. Actually, its three-year phase-in starts September, 1981, for '82-model full-size cars. Intermediates then follow a year later, and small cars a year after that.

Reason given by the transition team is "to avoid unjustifiable expenses by manufacturers and, in turn, consumers."

The team would also like the criteria for recall to be looked at promptly. It notes recalls have expanded "many fold" in Claybrook's tenure and "may have passed way beyond a reasonable cost-effective limit."

The third area to be reexamined is post-1985 fuel-econ-

Continued on Page 46, Col. 1

breaking news

Chrysler cutting orders for Mitsubishi engines

DETROIT. — Chrysler Corp. is "substantially reducing" orders for Mitsubishi-built 2.6-liter K-car engines as part of an inventory adjustment program. The adjustment became necessary when K-car sales in November lagged and stocks grew. K-car sales in December rebounded, but the engine inventory still needed adjustment for the earlier lag, the company said.

Goodrich to quit OE car-tire market

AKRON.—B. F. Goodrich Co. said last week it will abandon the original-equipment passenger-tire market, beginning with 1982 models. Goodrich is currently a supplier to Ford Motor Co. and General Motors. Goodrich will continue its private-brand and replacement business, as well as OE for truck, farm and other equipment.

Chrysler K sales move higher

DETROIT.—Chrysler Corp. logged its best K-car selling period in the final 10 days of December, according to Jerry Pyle, vice president sales. For the period, Chrysler sold 1,267 K-cars, up over 11 percent from the 1,135 sold during the introductory period in the first 10 days of October. The last sales period was also a 70-percent rise from the 788 sold during the second 10 days of December.

Ford denies sale of steel operations

DEARBORN.—Thomas C. Page, vice president Diversified Products Operations, Ford Motor Co., denied that "Ford is planning to sell its Steel Division to the Japanese or anyone else . . . We expect our steel production to rise during 1981, along with the auto industry's fortunes." Ford has been holding routine technical discussions with the Japanese, he said.

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Car sales lowest since '75; 7 imports shatter records

Jenny L. King
Staff Writer

There was little rejoicing in Detroit last week when new-car sales were totaled and recorded, and what rejoicing there might have been at import headquarters on the East Coast and West Coast was kept quiet.

The industrywide sales sum was 8,973,345, down 15.68 percent from the 10,641,679 sold in 1979. It was the lowest grand total since 1975 when combined sales reached 8,639,120. But it differed vastly from the 1975 figure because it was full of record sales—all of them belonging to the imports.

Tables on Page 41.

Seven of the major imports notched records in 1980, and the import total for the year of 2,395,036 was itself a record, an increase of 2.97 percent over the former record of 2,326,057 set in 1979. The seven records belonged to BMW, Datsun, Honda, Mazda, Mercedes-Benz, Subaru and Toyota.

Imports accounted for a record 26.69 percent of the total market for the year. In light of burgeoning resentment among many Americans toward imports, particularly Japanese-built products, celebrations were not shared outside their immediate families.

The five domestic auto makers reported their lowest sales total in 19 years: 6,578,309, down 20.89 percent from 8,315,622 in 1979. Back in 1961, sales stood at 5,556,102. The daily selling rate for the year was 21,358, down 21.15 percent from 27,087 the preceding year. There were 308 selling days in 1980 compared with 307 in 1979.

• Of the U. S. auto makers, only Volkswagen of America managed to beat its 1979 sales. VWoA was up 6.17 percent for the year, to 177,140 from 166,839. Small-car specialist American Motors suffered the least decline; its sales were down 7.79 percent, to 149,438 from 162,057.

General Motors, dragged down by a very weak December, reported a sales drop of 16.19 percent for the year, to 4,116,482 from 4,911,875. Ford Motor Co. reported the biggest domestic decrease — 30.83 percent. Ford sales numbered 1,475,232 passenger cars, down from 2,132,644 in 1979.

Chrysler Corp. rebounded a bit in December, recording a sales increase for each 10-day period, plus record K-car sales. But its final 1980 sales totaled 660,017, down 29.95 percent from 942,207 a year earlier.

As had been the pattern through most of the year, General Motors averaged more than 60 percent of the domestic market for the 12 months. Its share settled at 62.58 percent, up from 59.07 percent in 1979. Ford sales accounted for 22.43 percent, down from 25.64 percent. Chrysler earned 10.03 percent of the market, down from 11.33 percent. VWoA increased its share to 2.69 percent from 2.01 percent, and AMC had 2.27 percent, up from 1.95 percent.

VW and Buick were the only two U. S. makes to show an improvement in sales in 1980. VW was up 6.17 percent, and Buick squeezed past its '79 total by a 0.82-percent margin. Buick also surpassed Pontiac to become GM's number-three-selling car division behind Chevrolet and Oldsmobile.

Among Chrysler Corp. makes, Plymouth sales were down 22.80 percent, Dodge was down 27.56

Continued on Page 41, Col. 1

Where Auto Market was in 1980

	Total Sales	Pct. of Total
SUBCOMPACT	1,382,895	15.41
COMPACT	1,880,690	20.96
INTERMEDIATE	1,917,746	21.37
STANDARD	995,300	11.09
LUXURY	401,678	4.48
IMPORT	2,395,036	26.69
TOTAL	8,973,345	100.00

Golden Spirit by Zimmer

Zimmer Motor Car Corp., Pompano Beach, Fla., has introduced this Golden Spirit, designed and engineered by Zimmer. The distinctively styled car has a price tag of $45,900. Production of 300 cars a year is planned.

In appeal to Loan Guarantee Board

Signs point to OK for Chrysler

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp., whose future has been on a roller coaster ride for the past two years, rolled toward high point last week with the indication from Treasury Secretary G. William Miller that the company's bid for another $400 million in federal loan guarantees would likely be given conditional approval prior to the change in administrations.

Chrysler had been hoping for such an indication because it feared the Reagan Administration might not look with the same amount of sympathy on its problems as the outgoing Carter Administration has.

However, Treasury Secretary-Designate Donald Regan said at confirmation hearings last week that Chrysler's situation is somewhat unique and that he would give the company's request careful consideration.

Regan said that, as a general policy, he objected to the government's bailing out failing companies but that the Chrysler situation "is a special one" since Congress already has agreed to help it.

He said that the auto industry as a whole "must be dealt with on a priority basis" because it is "one of the underpinnings of the economy."

Miller, speaking with reporters following a four-hour meeting of the Chrysler Loan Guarantee Board, said it was his hope that the infusion of money plus the further reorganization of the company and concessions by its union and non-union employes, creditors and suppliers would "allow it perhaps to ally with a foreign maker, where its future clearly lies."

And making a subtle pitch to the incoming Treasury Secretary not to overturn a conditional approval if it is given, Miller said the company's current efforts to reorganize itself outside U. S. bankruptcy laws were preferable to doing it the other way.

Chrysler has said that it will be out of money by the middle of the month if it does not receive the additional loan guarantees.

To get the loan guarantees, however, it must prove to the loan board it can survive as a viable firm and also come up with a matching $400 million.

To satisfy the former requirement, it has submitted yet another reorganization plan and to satisfy the latter, it has asked the UAW for a wage and pension freeze worth $673 million, its suppliers to freeze prices and its creditors to convert the debt into stock.

Miller has said in the past that Chrysler must ally with a foreign maker if it is to survive. With the company's latest crises, that point was made more emphatic than ever at the board meeting, according to a source attending the session. The board insists, in fact, that Chrysler immediately begin a search for such a partner, the source said.

• UAW President Douglas Fraser, also in town for the loan board meeting, said afterwards that while Chrysler's situation is troublesome, the problems were not insurmountable and that the union "has never shirked its responsibility and won't this time."

"If the banks and the dealers ante up, we will too," he said.

Fraser said, however, that even if Chrysler does get the additional funds there will not be a future for the company if the economy does not improve and if interest rates do not decline.

"Chrysler cannot long survive in the present economic climate," he said. "There is a breaking point out there somewhere. Spring, summer, fall, I don't know when, but sometime this year unless we get a turnaround."

Fraser said that in return for concessions from the union Chrysler will be asked to allow the union to share in its profits when the company is once again profitable.

"We tried to tell Volcker (Federal Reserve Board Chairman Paul Volcker) that the auto industry, not just Chrysler, is in desperate trouble," Fraser said, "but we did not hear anything encouraging from him.

"It seems only fair to us that we share in the good times if we share in the bad," he said.

Then sounding his pugnacious best, Fraser cautioned General Motors not to try to renegotiate its contract with the union.

"When they get to be like Chrysler, we might reconsider," he said, "but not until then. Ford, we would have to take a look at, but after we get through with Chrysler they might not want to renegotiate anyway."

Fraser said he thinks Chrysler can still do it, but that the publicity over its current loan request wasn't helping it any.

To that end he suggested to the board that it authorize the company to conditionally draw down all of the $700 million in loan guarantees still available to it.

"If you are going to make an expression of confidence in the company, as granting the $400 million request would be, why not make a real statement with a full $700 million authorization," he said.

"That way the public will have some confidence in the company. Interest rates are not hurting it nearly as much as this continuing concern over its future is."

The Loan Guarantee Board, while sympathetic to this logic, told Fraser that the loan guarantee law prevents it from doing this as Chrysler must have matching funds on hand. At present, Chrysler has only $360 million, he board said.

Miller said the loan board would likely meet again this week on the Chrysler request.

Problems not related to interest rates, Volcker says

It's 'brink of disaster' for dealers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Jerry Hayes, a Buick-Jeep dealer from Salt Lake City, told the Senate Banking Committee that new-car and truck dealers are "literally on the brink of disaster."

If the country cannot find a better way to control inflation other than forcing up interest rates, then mechanisms must be structured to help the auto and housing industries so they no longer have to shoulder a "disproportionate share of the national sacrifice."

Hayes' testimony followed a lengthy discussion between Paul Volcker, chairman of the Federal Reserve Board, and committee members about the need to coordinate both monetary and fiscal restraints.

The thrust, however, was that the Reagan Administration and the Republicans—fully as much as the Carterites before them—want controls on the supply of money and the independent Federal Reserve Board will continue its present policy.

Interest rates, which are not set by the Reserve Board, behave naturally—that is, they are low when money is abundant and high when it is scarce—except they react to anticipatory forces, rising in an accelerated fashion and now falling in anticipation.

This necessarily impacts most heavily on credit-dependent industries like housing and autos.

• The point which Volcker has made consistently is that inflation must be controlled and that monetary policy is only half the problem. Interest rates will straighten out when Congress controls fiscal policy, perhaps by tax cuts and perhaps by controlling spending through the budget.

But Volcker avoiding giving any advice, no matter how hard he was pressed—saying to the Congressmen that it was their problem, not his. His general feeling was that whether tax cuts were for businesses or for individuals, they should involve incentives and be forward-looking.

Volcker was pressed by Senator Don Riegle, Michigan Democrat, for advice as to how to get off the "roller coaster" of interest rates and credit shortages. Volcker is one of the three voting members of the Chrysler Loan Guarantee Board.

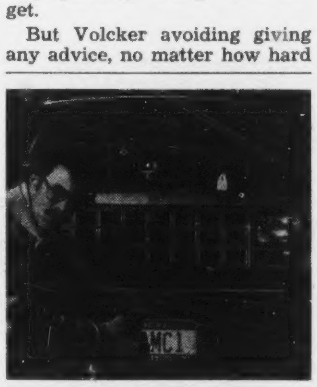
Volcker pointed out the auto industry has not traditionally been sensitive to money supply. Its problems are deep-seated and not directly related to the current interest rates which, however, do directly affect dealers.

He admitted the high prime had not come at a good time for the industry and he sympathized with the "heavy burden" on dealers. But he also said that if the industry had been healthy, it could have taken it.

Riegle disagreed, saying that Volcker underestimated the impact of high interest rates. He cited Chrysler's 7-percent price cut to offset higher rates which resulted in a pickup in sales.

Volcker replied the Chrysler action was to "lower its price"—adding that the price of the K-cars was very high. Volcker

Continued on Page 46, Col. 1



Inaugural Eagles

Melvin Lukens IV, assistant director of transportation for the Presidential Inaugural Committee, puts the AMC 1 license plate on the first of 75 Eagles provided by AMC for use Jan. 20.

Seven imports shatter records

New-car sales lowest since 1975

Continued from Page 2

percent and Chrysler was down 43.84 percent.

At Ford Motor Co., Ford sales were down 27.94 percent, Mercury was down 35.13 percent and Lincoln dropped 46.90 percent.

General Motors declines included Cadillac down 32.17 percent, Chevrolet down 18.83 percent, Oldsmobile down 13.57 percent and Pontiac down 21.27 percent.

• Top-selling domestic nameplates lined up behind Chevrolet Citation, which grabbed first place with sales of 374,706. Second was Chevrolet Chevette at 373,988, followed by Ford Fairmont at 285,272, Chevrolet Malibu at 267,732 and standard Chevrolet at 261,819.

Oldsmobile Cutlass Supreme was sixth at 258,789, followed by Ford Mustang at 225,290, Oldsmobile Cutlass at 210,784, Buick Regal at 199,207 and Buick Skylark at 175,741.

Only 11 nameplates which were on the market in 1979 reported sales increases in 1980.

Fourth-quarter domestic new-car sales totaled 1,664,574, down 11.18 percent from 1,874,088 for the comparable 1979 period.

December new-car sales included a record for the imports and the lowest domestic total since 1974. Import sales climbed 3.72 percent to 177,658 from 171,279. The domestics dropped 14.91 percent to 471,443 from 554,060. Combined sales numbered 649,101, down 10.51 percent from 725,339 the preceding December.

Imports accounted for 27.37 percent of the December new-car market. Thirteen foreign-car makers enjoyed sales gains for the month, and Honda surpassed Datsun to become the number-two-selling import for December. Toyota continued in first place and recorded a 7.15-percent sales increase.

• Chrysler was the only domestic auto maker to boast a sales increase the final month of 1980.

Chrysler sales were up 10.69 percent, to 63,127 from 57,034.

GM sales dropped 19.16 percent, to 272,004 from 336,462. Ford reported sales of 115,615, down 13.33 percent from 133,398. VWoA was down 13.83 percent, to 11,103 from 12,885, and AMC plunged 32.82 percent, to 9,594 from 14,281.

The daily selling rate in December of 18,132 was the lowest for any month in 1980. It was down 18.18 percent from 22,162 for the same month in 1979.

GM earned 57.70 percent of the December domestic market, down from 60.73 percent in 1979. Ford sales accounted for 24.52 percent, up slightly from 24.07 percent. Chrysler jumped to 13.39 percent from 10.29 percent, while VWoA rose to 2.35 percent from 2.33 percent, and AMC slipped to 2.04 percent from 2.58 percent.

Plymouth reported a 31.26-percent sales improvement for the month, Dodge was up 18.43 percent and Buick was up 2.98 percent.

Chevrolet Citation was the top-selling nameplate in December, with sales of 25,975. It was followed by Ford Escort at 22,097, Chevrolet Chevette at 21,030, Ford Fairmont at 19,664 and standard Chevrolet at 18,532.

Dec. 21-31 sales were a disaster — their lowest since 1953 when the sum was only 122,815. This year's total was 146,435, down 24.42 percent from 193,741. During the period Chrysler leaped to 17.12 percent of the market, GM had 53.44 percent, Ford had 24.27 percent, VWoA had 2.71 percent and AMC had 2.46 percent.

Where Auto Market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	100,636	15.51
COMPACT	138,996	21.41
INTERMEDIATE	131,334	20.23
STANDARD	68,242	10.51
LUXURY	32,235	4.97
IMPORT	177,658	27.37
TOTAL	649,101	100.00

U. S. CAR SALES BY MARKETING UNITS

	December, 1980	December, 1979	Calendar year, 1979	Calendar year, 1980
Chevrolet	122,489	149,498	1,747,534	2,152,803
Ford	84,544	96,561	1,143,270	1,569,483
Oldsmobile	52,414	60,132	820,681	949,488
Buick	51,792	50,291	720,368	714,508
Toyota	47,071	43,928	582,204	507,816
Pontiac	37,935	52,965	614,897	781,042
Honda	34,471	25,779	375,388	353,291
Datsun	30,120	36,902	516,890	472,252
Mercury	29,309	31,247	330,853	509,999
Plymouth	28,914	25,096	317,049	386,705
Dodge	28,653	27,192	330,073	444,715
VW of America	21,985	21,465	321,036	348,466
Cadillac	17,374	25,451	213,002	314,034
Mazda	15,786	13,906	161,623	156,535
Chrysler	11,946	15,940	174,063	248,840
AMC-Renault	11,367	15,317	174,803	180,919
Subaru	10,686	10,141	142,968	127,871
Lincoln	5,493	10,866	69,704	131,271
Mercedes-Benz	4,721	3,728	53,790	52,819
Volvo	3,059	3,044	56,999	56,602
BMW	2,745	1,897	37,017	34,520
Fiat	2,431	2,580	39,284	60,536
Jaguar-Rover-Triumph	1,591	1,389	32,179	42,508
Peugeot	1,141	644	12,930	11,688
Saab	940	984	13,558	15,142
Alfa Romeo	124	269	3,000	4,011
TOTAL	649,101	725,339	8,973,345	10,641,679

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	December 1980	December 1979	Calendar year, 1979	Calendar year, 1980
Alfa Romeo	124	269	3,000	4,011
Arrow/Champ	2,517	4,773	55,474	48,860
Audi	3,253	3,011	42,483	42,709
BMW	2,745	1,897	37,017	34,520
Challenger	768	1,026	12,924	14,166
Colt	2,434	4,675	50,689	62,705
Datsun	30,120	36,902	516,890	472,252
Fiat	2,252	2,459	37,184	58,934
Fiesta	3,731	5,276	68,595	78,109
Honda	34,471	25,779	375,388	353,291
Jaguar	292	272	3,029	3,748
Lancia	179	121	2,100	1,602
Mazda	15,786	13,908	161,623	156,535
Mercedes-Benz	4,721	3,728	53,790	52,819
MG	361	605	13,730	26,027
Opel	....	....	....	13,815
Peugeot	1,141	644	12,930	11,688
Porsche	674	820	10,490	13,818
Renault	1,773	1,036	25,365	18,862
Rover	131	....	481	....
Saab	940	984	13,558	15,142
Sapporo	667	720	10,263	12,322
Subaru	10,686	10,141	142,968	127,871
Toyota	47,071	43,928	582,204	507,816
Triumph	807	512	14,939	12,733
Volkswagen	6,955	4,749	90,923	125,100
Volvo	3,059	3,044	56,999	56,602
TOTAL	177,658	171,279	2,395,036	2,326,057

Special report opposes curbs on Japanese autos

WASHINGTON. — With hearings to start this Wednesday on the auto industry by the Senate Finance Trade subcommittee looking into the impact of imports, a report from the Japan - U. S. Economic Relations Group — the so-called "wise men"—says that quotas or other restrictions are not in the interests of either the U. S. or Japan.

This comes at the same time that the the new head of the Senate Finance Committee, Senator Robert Dole, is also opposed to quotas on Japanese cars or other interference with the International Trade Commission decision, which found no injury to the domestics caused by rising imports.

Meanwhile, both Michigan senators are pushing for Presidential negotiation and Senator Carl Levin, citing a new Justice Department letter, says there exists no antitrust barrier to Presidential negotiation.

Although the Reagan Administration and the designate for the trade ambassador — Bill Brock, former chairman of the Republicans—have taken no position, one American from the "wise men" is A. W. Clausen, president of Bank of America and Reagan's appointment to head the World Bank.

This makes the "wise men's" report as close as possible to an official Reagan's position.

The "wise men" say that restrictions on Japanese cars would limit consumer choice, channel demand to less efficient cars, worsen inflation—all while not effectively dealing with unemployment or capital formation problems. Further, the decision on whether or not to make cars in the U. S. should be left to Japanese businessmen.

The report of the "wise men" says the "primary responsibility for expanding U. S. auto sales in Japan rests with the U. S. manufacturers and their representatives in Japan."

DOMESTIC CAR SALES

	Dec. 21, to Dec. 31, 1980	Period, Same 1979	December, 1980	Same Month, 1979	Jan. 1 to Dec. 31, 1980	Same Period, 1979
Spirit	....	....	2,406	4,207	49,723	54,356
Concord	....	....	3,182	5,594	64,991	85,432
Pacer	....	....	32	480	2,083	8,168
Eagle	....	....	3,974	4,000	32,641	14,101
AMERICAN MOTORS*.	3,600†	5,400†	9,594	14,281	149,438	162,057
Horizon	2,898	2,547	7,117	5,505	78,823	84,668
TC3	1,301	1,876	2,828	3,892	53,971	62,072
Reliant	5,748	....	13,589	....	32,720	....
Volare	616	4,405	1,785	9,756	72,116	167,091
Voyager	....	....	....	....	....	8,265
Fury	....	....	....	....	....	2,681
Plymouth	144	148	411	450	13,682	746
Total Plymouth	10,707	8,976	25,730	19,603	251,312	325,523
LeBaron	1,941	2,603	5,847	6,371	65,519	99,588
Cordoba	1,391	1,803	3,259	5,655	44,908	61,801
Chrysler	779	1,872	2,228	3,914	29,321	87,451
Total Chrysler	4,111	6,278	11,334	15,940	139,748	248,840
Total Imperial	139	....	612	....	2,497	....
Omni	2,296	1,933	5,347	4,354	61,240	69,888
024	1,102	1,60[illegible]	2,586	3,418	46,658	54,490
Aries	4,389	....	10,642	....	25,784	....
Aspen	541	3,151	1,612	7,455	55,092	117,777
Sportsman	....	....	....	....	....	24,917
Diplomat	934	1,254	2,959	2,884	33,157	45,131
Monaco	....	....	....	....	....	2,554
Mirada/Magnum	634	1,026	1,731	2,358	27,595	24,784
Dodge	210	460	574	1,022	16,934	28,303
Total Dodge	10,106	9,425	25,451	21,491	266,460	367,844
CHRYSLER CORP.	25,063	24,679	63,127	57,034	660,017	942,207
Pinto	1,082	3,888	3,176	10,886	142,467	187,708
Escort	7,628	....	22,097	....	60,196	....
Mustang	4,234	6,226	12,639	18,187	225,290	304,053
Fairmont	4,778	7,443	19,664	22,388	285,272	338,819
Club Wagon	....	....	....	....	....	31,094
Granada	2,391	2,161	7,416	7,233	88,371	141,737
LTD II	....	231	....	658	3,012	26,700
Thunderbird	2,428	5,708	7,189	15,266	127,248	215,698
Ford	2,732	6,071	8,632	16,667	142,819	245,565
Ford Division	25,273	31,728	80,813	91,285	1,074,675	1,491,374
Bobcat	235	902	677	2,421	26,821	44,674
Lynx	2,316	....	7,466	....	18,196	....
Zephyr	2,026	2,162	7,075	7,028	87,032	99,335
'80 Cougar	....	....	....	....	....	3,955
Cougar/Monarch	867	1,064	3,020	3,398	31,710	55,347
XR-7	793	2,666	3,002	6,820	51,857	121,184
Capri	1,154	1,708	4,005	5,384	62,592	90,850
Mercury	1,182	2,549	4,064	6,196	52,645	94,654
Total Mercury	8,573	11,051	29,309	31,247	330,853	509,999
Versailles	....	253	....	747	4,219	13,586
Lincoln	754	1,450	2,570	4,108	30,114	60,797
Mark VI	947	2,256	2,923	6,011	35,371	56,888
Total Lincoln	1,701	3,959	5,493	10,866	69,704	131,271
L-M Division	10,274	15,010	34,802	42,113	400,557	641,270
FORD MOTOR	35,547	46,738	115,615	133,398	1,475,232	2,132,644
Skyhawk	....	339	....	797	5,388	18,768
Skylark	3,797	4,000	13,236	9,778	175,741	115,000
Century	2,832	3,710	9,943	8,400	145,894	62,210
Regal	4,222	5,082	14,216	12,782	199,207	249,379
LeSabre	1,703	3,534	5,979	8,183	89,429	129,554
Electra	1,706	3,320	4,879	6,702	61,792	88,195
Riviera	843	1,526	3,539	3,649	42,917	51,402
Buick Division	15,103	21,511	51,792	50,291	720,368	714,508
Seville	832	1,594	2,619	4,478	34,709	45,317
Cadillac	3,578	6,090	10,546	16,398	126,151	206,164
Eldorado	1,348	1,728	4,209	4,577	52,142	62,553
Cadillac Division	5,758	9,412	17,374	25,451	213,002	314,034
Chevette	6,874	9,409	21,030	27,282	373,988	375,724
Monza	1,962	3,040	7,272	8,344	150,320	141,564
Citation/Nova	7,633	10,001	25,975	30,048	374,706	308,437
Sportvan	....	....	....	....	....	24,594
Camaro	1,845	3,358	6,578	10,226	116,824	204,742
Malibu	4,993	7,304	18,140	21,024	267,732	344,233
Monte Carlo	3,624	5,814	12,354	15,722	165,638	265,877
Chevrolet	5,326	12,877	18,532	32,290	261,819	449,001
Corvette	787	885	2,608	2,687	36,507	38,631
Chevrolet Division	33,044	53,411	112,489	149,498	1,747,534	2,152,803
Starfire	....	259	....	878	5,334	18,611
Omega	1,467	864	5,335	4,863	87,262	50,098
Cutlass	3,130	3,080	12,507	12,404	210,784	114,092
Supreme	4,310	4,990	15,994	17,980	258,789	404,068
Olds 88	2,687	3,375	10,248	13,764	147,997	223,699
Olds 98	1,494	1,571	5,721	6,879	73,464	92,075
Toronado	731	891	2,609	3,364	37,051	46,845
Oldsmobile Division	13,819	15,030	52,414	60,132	820,681	949,488
Sunbird	2,193	1,494	7,531	5,814	132,630	89,107
Phoenix	1,516	1,478	6,030	8,060	98,952	80,857
Firebird	1,068	2,006	3,643	8,437	81,592	149,211
LeMans	1,319	1,760	5,156	7,395	77,911	114,993
Grand Prix	2,429	2,579	8,601	10,973	118,414	175,573
Pontiac	2,008	3,025	6,974	12,286	105,398	171,301
Pontiac Division	10,533	12,342	37,935	52,965	614,897	781,042
GENERAL MOTORS	78,257	110,983	272,004	336,462	4,116,482	4,911,875
VOLKSWAGEN	3,968	5,941	11,103	12,885	177,140	166,839
DOMESTIC TOTALS	146,435	193,741	471,443	554,060	6,578,309	8,315,622
IMPORT TOTAL	....	....	177,658	171,279	2,395,036	2,326,057
GRAND TOTAL	....	....	649,101	725,339	8,973,345	10,641,679

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

New ITT official

TONAWANDA. N. Y.—Robert J. Kick has been named account executive by ITT Aimco. He will be responsible for Aimco products to General Motors worldwide. ITT Aimco's product line includes brake shoes, disk plates, drums, rotors and hub and drums for OEM and the aftermarket.

Equipment survey shows defrosters and defoggers as the only gainers

Buyers skip power options in '80

By Joseph Bohn
Marketing Editor

Power equipment options proved less popular with buyers of 1980 domestic cars, the result of a greater price consciousness and the increasing shift toward smaller cars.

Of the six power equipment options surveyed by AUTOMOTIVE NEWS on domestic cars, only rear window defrosters and defoggers increased their appeal. Down were power brakes, power seats, power steering, power side windows and speed regulating devices.

Rear window defoggers and defrosters ended up on 50.68 percent of domestic cars up from 47.60 percent in '79. The industry installed 3,621,119 of these devices on cars, down from 4,448,179 in '79 because of an overall slump in car production.

Chrysler Corp. led the way by installing defrosters/defoggers in 68.73 percent of its cars, equal to 525,977 units. That was up from a 60.69 percent penetration, equivalent to 689,418 units, in '79.

The fact that rear defroster/defoggers were standard on Omni and Horizon, which accounted for a greater percentage of Chrysler production, helped push Chrysler's total up.

At American Motors, rear defoggers/defrosters accounted for 52.63 percent of company production, equal to 104,145 units. That was up from 45.43 percent, or 76,968, in '79.

General Motors followed, with an installation rate of 47.98 percent, equal to 2,200,267. That was up from 45.51 percent, or 2,345,924, in '79.

At Ford Motors, the options ended up on 42.94 percent of cars, equal to 589,790 units. That compared with a 43.85 percent, or 1,207,051, in '79.

Volkswagen installed rear defroster/defoggers in 90.00 percent of its domestic Rabbits, equal to 200,990 units. That was down from 96.90 percent, or 128,818, in '79.

- Power steering, still the most popular option in the group, nonetheless declined in popularity.

The option ended up on 83.83 percent of odmestic cars, equal to 5,989,989 units. That was down from 89.46 percent, or 8,360,703, in '79.

American Motors equipped 90.61 percent of its cars with power steering, equal to 179,280 units. That was up from 89.41 percent, or 151,493, in '79.

General Motors had an 87.55 percent installation rate, equal to 4,014,660 units. That was down from 91.96 percent, or 4,740,059, in '79.

Ford Motor equipped 87.49 percent of its cars with power steering, equal to 1,201,684 units. That was down from 91.68 percent, or 2,524,044, in '79.

Chrysler Corp. equipped 77.67 percent of its cars, a total of 594,365, with power steering. That was down sharply from 83.20 percent, or 945,102, in '79.

VW didn't offer power steering on its Rabbits.

Power brakes, which rival power steering's popularity, likewise declined on 1980 models.

Industrywide, 81.87 percent of domestic cars carried this option compared with 85.49 percent in '79. The total was 5,850,171 compared with 7,989,472 in '79.

Volkswagen equipped 100 percent of the 223,267 domestic Rabbits with power brakes in '80, compared with 94.60 percent, or 125,729, in '79.

At GM, power brakes ended up on 84.95 percent of cars, equal to 3,895,199 units. That was off from 90.10 perecnt, or 4,644,078, in '79.

At Ford Motor, the feature was installed up on 83.34 percent of cars, equal to 1,144,774 units. That compared with 83.19 percent, or 2,290,263, units in '79.

Chrysler Corp. installed power brakes on 62.09 percent of its cars compared with 74.37 percent in '79. Altogether, some 475,117 cars carried power brakes compared with 844,869 in '79.

American Motors installed them on 56.51 percent of its cars, equal to 111,814 units. That was up from 49.89 percent, or 84,533, in '79.

Speed regulating devices also were down.

Industrywide, they accounted for 2,286,091 cars, equal to 31.99 percent of production. That compared with 3,612,300, or 38.65 percent, in '79.

General Motors installed speed controls on 1,681,497 cars, equal to 36.67 percent of its production. That was off from 2,224,672, or 43.16 percent, in '79.

Ford Motor installed speed regulators on 404,439 cars, equal to 29.44 percent of production. That was off from 964,956, or 35.05 percent, in '79.

Chrysler installed them in 171,261 cars, equal to 22.38 percent of production. That was off from 400,921, or 35.29 percent, of its '79 production.

American Motors installed them in 28,894 cars, equal to 14.60 percent of production. That was up from 21,571, or 12.73 percent, in '79.

Volkswagen didn't offer the option on either its '80 or '79 U. S.-built Rabbits.

Power side windows also continued losing popularity.

Industrywide, they ended up on 1,536,314 cars, equal to 21.50 percent of produtcion. That was off from 2,636,050, or 28.21 percent, in '79.

GM installed power side windows on 1,189,661 cars, equal to 25.94 percent of production. That was off from 1,808,018, 35.08 percent, in '79.

Ford Motor installed them in 247,701 cars, equal to 18.03 percent of production. That was off from 645,454, or 23.45 percent, in '79.

Chrysler Corp. installed them in 86,574 cars, equal to 11.31 percent of production. That was off from 179,922, or 15.84 percent, in '79.

American Motors installed them in 12,378 cars, equal to 6.26 percent of production. That was up from 2,656, or 1.57 percent, in '79.

Industrywide, some 1,072,615 cars, or 15.01 percent of production, were equipped with power seats. That was down from 1,776,000, or 19.00 percent, in '79.

GM installed the option on 803,942 cars, equal to 17.53 percent of production. That was off from 1,134,101, or 22.00 percent, in '79.

Ford Motor installed power seats in 199,866 cars, equal to 14.55 percent of production. That was down from 499,574, or 18.15 percent, in '79.

Chrysler Corp. installed the option in 65,542 cars, equal to 8.56 percent of production. That was down from 142,325, or 12.53 percent, in '79.

American Motors installed power seats in only 3,265 cars, equal to 1.65 percent of production. Still, that was an improvement over '79 when the company didn't offer the option at all.

POWER EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/ Defroster	Percent of Output
AMERICAN MOTORS	111,814	56.51	3,265	1.65	179,280	90.61	12,378	6.26	28,894	14.60	104,145	52.63
Eagle	46,379	100.00	NA	—	46,379	100.00	7,029	15.20	14,484	31.20	31,766	68.50
Concord	50,630	62.90	3,265	4.10	78,306	97.30	5,349	6.60	13,121	16.30	40,877	50.80
Spirit	14,805	20.80	NA	—	54,595	76.90	NA	—	1,289	1.80	31,502	44.30
CHRYSLER CORP.	475,117	62.09	65,542	8.56	594,365	77.67	86,574	11.31	171,261	22.38	525,977	68.73
C-P Division	293,650	64.94	49,690	10.99	360,207	79.66	64,291	14.22	118,092	26.12	307,819	68.07
Horizon	37,207	22.90	NA	—	79,614	49.00	NA	—	13,648	8.40	162,478	100.00
Volare	76,512	69.70	768	0.70	100,662	91.70	1,756	1.60	9,550	8.70	44,129	40.20
'80 Gran Fury	18,724	100.00	262	1.40	18,724	100.00	2,415	12.90	2,415	12.90	11,571	61.80
Cordoba	57,479	100.00	17,359	30.20	57,479	100.00	23,164	40.30	34,545	60.10	31,843	55.40
Chrysler	29,114	100.00	16,304	56.00	29,114	100.00	17,556	60.30	21,224	72.90	17,730	60.90
LeBaron	74,614	100.00	14,997	20.10	74,614	100.00	19,400	26.00	36,710	49.20	40,068	53.70
Dodge Total	181,467	57.96	15,852	5.06	234,158	74.79	22,283	7.12	53,169	16.98	218,158	69.68
Omni	33,986	24.60	NA	—	68,387	49.50	NA	—	11,191	8.10	138,155	100.00
St. Regis	17,068	100.00	3,482	20.40	17,068	100.00	4,062	23.80	4,318	25.30	12,374	72.50
Diplomat	38,166	100.00	4,656	12.20	38,166	100.00	6,145	16.10	13,511	35.40	17,976	47.10
Aspen	58,033	67.90	769	0.90	76,323	89.30	1,538	1.80	7,350	8.60	32,991	38.60
Mirada	34,214	100.00	6,945	20.30	34,214	100.00	10,538	30.80	16,799	49.10	16,662	48.70
FORD MOTOR	1,144,774	83.34	199,866	14.55	1,201,684	87.49	247,701	18.03	404,439	29.44	589,790	42.94
Ford Division	793,510	80.88	72,373	7.38	837,978	85.41	101,833	10.38	225,424	22.98	379,628	38.69
Pinto	31,305	25.10	NA	—	49,264	39.50	NA	—	NA	—	79,447	63.70
Mustang/Mustang II	204,034	75.20	NA	—	223,841	82.50	NA	—	23,334	8.60	87,366	32.20
Fairmont	212,181	90.50	2,579	1.10	214,994	91.70	6,330	2.70	31,886	13.60	73,853	31.50
Granada	85,817	94.90	3,255	3.60	89,706	99.20	6,330	7.00	22,155	24.50	34,725	38.40
Thunderbird	156,803	100.00	43,591	27.80	156,803	100.00	61,780	39.40	90,162	57.50	63,819	40.70
Ford	103,370	100.00	22,948	22.20	103,370	100.00	27,393	26.50	57,887	56.00	40,418	39.10
L-M Division	351,264	89.50	127,493	32.48	363,706	92.67	145,868	37.17	179,015	45.61	210,162	53.55
Bobcat	10,600	43.00	NA	—	16,417	66.60	NA	—	NA	—	20,953	85.00
Capri	61,988	77.50	NA	—	64,707	80.90	NA	—	NA	—	34,553	43.20
Zephyr	63,061	90.00	2,312	3.30	64,953	92.70	4,484	6.40	17,307	24.70	29,358	41.90
Monarch	28,351	92.90	1,770	5.80	30,365	99.50	2,899	9.50	10,346	33.90	13,062	42.80
Cougar/XR7	58,028	100.00	14,217	24.50	58,028	100.00	23,211	40.00	32,844	56.60	25,532	44.00
Mercury	54,328	100.00	34,879	64.20	54,328	100.00	40,366	74.30	45,364	83.50	31,510	58.00
Lincoln	31,233	100.00	30,640	98.10	31,233	100.00	31,233	100.00	30,296	97.00	22,425	71.80
Versailles	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	3,406	71.20
Mark VI	38,891	100.00	38,891	100.00	38,891	100.00	38,891	100.00	38,074	97.90	29,363	75.50
GENERAL MOTORS	3,895,199	84.95	803,942	17.53	4,014,660	87.55	1,189,661	25.94	1,681,497	36.67	2,200,267	47.98
Buick Division	792,951	99.10	227,103	28.38	783,537	97.92	299,053	37.37	382,636	47.82	433,218	54.14
Skyhawk	7,673	92.20	NA	—	8,189	98.40	NA	—	NA	—	5,126	61.60
Skylark	205,243	96.90	19,275	9.10	208,420	98.40	34,313	16.20	64,178	30.30	107,811	50.90
Century	148,429	100.00	24,045	16.20	145,906	98.30	35,326	23.80	62,340	42.00	75,699	51.00
Regal	214,735	100.00	36,699	17.00	204,151	95.10	65,820	30.70	81,767	38.10	100,973	47.00
Buick	168,250	100.00	98,463	58.50	168,250	100.00	114,973	68.30	128,553	76.40	105,784	62.90
Riviera	48,621	100.00	48,621	100.00	48,621	100.00	48,621	100.00	45,798	94.20	37,825	77.80
Cadillac Division	231,028	100.00	231,028	100.00	231,028	100.00	231,028	100.00	218,038	94.38	181,126	78.40
Seville	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00
Cadillac	138,999	100.00	138,999	100.00	138,999	100.00	138,999	100.00	128,574	92.50	97,299	70.00
Eldorado	52,685	100.00	52,685	100.00	52,685	100.00	52,685	100.00	50,115	95.10	44,483	84.40
Chevrolet Division	1,443,791	71.19	59,822	2.95	1,510,034	74.46	234,436	11.56	372,386	18.36	868,885	42.84
Chevette	31,608	7.00	NA	—	NA	—	NA	—	NA	—	163,912	36.30
Monza	70,441	41.50	NA	—	142,749	84.10	NA	—	NA	—	61,445	36.20
Camaro	146,244	96.20	NA	—	152,021	100.00	44,694	29.40	38,157	25.10	77,987	51.30
Citation	564,919	90.50	1,248	0.20	585,518	93.80	32,459	5.20	91,760	14.70	285,893	45.80
Malibu/Chevelle	277,575	100.00	5,274	1.90	276,742	99.70	16,655	6.00	57,736	20.80	109,642	39.50
Monte Carlo	126,006	100.00	8,568	6.80	126,006	100.00	30,493	24.20	51,914	41.20	48,008	38.10
Chevrolet	186,384	100.00	44,732	24.00	186,384	100.00	69,521	37.30	101,952	54.70	85,364	45.80
Corvette	40,614	100.00	NA	—	40,614	100.00	40,614	100.00	30,867	76.00	36,634	90.20
Oldsmobile Division	838,721	98.97	226,506	26.73	842,865	99.45	261,416	30.85	500,900	59.10	428,136	50.52
Starfire	6,068	73.70	NA	—	7,452	90.50	NA	—	NA	—	3,329	40.40
Omega	127,722	95.10	NA	—	130,482	97.10	16,976	12.60	31,751	23.60	70,864	52.80
Cutlass	422,179	100.00	54,842	13.00	422,179	100.00	115,442	27.30	228,483	54.10	162,003	38.40
Oldsmobile	239,313	100.00	128,224	53.60	239,312	100.00	85,558	35.80	199,057	83.20	155,493	65.00
Toronado	43,440	100.00	43,440	100.00	43,440	100.00	43,440	100.00	41,609	95.80	36,447	83.90
Pontiac Division	588,708	86.75	59,483	8.77	647,196	95.37	163,728	24.13	207,537	30.58	288,902	42.57
Sunbird	65,798	45.99	NA	—	119,378	83.44	NA	—	NA	—	45,811	32.02
Phoenix	167,435	93.91	NA	—	172,302	96.64	18,539	10.40	35,654	20.00	91,113	51.10
Firebird	105,580	98.36	NA	—	107,340	100.00	49,269	45.90	42,102	39.22	55,618	51.81
LeMans	61,223	100.00	3,801	6.21	59,504	97.19	8,745	14.28	21,162	34.57	26,459	43.22
Grand Prix	114,714	100.00	24,457	21.32	114,714	100.00	45,748	39.88	59,009	51.44	40,207	35.05
Pontiac	73,958	100.00	31,225	42.22	73,958	100.00	41,427	56.01	49,610	67.08	29,694	40.20
VOLKSWAGEN	223,267	100.00	NA	—	NA	—	NA	—	NA	—	200,990	90.00
Total Cars, U. S.	5,850,171	81.87	1,072,615	15.01	5,989,989	83.83	1,536,314	21.50	2,286,091	31.99	3,621,119	50.68

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model year production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

10 MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,300	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Oct., '80**	....	....	....	....	....	....	....	**111**	**111**
	Oct., '79	....	....	....	....	....	....	....	190	190
	Year to Date '80	....	....	....	....	....	....	....	**1,293**	**1,293**
	Year to Date '79	....	....	....	....	....	....	....	1,824	1,824
BROCKWAY	**Oct., '80**	....	....	....	....	....	....	....	....	....
	Oct., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**Oct., '80**	**27,553**	**21,363**	**273**	....	**82**	**980**	**947**	**211**	**51,409**
	Oct., '79	35,923	47,592	44	....	167	3,217	57	582	87,582
	Year to Date '80	**304,596**	**288,143**	**1,101**	....	**1,241**	**11,065**	**11,123**	**2,627**	**619,896**
	Year to Date '79	379,498	506,395	4,900	....	1,463	29,353	1,053	4,327	926,989
(Memo Units)#	**Oct., '80**	**12,743**	**6,069**	....	....	....	....	....	....	**18,812**
	Oct., '79	18,074	14,070	....	....	....	....	....	....	32,144
	Year to Date '80	**138,972**	**83,935**	....	....	....	....	....	....	**222,907**
	Year to Date '79	174,581	148,797	....	....	....	....	....	....	323,378
DIAMOND REO	**Oct., '80**	....	....	....	....	....	....	....	**6**	**6**
	Oct., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**89**	**89**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**Oct., '80**	**9,022**	**7,423**	**211**	....	....	....	....	....	**16,656**
	Oct., '79	10,610	23,993	1,727	519	....	....	....	....	36,849
	Year to Date '80	**86,102**	**105,995**	**4,220**	**190**	....	....	....	....	**196,507**
	Year to Date '79	93,357	182,937	32,211	4,876	....	....	....	....	313,381
(Memo Units)#	**Oct., '80**	**6098**	**4,436**	**141**	....	....	....	....	....	**10,675**
	Oct., '79	5,527	12,971	489	....	....	....	....	....	18,987
	Year to Date '80	**57,682**	**67,146**	**1,861**	....	....	....	....	....	**126,689**
	Year to Date '79	52,400	99,299	26,062	....	....	....	....	....	177,761
FORD	**Oct., '80**	**20,512**	**33,055**	**30**	....	....	**1,335**	**1,853**	**692**	**57,477**
	Oct., '79	30,175	66,007	40	....	....	4,480	1,361	1,885	103,948
	Year to Date '80	**208,421**	**394,118**	**504**	....	....	**16,970**	**27,396**	**11,880**	**659,289**
	Year to Date '79	10,940	18,362	....	....	....	....	....	....	29,302
(Memo Units)#	**Oct., '80**	**8,171**	**10,318**	....	....	....	....	....	....	**18,489**
	Oct., '79	94,093	188,957	....	....	....	....	....	....	283,050
	Year to Date '80	**85,838**	**129,605**	....	....	....	....	....	....	**215,443**
	Year to Date '79	....	....	....	....	....	....	....	....	....
FREIGHTLINER	**Oct., '80**	....	....	....	....	....	....	....	**733**	**733**
	Oct., '79	....	....	....	....	....	....	....	1,409	1,409
	Year to Date '80	....	....	....	....	....	....	....	**9,148**	**9,148**
	Year to Date '79	....	....	....	....	....	....	....	11,229	11,229
VOLVO	**Oct., '80**	....	....	....	....	....	....	**72**	**18**	**90**
	Oct., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	**2**	**580**	**163**	**745**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**Oct., '80**	**4,152**	**5,713**	....	....	**213**	**972**	**1,083**	**1,408**	**13,541**
	Oct., '79	6,435	16,002	163	....	130	2,374	175	1,721	27,000
	Year to Date '80	**44,014**	**76,776**	**6**	....	**704**	**8,257**	**11,561**	**13,883**	**155,201**
	Year to Date '79	57,867	141,755	1,001	....	857	21,328	1,586	15,391	239,785
(Memo Units)#	**Oct., '80**	**655**	**1,517**	....	....	....	....	....	....	**2,172**
	Oct., '79	1,338	4,351	....	....	....	....	....	....	5,689
	Year to Date '80	**7,731**	**21,087**	....	....	....	....	....	....	**28,818**
	Year to Date '79	11,626	40,483	....	....	....	....	....	....	52,109
INTERNATIONAL	**Oct., '80**	....	**2,150**	....	....	....	**1,872**	**2,119**	**2,410**	**8,551**
	Oct., '79	....	2,334	....	....	....	2,610	2,823	3,716	11,483
	Year to Date '80	....	**15,142**	....	....	....	**12,789**	**14,622**	**17,718**	**60,271**
	Year to Date '79	....	19,268	....	....	....	23,679	23,478	33,350	99,775
(Memo Units)#	**Oct., '80**	....	....	....	....	....	....	....	....	....
	Oct., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**Oct., '80**	**3,870**	**3,041**	....	....	....	....	....	....	**6,911**
	Oct., '79	8,401	6,432	....	....	....	....	....	....	14,833
	Year to Date '80	**41,943**	**26,210**	....	....	....	....	....	....	**68,153**
	Year to Date '79	69,232	51,213	....	....	....	....	....	....	120,445
(Memo Units)#	**Oct., '80**	**3,870**	**2,037**	....	....	....	....	....	....	**5,907**
	Oct., '79	8,401	2,628	....	....	....	....	....	....	11,029
	Year to Date '80	**41,943**	**19,048**	....	....	....	....	....	....	**60,991**
	Year to Date '79	69,232	22,418	....	....	....	....	....	....	91,650
KENWORTH	**Oct., '80**	....	....	....	....	....	....	....	**679**	**679**
	Oct., '79	....	....	....	....	....	....	....	1,478	1,478
	Year to Date '80	....	....	....	....	....	....	....	**9,662**	**9,662**
	Year to Date '79	....	....	....	....	....	....	....	12,461	12,461
MACK	**Oct., '80**	....	....	....	....	....	**84**	....	**1,652**	**1,736**
	Oct., '79	....	....	....	....	....	....	....	2,361	2,361
	Year to Date '80	....	....	....	....	....	**490**	....	**17,510**	**18,000**
	Year to Date '79	....	....	....	....	....	....	....	25,044	25,044
PETERBILT	**Oct., '80**	....	....	....	....	....	....	....	**504**	**504**
	Oct., '79	....	....	....	....	....	....	....	640	640
	Year to Date '80	....	....	....	....	....	....	....	**6,019**	**6,019**
	Year to Date '79	....	....	....	....	....	....	....	7,324	7,324
PLYMOUTH	**Oct., '80**	**1,613**	**583**	....	....	....	....	....	....	**2,196**
	Oct., '79	1,296	623	....	....	....	....	....	....	1,919
	Year to Date '80	**17,053**	**7,711**	....	....	....	....	....	....	**24,764**
	Year to Date '79	12,244	4,522	....	....	....	....	....	....	16,766
WESTERN STAR	**Oct., '80**	....	....	....	....	....	....	....	**101**	**101**
	Oct., '79	....	....	....	....	....	....	....	115	115
	Year to Date '80	....	....	....	....	....	....	....	**933**	**933**
	Year to Date '79	....	....	....	....	....	....	....	963	963
WHITE	**Oct., '80**	....	....	....	....	....	....	....	**372**	**372**
	Oct., '79	....	....	....	....	....	....	....	790	790
	Year to Date '80	....	....	....	....	....	....	....	**4,303**	**4,303**
	Year to Date '79	....	....	....	....	....	....	....	7,631	7,631
MISCELLANEOUS*	**Oct., '80**	**23,676**	**111**	....	....	**1**	**301**	**121**	**151**	**24,361**
	Oct., '79	22,964	1	4	2	1	298	179	183	23,632
	Year to Date '80	**255,987**	**122**	**12**	**9**	**21**	**2,568**	**1,278**	**1,649**	**261,646**
	Year to Date '79	216,233	12	42	5	26	2,135	1,319	1,965	221,737
TOTALS	**Oct., '80**	**90,398**	**73,439**	**514**	....	**296**	**5,544**	**6,195**	**9,048**	**185,434**
	Oct., '79	115,804	162,984	1,978	521	298	12,979	4,595	15,070	314,229
	Year to Date '80	**958,116**	**914,217**	**5,843**	**199**	**1,966**	**52,141**	**66,560**	**96,877**	**2,096,919**
	Year to Date '79	1,077,760	1,530,783	38,499	4,881	2,346	122,430	40,221	140,832	2,957,752

★—No Oklahoma registrations 1980 and 1979; Kentucky, October, 1980.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

But demand dips for tape players, CBs

Factories get more of radio market in '80

By Joseph Bohn
Marketing Editor

Detroit is doing a better job of selling its radios through its dealer network, a survey of '80 model installation rates reveals.

Penetration by Detroit auto firms in the AM, AM/FM stereo radio categories was up for '80, indicating Detroit is doing a better selling job against independent manufacturers.

Demand for the tape players and CB radios was down last year, the survey revealed. That may be the result of tougher economic times signalling a greater buyer frugality. It is also due, however, to slumping sales of luxury cars, where the combination radio/tape players, for example, are in greatest demand.

Overall, AM radios ended up in 38.13 percent of domestic cars last year, up from 30.60 percent in '79. Some 2,724,639 cars carried this basic type of radio compared with 2,859,457 in '79.

At General Motors, AM radios went into 39.90 percent of its cars, equal to 1,829,400 units. That was up from 30.56 percent, or 1,575,253, in '79.

Ford Motor installed AM radios in 447,540 cars, equal to 32.58 percent of production. That compared with 730,692, or 26.54 percent, in '79.

Chrysler installed them in 292,463 cars, equal to 38.22 percent of production. That compared with 451,425, or 39.74 percent, in '79.

American Motors installed them in 90,489 cars, equal to 45.73 percent of production. That was up from 66,373, or 39.17 percent, in '79.

Volkswagen installed them in 64,747 domestic Rabbits, equal to 29.00 percent of production. That compared with 35,714 or 26.90 percent in '79.

- AM/FM monaural units accounted for 12.99 percent of industry production, about equal to their 12.76-percent penetration in '79. Altogether, the industry installed 927,852 AM/FM radios in its domestic models, compared with 1,192,666 in '79.

At GM, AM/FM radios accounted for 558,193 cars, or 12.17 percent, of production. That was comparable to the 12.43 percent penetration, or 640,515 cars, of '79.

Ford Motor installed AM/FM units in only 91,035 cars, equal to 6.63 percent of production. That compared with 195,984, or 7.12 percent in '79.

Chrysler Corp. installed them in 196,015 cars, equal to 25.61 percent of production. That compared with a 25.94 percent penetration, or 294,657 units, in '79.

American Motors didn't offer AM/FM monaural radios on '80 models, repeating its pattern of the previous year.

VW installed these radios in 82,609 cars, equal to 37.00 percent of production. That compared with 61,510, or 46.30 percent, in '79.

- AM/FM stereo radios increased their penetration industrywide to 29.13 percent, compared, with 25.44 percent, in '79. Altogether, some 2,081,704 cars carried these units, compared with 2,377,241 in '79.

GM installed the stereo units in 1,528,113 cars, equal to 33.33 percent of production. That was up sharply from 27.27 percent, or 1,405,365, in '79.

Ford Motor Co. installed the radios in 344,985 cars, equal to 25.12 percent of production. That compared with 635,473, or 23.08 percent in '79.

Chrysler installed the stereo radios in 130,303 cars, equal to 17.03 perecnt of production. That was down from 269,784, or 23.75 percent, in '79.

American Motors installed stereo radios in 40,348 cars, equal to 20.39 percent of production. That compared with 38,393, or 22.66 percent, in '79.

Volkswagen installed these units in 37,955 cars, equal to 17.00 percent of production. That compared with 28,226, or 21.20 percent, in '79.

Installations of tape players totalled 942,989 industrywide, equal to 13.20 percent of production. That was down from 16.85 percent, or 1,574,672, in '79.

GM's installations of tape players, both eight tracks and cassettes, totaled 695,182, or 15.16 percent of production. That was down from 926,230, or 17.97 percent, in '79.

Ford Motor installed tape players in 186,224 cars, equal to 13.56 percent of production. That was down from 559,617, or 20.33 percent in '79.

Chrysler Corp. installed the tape players in 37,866 cars, equal to 4.95 percent of production. That was off sharply from 86,011, or 7.57 percent, in '79.

American Motors installed them in 5,856 cars, equal to 2.95 percent of production. That was up from 552, or 0.33 percent, in '79.

Volkswagen installed tape decks in 17,861 cars, equal to 8.00 percent of produtcion. That was up from 2,262, or 1.70 percent, in '79.

CB radios continued to lose popularity with most car buyers. Industrywide, CBs ended up on 118,898 cars, equal to 1.66 percent of domestic production. That compared with 288,684, or 3.09 percent, in '79.

GM installed CB units in 86,899 cars, equal to 1.90 percent of production. That was down from 211,414 or 4.19 percent, in '79.

Ford Motor installed CBs in 24,171 cars, equal to 1.76 percent of production. That was down from 69,657, or 2.53 percent, in '79.

Chrysler Corp. installed them in 4,492 cars, equal to 0.58 percent of production. That was down from 7,215, or 0.64 percent in '79.

American Motors installed them in 3,336, or 1.69 percent of production. That was up from 398, or 0.24 percent in '79.

Volkswagen didn't offer a CB unit on its '80 model Rabbits.

SOUND EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	90,489	45.73	NA	—	40,348	20.39	5,856	2.95	3,336	1.69
Eagle	11,919	25.70	NA	—	14,284	30.80	2,968	6.40	2,087	4.50
Concord	34,033	42.30	NA	—	16,333	20.30	1,609	2.00	965	1.20
Spirit	44,537	62.70	NA	—	9,731	13.70	1,279	1.80	284	0.40
CHRYSLER CORP.	292,463	38.22	196,015	25.61	130,303	17.03	37,866	4.95	4,492	0.58
C-P Division	165,887	36.69	110,903	24.53	82,583	18.26	28,441	6.29	3,323	0.73
Horizon	68,078	41.90	68,403	41.10	25,996	16.00	NA	—	NA	—
Volare	57,302	52.20	13,283	12.10	5,708	5.20	329	0.30	110	0.10
'80 Gran Fury	7,209	38.50	1,779	9.50	580	3.10	112	0.60	37	0.20
Cordoba	11,668	20.30	10,174	17.70	21,325	e37.10	11,611	20.20	1,207	2.10
Chrysler	3,872	13.30	3,610	12.40	9,724	33.40	8,181	28.10	1,223	4.20
LeBaron	17,758	23.80	13,654	18.30	19,250	25.80	8,208	11.00	746	1.00
Dodge Total	126,576	40.43	85,112	27.19	47,720	15.24	9,425	3.01	1,169	0.37
Omni	56,229	40.70	58,992	42.70	22,934	16.60	NA	—	NA	—
St. Regis	6,605	38.70	1,741	10.20	2,236	13.10	751	4.40	205	1.20
Diplomat	9,770	25.60	7,862	20.60	7,824	20.50	2,328	6.10	229	0.60
Aspen	45,384	53.10	10,256	12.00	3,333	3.90	598	0.70	85	0.10
Mirada	8,588	25.10	6,261	18.30	11,393	33.30	5,748	16.80	650	1.90
FORD MOTOR	447,540	32.58	91,035	6.63	344,985	25.12	186,224	13.56	24,171	1.76
Ford Division	375,987	38.32	67,533	6.88	188,635	19.23	81,262	8.28	4,964	0.51
Pinto	95,161	76.30	6,984	5.60	4,240	3.40	1,122	0.90	NA	—
Mustang/Mustang II	86,009	31.70	22,248	8.20	36,900	13.60	27,946	10.30	NA	—
Fairmont	103,629	44.20	18,991	8.10	25,087	10.70	8,206	3.50	NA	—
Granada	32,012	35.40	7,777	8.60	22,517	24.90	3,979	4.40	181	0.20
Thunderbird	27,441	17.50	5,331	3.40	68,053	43.40	28,225	18.00	2,509	1.60
Ford	31,735	30.70	6,202	6.00	31,838	30.80	11,784	11.40	2,274	2.20
L-M Division	71,553	18.23	23,502	5.99	156,350	39.84	104,962	26.74	19,207	4.89
Bobcat	12,843	52.10	2,712	11.00	1,775	7.20	641	2.60	NA	—
Capri	18,316	22.90	7,838	9.80	15,277	19.10	14,077	17.60	NA	—
Zephyr	23,963	34.20	7,567	10.80	14,014	20.00	5,255	7.50	NA	—
Monarch	8,545	28.00	3,296	10.80	9,003	29.50	2,441	8.00	122	0.40
Cougar/XR7	3,540	6.10	2,089	3.60	19,207	33.10	17,989	31.00	986	1.70
Mercury	4,346	8.00	NA	—	22,166	40.80	19,667	36.20	4,020	7.40
Lincoln	NA	—	NA	—	31,233	100.00	17,959	57.50	4,747	15.20
Versailles	NA	—	NA	—	4,784	100.00	3,287	68.70	737	15.40
Mark VI	NA	—	NA	—	38,891	100.00	23,646	60.80	8,595	22.10
GENERAL MOTORS	1,829,400	39.90	558,193	12.17	1,528,113	33.33	695,183	15.16	86,899	1.90
Buick Division	219,396	27.42	87,724	10.96	305,032	38.12	143,973	17.99	11,483	1.44
Skyhawk	4,119	49.50	1,972	23.70	1,381	16.60	408	4.90	NA	—
Skylark	96,373	45.50	35,160	16.60	50,622	23.90	22,664	10.70	NA	—
Century	66,051	44.50	21,077	14.20	47,794	32.20	5,493	3.70	594	0.40
Regal	35,860	16.70	19,756	9.20	94,698	44.10	30,707	14.30	1,074	0.50
Buick	16,993	10.10	9,759	5.80	61,916	36.80	62,757	37.30	6,898	4.10
Riviera	NA	—	NA	—	48,621	100.00	21,945	45.10	2,917	6.00
Cadillac Division	NA	—	NA	—	231,028	100.00	142,627	61.74	40,085	17.35
Seville	NA	—	NA	—	39,344	100.00	18,054	45.89	6,833	17.37
Cadillac	NA	—	NA	—	138,999	100.00	86,360	62.13	23,505	16.91
Eldorado	NA	—	NA	—	52,685	100.00	38,213	72.53	9,747	18.50
Chevrolet Division	1,168,815	57.63	313,698	15.47	370,548	18.27	127,435	6.28	9,210	0.45
Chevette	363,045	80.40	76,312	16.90	12,192	2.70	NA	—	NA	—
Monza	121,362	71.50	24,951	14.70	18,162	10.70	7,808	4.60	NA	—
Camaro	39,069	25.70	15,506	10.20	56,096	36.90	35,269	23.20	608	0.40
Citation	403,246	64.60	109,239	17.50	104,245	16.70	NA	—	2,497	0.40
Malibu/Chevelle	140,175	50.50	41,359	14.90	33,309	12.00	8,327	3.00	555	0.20
Monte Carlo	37,802	30.00	16,507	13.10	41,834	33.20	14,743	11.70	504	0.40
Chevrolet	64,116	34.40	28,890	15.50	65,234	35.00	30,381	16.30	2,609	1.40
Corvette	NA	—	934	2.30	39,476	97.20	30,907	76.10	2,437	6.00
Oldsmobile Division	181,923	21.47	70,420	8.31	336,720	39.73	180,306	21.28	21,952	2.59
Starfire	4,153	50.40	1,752	21.30	1,335	16.20	541	6.60	NA	—
Omega	64,957	48.40	21,120	15.70	31,708	23.60	12,644	9.40	1,050	0.80
Cutlass	96,698	22.90	38,298	9.10	146,262	34.60	63,757	15.10	2,635	0.60
Oldsmobile	16,115	6.70	9,250	3.90	113,975	47.60	72,414	30.30	12,669	5.30
Toronado	NA	—	NA	—	43,440	100.00	30,950	71.20	5,598	12.90
Pontiac Division	259,896	38.30	86,351	12.72	284,785	41.97	100,841	14.86	4,169	—
Sunbird	93,897	65.63	20,917	14.62	43,379	30.32	5,279	3.69	NA	—
Phoenix	86,261	48.38	33,756	18.93	54,640	30.65	16,328	9.16	1,149	0.64
Firebird	18,869	17.58	7,024	6.54	60,434	56.30	37,732	35.15	654	0.61
LeMans	24,631	40.23	10,060	16.43	17,804	29.08	3,715	6.10	234	0.38
Grand Prix	21,520	18.76	7,996	6.97	64,446	56.18	20,132	17.55	654	0.57
Pontiac	14,718	19.90	6,598	8.92	44,082	59.60	17,655	23.87	1,478	2.00
VOLKSWAGEN	64,747	29.00	82,609	37.00	37,955	17.00	17,861	8.00	NA	—
Total Cars, U. S.	2,724,639	38.13	927,852	12.99	2,081,704	29.13	942,989	13.20	118,898	1.66

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,367 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

AOT restructured at top; Minshall to be chairman

MIDLAND, Mich.—Top leadership of the Automotive Organization Team has been restructured, according to President Al Parrish.

The change will take effect Feb. 7.

Drex Minshall will become chairman; Wendell Minor will become vice chairman, and Dorothy M. Ross will become president.

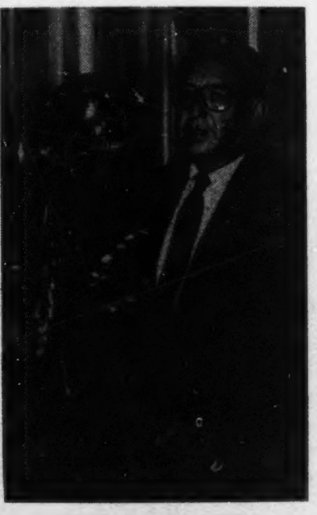
Ross, who has been in charge of general operations of AOT since 1963 as executive vice president and general manager, will continue to oversee day-to-day operations of AOT.

Minshall spent 40 years in the industry prior to his retirement in 1980. He served Gates Rubber Co. from 1939 to 1961 in several managerial positions and in 1961 became marketing vice president of Perfect Circle Corp. He later was named president of Dana Parts Co. and in 1978 he became president of Dana's Worldwide Service Parts Division.

Minor is executive vice president of Goodyear Tire & Rubber Co. He joined Goodyear in 1952 and served in several managerial positions prior to his election as a vice president in 1972.

Minshall's first official duty will be to serve as master of ceremonies at the Los Angeles Hilton Hotel in Los Angeles during AOT's 42nd annual luncheon, held during the NADA convention.

Minshall said that when he takes office he will spend much of the year on two major projects: Expanded membership and a drive to expand the AOT Hall of Fame.



Best in United Fund

Jim Riehl, Roseville Chrysler-Plymouth Inc., holds the Big Eye trophy awarded to Chrysler-Plymouth dealers for their support in the recent Metropolitan Detroit United Fund charity drive. Dealers were best among the divisions for the third time in four years.

24 pct. below 1979, lowest since 1961

Auto production for 1980: The pits

By Patricia Hoffman
Staff Writer

U. S. auto production for December fared somewhat better than the comparable month in 1979; however, despite the improvement in the final 1980 month, the year came to an end with the lowest total since 1961.

The total for the year was 6,377,667 units, down 24.24 percent from last year's total of 8,418,369. In 1961, the makers built 5,522,004 cars.

Output for December was 475,421 units, a 4.56 percent increase from the 454,669 completed in December of 1979.

Breakdown by company for the year was: General Motors, 63.72 percent; Ford Motor Co., 20.49 percent; Chrysler Corp., 10.02 percent; Volkswagen of America, 3.09 percent; American Motors, 2.63 percent, and Checker Motors, 0.05 percent.

During the fourth-quarter, the makers completed 1,694,068 units, down 9.20 percent from the 1,865,858 assembled in the last quarter of 1979, and the lowest since 1,365,783 units completed in the fourth-quarter of 1970.

Planned production last week was 115,363 units, up 2.38 percent from the 112,680 completed in the comparable week last year.

For the week ended Dec. 27, 1980, the auto makers assembled 51,490 units.

There were seven plants working Saturday last week: General Motors Linden, Framingham, Tarrytown, Flint, Willow Run and Oklahoma City, and Ford Motor Kansas City.

Downtime was slated last week at Ford's Lorain, Atlanta, San Jose and Wixom points.

Checker Motors has extended downtime until January 19.

All of Chrysler Corp.'s car assembly plants remained down last week with most resuming operations today (Jan. 12).

Ford Motor plans to end production of the LTD at its Louisville plant on June 12, leaving the Ford Oakville plant in Canada the sole source of assembly for the LTDs in both the U. S. and Canada.

The Louisville point, which currently builds 20 LTDs and 20 vans an hour, will end production of vans Feb. 27, and change over to total LTD assembly beginning March 9. The changeover will increase LTD production at Louisville from 20 to 42 hourly.

1980 truck total of 1,584,837 is lowest since 1967

U. S. truck production for 1980 was far below the 1979 total and was the lowest since 1967.

In 1980, truck makers assembled 1,584,837 units, down 46.50 percent from the 2,962,238 trucks built in 1979. In 1967 the makers assembled 1,583,860 units.

The December total for the makers was 133,550, down 8.97 percent from the 146,721 units built in the comparable month in 1979 and the lowest December output since the 123,965 units completed in 1963.

Truck production for the week ended Dec. 27, 1980, was 15,845.

Planned production last week of 30.372 units was down 23.94 percent from the 39,930 units completed in the comparable week last year.

The fourth-quarter total for truck makers was 458,813 units, down 17.75 percent from the 557,874 completed in the last quarter of 1979 and the lowest for the quarter since the 344,420 assembled in 1970.

Five Ford Motor Co. plants were down last week: Lorain, Kansas City, Norfolk, San Jose and Twin Cities.

Ford plans to end production of vans at its Oakville plant in Canada on Feb. 27. Currently the plant assembles 20 vans hourly. Ford Lorain will become the only source of vans in the U. S. and Canada. The rate of 49 vans per hour at the Lorain point will not be changed.

'80 a rough year for car and truck output in Canada

Canadian auto production for the 1980 calendar year fell below the 1979 total with the lowest output since 1967, although the 1980 December total was slightly better than December, 1979.

Truck makers also had a decline in production for 1980 with the lowest output since 1976. The December total for truck makers was up from the comparable month in 1979.

The auto makers built 847,167 cars during the 1980 calendar year, down 10.34 percent from the 944,933 units assembled in 1979. In 1976, the makers completed 714,084 units.

The December total was 59,510 cars, up 1.48 percent from the 58,640 completed in the comparable month of 1979.

The truck makers assembled 524,324 units in 1980, down 19.76 percent from the 653,445 completed in 1979. In 1976, the total was 497,430 units.

The December count was 43,827, up 9.99 percent from the 39,846 completed in the 1979 month.

The first full week of production for the auto makers since the Christmas holidays was somewhat better than the comparable week last year. Planned production last week was 15,487 units, up 1.45 percent from the 15,265 units completed the week ended Jan. 12, 1980.

Chrysler has extended downtime at its Windsor car plant until Jan. 26, and at its Windsor truck plant until Jan. 19.

Ford Motor Co. plans to end production of vans at its Oakville plant, which currently assembles 20 vans hourly, on Feb. 27. The Ford Oakville point will then become the only source of Ford LTDs, and the Lorain point in the U. S. will become the sole source of van production in the U. S. and Canada.

Sharf, Dauch named to head realigned Chrysler groups

DETROIT. — Chrysler Corp. has realigned its North American Manufacturing, Diversified and Defense groups and International operations and announced new responsibilities.

Stephan Sharf, 60, vice president, assumes top responsibility for all manufacturing and vehicle production operations. He reports to President J. Paul Bergmoser. Sharf succeeds Richard A. Vining, 55, who retires as executive vice president.

Richard E. Dauch, 38, executive vice president, will head the new Stamping, Assembly and Diversified Operations Group. Dauch will report to Sharf.

In addition to his present relitics, John W. Day, 47, vice president and controller, will head the newly established Defense and International Group, reporting to Bergmoser.

Lee H. Runk, 40, is the new general manager — Power Train Division, succeeding Sharf who was vice president of the division.

Jerry L. Mathis, 40, is general manager—Stamping and Assembly Operations for cars and trucks. He succeeds Frank O. Anderson II, 56, who retires as vice president.

Ronald L. Stewart, 38, has been named general plants manager — Diversified, with responsibility for component and electronic plants.

Frank M. Clark Jr., 48, becomes general plants manager—Engine and Casting, replacing Runk.

The new Defense and International Group will include Chrysler Defense, Inc., Chrysler de Mexico, S.A., and International Sales and Supply.

Diversified Operations includes powdered metal, marine engines, chemical, plastic, vinyl trim, electronic, electrical and spring manufacturing operations.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
CHEVROLET	14,042	15,436	5,257	48,457	934,368	457,034
DODGE/PLYMOUTH	1,600	1,200	662	5,886	302,994	118,992
FORD	5,088	15,148	5,926	42,378	1,032,233	581,507
GMC	4,569	3,776	1,836	16,315	337,381	173,702
INTERNATIONAL	1,730	....	614	5,845	115,453	66,210
MACK	658*	620	172	1,391	35,937	23,387
JEEP	1,970*	2,500*	788*	8,084	134,624	90,714
AMC CORP.	90*	450*	36*	240	23,934	8,201
VOLKSWAGEN	....	....	304	2,588	2,407	28,390
MISCELLANEOUS	625*	800	250	2,375	42,907	36,700
Total Trucks, U. S.	30,372	39,930	15,845	133,559	2,962,238	1,584,837

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
CHRYSLER CORP.	....	....	681	5,605	60,866	52,917
FORD MOTOR	4,042	3,424	1,704	14,170	246,765	186,177
GENERAL MOTORS	6,022	6,058	2,311	22,911	269,870	255,092
AMERICAN MOTORS	....	1,060	....	....	51,935	11,644
INTERNATIONAL	295	150	119	953	20,132	16,413
MACK	56*	60	30	188	3,877	2,081
Total Trucks, Canada	10,415	10,752	4,845	43.827	653,445	524,324
N. American Trucks	40,787	50,682	62,729	578,758	3,615,683	7,749,158

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
AMERICAN MOTORS	3,275*	3,800*	1,473*	9,899	184,636	167,802*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	....	7,560	1,446	31,906	934,633	638,973
Plymouth Total	....	3,500	249	13,576	372,461	293,342
Horizon	....	3,150	....	....	169,965	145,036
Voiare	....	....	....	....	180,702	51,735
Gran Fury	....	350	207	444	5,412	14,472
Caravelle	....	....	38	471	9,213	6,277
Reliant	....	....	4	12,661	....	75,822
Chrysler Total	....	800	824	6,175	181,427	82,462
Chrysler	....	800	326	1,453	77,749	19,871
LeBaron	....	....	498	4,722	103,678	62,591
Imperial	....	....	....	....	....	....
Dodge Total	....	3,260	373	12,155	380,745	263,169
Omni	....	2,860	....	....	148,108	121,703
St. Regis	....	400	107	343	25,846	13,186
Diplomat	....	....	264	2,034	50,610	30,733
Aspen	....	....	....	....	131,890	36,881
Aries	....	....	2	9,778	....	60,666
FORD MOTOR	18,460	9,312	13,730	111,626	2,037,185	1,306,949
Ford Division	13,406	6,865	9,581	76,086	1,375,775	929,627
Pinto	....	....	....	....	172,619	68,179
Must./Must. II	....	4,022	1,756	12,326	365,357	232,507
Fairmont	3,676	2,843	1,108	9,170	213,761	198,219
Granada	....	....	1,608	7,218	139,402	113,281
LTD II	....	....	....	....	22,667	....
Thunderbird	....	....	1,426	11,644	264,451	117,856
Ford	1,689	....	678	5,759	167,170	91,135
Escort	8,041	....	3,005	29,969	....	108,450
L-M Division	5,054	2,447	3,333	35,540	661,410	377,322
Mercury Total	5,054	2,447	2,791	30,353	509,450	324,528
Bobcat	....	....	....	....	43,374	12,445
Capri	....	1,450	420	4,078	107,094	68,070
Zephyr	1,124	997	425	3,787	62,837	66,657
Cougar/Monarch	....	....	816	3,258	59,810	41,264
XR-7	....	....	442	3,998	135,398	42,927
Mercury	1,416	....	528	4,474	100,937	55,524
Lynx	2,514	....	976	10,758	....	37,641
Lincoln Total	....	....	542	5,187	151,960	52,794
Lincoln	....	....	271	2,593	71,783	22,782
Versailles	....	....	....	....	11,864	1,866
Mark VI	....	....	271	2,594	68,313	28,146
GENERAL MOTORS	93,628	91,908	33,053	306,212	5,083,957	4,063,640
Buick Division	18,596	18,280	6,619	61,985	787,123	783,575
Skyhawk	....	....	....	....	24,715	....
Skylark	4,802	5,569	1,671	16,393	121,599	218,502
Century	3,665	2,909	1,264	11,612	73,188	164,941
Regal	5,487	3,471	1,931	16,943	257,372	205,939
Buick	3,408	5,040	1,334	12,923	252,220	149,668
Riviera	1,234	1,291	419	4,114	58,029	44,525
Cadillac Division	6,816	7,046	2,270	19.653	345,794	203,991
Sevilie	856	1,181	195	2,825	40,295	34,301
Cadiilac	4,240	4,620	1,540	12,498	230,958	115,424
Eldorado	1,720	1,245	536	4,330	66,541	54,266
Chevrolet Division	39,714	34,670	11,973	121,679	2,214,955	1,776,229
Chevette	9,030	8,740	1,448	25,360	413,627	440,079
Monza ('80)	....	3,100	....	....	157,974	205,240
Camaro	4,720	2,440	949	7,978	257,873	115,574
Citation	10,049	8,935	3,680	33,981	321,372	453,105
Malibu	6,105	5,635	2,351	22,483	322,767	269,834
Monte Carlo	4,010	3,500	1,289	12,362	227,043	122,176
Chevrolet	4,800	1,320	1,935	16,411	447,397	126,806
Corvette	1,000	1,000	320	3,104	48,568	43,415
Oldsmobile Division	19,223	17,276	8,914	72,220	1,004,515	783,225
Starfire	....	....	....	....	20,275	....
Omega	2,687	2,264	1,045	9,782	57,834	115,672
Cutlass	9,855	7,545	4,409	38,662	507,542	395,785
Oldsmobile	5,695	6,440	3,106	20,264	365,312	233,845
Toronado	986	1,027	354	3,512	53,552	37,924
Pontiac Division	9,279	14,636	3,277	30,675	731,570	516,620
Acadian†	250	460	40	590	17,133	18,581
Sunbird ('80)	....	2,644	....	....	105,997	149,239
Phoenix	2,907	2,619	928	9,757	88,119	136,210
Firebird	1,715	2,483	691	5,739	194,033	79,568
LeMans	1,560	1,635	500	5,131	88,652	6,487
Grand Prix	2,400	2,075	951	7,845	93,158	76,030
Pontiac	440	2,720	167	1,613	144,478	50,505
VOLKSWAGEN	....	....	1,788	15,603	173,192	197,106
CHECKER	....	100	....	175	4,766	3,197
Total Cars, U. S.	115,363	112,680	51,490	475,421	8,418,369	6,377,667

CANADIAN CAR PRODUCTION

	Week Ended Jan. 10 1981	Same Week, 1980	Week Ended Dec. 27, 1980	Dec. Total	1979 Total	1980 Total
AMERICAN MOTORS	600	....	....	1,673	....	3,077
CHRYSLER CORP.	....	2,864	720	2,518	134,086	71,530
FORD MOTOR	1,286	384	329	9,017	284,610	248,199
GENERAL MOTORS	13,376	11,792	5,345	45,650	517,471	514,396
VOLVO	225	225	....	652	8,766	9,965
Total Cars, Canada	15,487	15,265	6,394	59,510	944,933	847,167
N. American Cars	130,850	127,945	57,884	534,931	9,363,302	7,224,834
N. American Trucks	40,787	50,682	62,729	578,758	3,615,683	7,749,158
North American Cars and Trucks	171,637	178,627	120,613	1,113,689	12,978,985	14,973,992

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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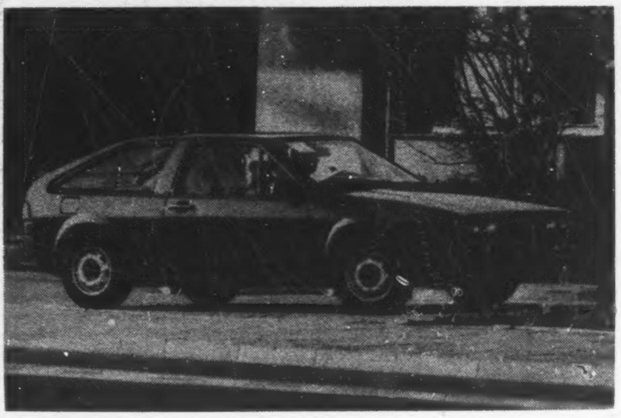
New Scirocco bows



Rounder, faster, more efficient

The new Volkswagen Scirocco, set to be introduced in February, will have a new body designed to be more aerodynamic than the original coupe, which dates back to 1974. Its shape is rounder, windows are larger, there is an integrated roll bar and the interior has been entirely restyled. A 1.6-liter turbo version will be offered.

Chrysler averts a collapse on billion in concessions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp. pulled itself back from the brink of disaster again last week, wresting concessions from its workers, lenders and suppliers totaling more than $1 billion, thereby allowing the Chrysler Loan Guarantee Board to tentatively rule the company a viable one and eligible for an additional $400 million in federal loan guarantees.

Chrysler Chairman Lee Iacocca hailed the agreement as a "historic" one, the first time a company as large as Chrysler has gone through what amounts to private reorganization.

UAW President Douglas Fraser, looking weary and downcast, called it "the worst economic settlement we've ever made." The union agreed to it because the alternative is no jobs, he said.

At press time, the Loan Guarantee Board was expected to give conditional approval to the new plan. It calls on the UAW to agree to forego current and future cost of living adjustments and other compensation increases that, together with identical pay policies for the company's other workers, could reduce Chrysler's costs by about $783 million through September, 1982.

For UAW workers, this means they will receive a $1.15 COLA accumulating since Dec. 1 but no COLA increases beyond that. It also means they will forego two annual improvement factors of 3 percent and two incremental increases in pension funding. Together they will save the company some $250 million in 1981.

Salaried employes will have their wages frozen as well. There will likely be a further reduction in the number of salaried employes, Chrysler spokesmen said.

Under the proposal, the UAW would also agree that at the end of the current contract it will not necessarily try to achieve immediate parity with workers at other companies.

In return for these concessions, the UAW and Chrysler will work out a plan that will allow the workers to share in the profits of the company. Additionally, the UAW will be made privy to financial data, particularly on productivity, never available previously. It will also be allowed to participate in work quality programs.

Five Chrysler plants tenta-

Continued on Page 45, Col. 1

Pontiac dealers to sell own model of Chevette

By Paul Lienert
Contributing Editor

Pontiac dealers finally are getting a version of the subcompact Chevrolet Chevette, which sources say will be called the T-1000.

There is also a new Bonneville in Pontiac's immediate future. The division will drop the full-size body shell it now uses for Bonneville at the end of the '81 model run. But sources say an '82 Bonneville will debut this fall as a mid-size four-door sedan, built off the Grand Prix platform.

Thus, Bonneville will switch from the B-car to the A-special (or G-car) series in '82; it will remain a rear-drive model for at least two years after that.

Meanwhile, the Catalina name will be dropped, and the mid-size LeMans will be replaced this fall by the new front-drive Pontiac 6000.

The subcompact T-1000 will not arrive before March, according to a Pontiac official. It will have few changes from the Chevette outside of badges and trim.

Prices on the two-door and four-door models of the T-1000 will be competitive with those of the comparable Chevy models—stickers will start at about $5,250—but Pontiac won't get an equivalent to the base Chevette Scooter.

The T-1000 will get a modest facelift in about six months, prior to the 1982 model year, to further distinguish it from Chevette, but both cars are essentially identical under the skin.

Pontiac has been wrangling for a Chevette lookalike ever since the Chevy subcompact was introduced in 1975, but it took the current sales slump to convince General Motors officials to give the so-called "T-car" to another division.

- Economics prompted the move. There currently is about a four-month supply of unsold Chevettes; both Chevette assembly plants were shut down in early January for inventory ad-

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1.4 million on hand as year opens

Car inventory spurts to 80 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers opened the new year with the heaviest days' supply of new cars for any Jan. 1 since 1975.

The industry opened 1981 with 1,448,450 new cars in stock, an 80-day supply, compared with 1,439,998 units on hand a month earlier. The Dec. 1 stockpile represented a 65-day supply.

The gain during December was ominous not only because of its size — an increase of 15 days—but also because it occurred during a month in which plants were closed for the holidays.

A year earlier, the industry had a much higher unit count—1,661,718 new cars—but a lower 75-day supply. In 1975, the industry had a 96-day supply, heaviest ever for a year-opener, and a unit count of 1,654,500 cars.

The Jan. 1 inventory included some 312,000 carryover 1980 models.

The increase during December was almost entirely accounted for by General Motors, which boosted its unit count and saw its days-supply level rise from 55½ to 77 days. The GM inventory was lighter in big cars (31-day supply of Cadillac) than small (125-day supply of Chevette).

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The only other U. S. maker to increase its unit count during December was Volkswagen of America, which opened January with a 95-day supply, up from 77 days on Dec. 1.

The other makers all trimmed their unit counts, but only Chrysler Corp., which experienced something of a sales surge in December while everyone else went downhill, managed to cut its days-supply figure.

Chrysler Corp. had an 83-day supply Jan. 1, down from 107 days a month earlier. Cutbacks of Omni-Horizon stocks and improved K-car sales accounted for most of the improvement.

Ford Motor Co. had an 82-day supply Jan. 1, up from 74 days a month earlier. American Motors saw its inventory climb from a 74-day supply Dec. 1 to a 108-day stock Jan. 1. The gain was caused by a lower sales pace, as AMC cut its unit count during the month.

The Jan. 1 domestic new-car inventory was divided this way: GM, 55.75 percent; Ford Motor Co., 24.72 percent; Chrysler Corp., 13.95 percent; VWoA, 2.81 percent, and AMC, 2.77 percent.

A month earlier, the new-car inventory was divided as follows: GM, 52.97 percent; Ford Motor Co., 25.35 percent; Chrysler Corp., 16.35 percent; AMC, 2.91 percent, and VWoA, 2.42 percent.

- By size class, all segments opened the new year with heavier supplies than a month earlier and the pattern of smaller cars in heavier supply than big cars continued.

The industry had a 83-day supply of subcompacts, up from 76 days, and an 81-day stock of compacts, up from 68½-days a month earlier. The supply of in-

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breaking news

'82 Chevy Celebrity replaces Malibu

DETROIT.—Chevrolet plans to introduce a new front-drive intermediate series this fall under the name Celebrity, according to industry sources. Based on the compact X-car platform, the '82 Celebrity will be offered in two body styles—coupe and sedan—with a 2.5-liter four as the base engine. Chevy will drop the mid-size Malibu coupe and sedan when Celebrity debuts in early November, but the division now plans to carry over the rear-drive Malibu wagon in '82. Celebrity is part of the new intermediate A-car series at General Motors. The '82 A-bodies will be about 18 inches shorter overall and 700 pounds lighter than GM's present mid-size models—Malibu, LeMans, Century and Cutlass.

Millionth Fiesta built in Spain

VALENCIA, Spain.—The Ford plant here has manufactured its one-millionth Fiesta to establish production and export records for the Spanish motor industry. More than 700,000 have been exported to markets in Europe, North Africa and Latin America. Production began in October, 1976.

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Industry ills laid to management, labor, government

Goldschmidt draws up survival plan

Continued from Page 2

process and product technology for major productivity gains.

While the industry is investing billions, U. S. energy policy must send a "consistent gasoline pricing signal to the market" to support the move toward more fuel efficient cars. Even so, jobs and some cities will be heavily impacted and the federal government should continue help for workers and communities. What is needed is a "new socio-economic compact" with labor, government and industry.

So far, said Goldschmidt, all are to blame: Management, for neglecting production efficiencies, rigorous quality control and far-sighted product development; labor, for expecting annual wage and benefit increases "as a matter of course;" and government, for "loading" on safety and health regulation without carefully examining their cost or their cumulative effect.

Besides, there is that "adversarial relationship" which must not continue.

Further, said Goldschmidt in his transmittal letter, the challenge is not purely economic; it is political as well. But it must be viewed as transitional and all parts must work toward the vision of what is needed.

This means redeveloping communities (no Frostbelt-to-Sunbelt movement), retaining substantially the U. S. workforce, and having the industry make the highest quality, most fuel-efficient and safest vehicles in the world, at a competitive price, and mostly doing it in the U. S. —not making parts abroad and letting the industry become a mere assembler.

While Goldschmidt advocates the government negotiating an import restraint agreement with the Japanese on a needed time period, he stresses much else from labor and government and management should be occurring simultaneously.

He does not want the auto question to be handled separately from other problems with the Japanese nor to have the U. S. become "protectionist." But he agrees with the two Michigan Senators and many on the Hill that the industry needs a reasonable time to retool without facing the permanent loss of additional market share.

Government should also help the industry through specific changes in depreciation and the tax code or "if needed, through the creation of an institution such as a re-industrialization finance corporation." The end result is to signal the private sector that the auto industry is still a good investment.

Labor should decide on a strategy to close the gap with Japan. The DOT analysis shows that for every one dollar in decrease or deferral in labor cost is about a $1 billion savings to the auto makers. While labor must substantially restrain its demands for higher wages, management must compensate by negotiating profit-sharing or other incentives — thus giving labor a stake in the future.

• After 1985, the situation will be even more critical, according to Goldschmidt, who believes that there will be no need for post-'85 fuel economy standards.

Instead, he proposes negotiating a goal linking fuel-economy target with expected fuel prices. Government should assure that gas prices rise in a steady, predictable fashion so both the public and the industry get the same message.

The approach to regulating the auto industry also ought to be changed although Goldschmidt thinks the cost has been less than the industry says. Without abandoning the commitment to safety and health, there must be an end to "fruitless and bitter regulatory battles."

Instead, there should be the kind of negotiation found in other countries. Further it might be possible to change from a system based on penalties to one based on incentives.

Asked about the passive restraint standards. Goldschmidt said that safety must be stressed as the risks increase with more small cars.

Goldschmidt noted in particular that the bitter battle over air bags could have been short-circuited had the government been willing (as he now advocates) to pick up some part of the cost.

Finally, Goldschmidt advocates slowing the rate of regulation and putting priority on preserving our industrial base and jobs.

The DOT report also suggests redefining the antitrust laws because now we are dealing with an international market played by international rules. The antitrust laws should be "honed" to deal with real abuses and not to prevent needed structural adjustments or joint ventures.

Specifically, Goldschmidt complained that Justice Department clearance or presence was needed for every meeting with the auto industry (because of the still extant smog conspiracy consent decree) and what was needed was some sort of exemption so the industry could communicate with the government and with each other.

• More also needs to be done in helping communities facing permanent change instead of concentrating on cushioning temporary cyclical recessions. The UAW should continue supporting productivity advances as it has in the past and it should take the lead in working with management to identify needed job skills and retraining for future opportunities.

As for management, said Goldschmidt, it needs to change its relations with labor — relying more on the judgment and experience of workers. It should also greatly improve its uses of equipment, redesign plants, and change products and processes to improve productivity.

The companies are in a "catch-up" position in R&D for smaller vehicles and they should place a premium on innovation, research and development. Finally, management should accept more responsibility for the social and environmental impact of their products and their facilities.

Goldschmidt concluded by saying it is not merely a debate over free trade versus protectionism or inflation versus anti-inflation. It is a broad debate over future nationoal security and recognizing our own interest and acting accordingly.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes:

	Jan. 1, 1981	Dec. 1, 1980	Jan. 1, 1980
Spirit	136	96	98
Concord	110	57	76
Eagle	92	83	57
AMERICAN MTRS.	108	74	78
Horizon	87½	130	93
Reliant	66	99	—
Volare	105	82	99
Gran Fury	70½	72	140
Plymouth	77	97	97
Imperial	130	90	—
LeBaron	77	78	112
Cordoba	120½	127	132
Chrysler	66	78	131
Chrysler	87	92½	124
Omni	93	138	89
Aries	66	97½	—
Aspen	102½	89½	111
Diplomat	92	103	165
Mirada	151	149	164½
St. Regis	109	99	177
Dodge	86½	114	119
CHRYSLER CORP.	83	107	113
Escort	47	41	—
Pinto	84	61	115
Mustang	112	95	99
Fairmont	73	65	69
Granada	149	133	98
Thunderbird	107	96	88
Ford	86	75	88
Ford	87	77	89
Lynx	52	51	—
Bobcat	80	72	105
Capri	93	89	88
Zephyr	52	46	62
Monarch	120	105	77
Cougar XR-7	90	86	92
Mercury	62	53	68
Mercury	71	65	80
Lincoln	72	67	94
Mark VI	79	69	67
Lincoln	76	68	76
FORD MOTOR CO.	82	74	86
Skylark	50½	35	14½
Century	62	45	47
Regal	61	40	71½
LeSabre	51	37	79
Electra	47	39	70
Riviera	41	29	50
Buick	55	38½	57
Seville	57	42	46
Cadillac	31	27	47
Eldorado	39	31	31
Cadillac	37	31	44
Chevette	125	90	49½
Monza	48	44	85
Citation	85	68	26
Camaro	92	74	106
Malibu	90	62½	81½
Monte Carlo	110½	78	99½
Chevrolet	67½	59	93
Corvette	79	62½	48
Chevrolet	91	69	70
Omega	77	45½	23
Cutlass	65	39	55
Supreme	80	48	73
Olds 88	47	35	51½
Olds 98	43	33	48
Toronado	47	32	51
Oldsmobile	64	41	57
Sunbird	88	77	85
Phoenix	95	51	17
Firebird	138½	95½	105
LeMans	121½	78	96
Grand Prix	102½	63	95
Pontiac	169½	65½	71½
Pontiac	103	69	78
GENERAL MTRS.	77	55½	65
VOLKSWAGEN	95	77	42
TOTAL	80	65	75

DOT's Goldschmidt bows out with call for trade curbs

By Kathleen Hamilton
News Editor

ANN ARBOR. — In his last formal speech as DOT secretary, Neil Goldschmidt issued a strong warning that the U. S. auto industry must be protected from the Japanese for five years in the interest of national security.

Every other industrial nation in the world has concluded it needs a strong industrial base to maintain its economic leadership position, he said. He reminded his automotive audience of the role the industry played during World War II.

Goldschmidt's remarks came at a University of Michigan conference on the Japanese automotive industry.

He repeated much of his advice given earlier to the Reagan Administration in the form of the DOT report on the industry that was ordered by Congress when it first approved the Chrysler Corp. loan guarantees more than one year ago.

• At a press conference after his address, Goldschmidt was asked if his strong endorsement of temporary trade restraints weren't late in coming.

On the contrary, he said, the comprehensive report was pushed through one month early. Besides, he said, the auto industry has long been aware of his position in favor of temporary protection.

The U. S. industry is operating at a severe disadvantage to the Japanese, he said, citing the report's finding that Japanese imports land in the U. S. with a cost advantage of $1,000-$1,500 over domestics, due to lower wages, favorable government policies and higher productivity rates.

He debunked the arguments of the free traders, saying there is no such thing in any nation but the U. S.

And he debunked the likelihood of obtaining voluntary retraints from the Japanese.

"I don't think the Japanese think we'll do anything about this," he said.

"They think they are going to be left with one car company in the U. S., and they will buy the rest at a fire sale" if they are forced to build here, he said.

• Goldschmidt and other speakers at the conference made a strong appeal for changes in the antitrust laws.

"It is inconceivable that the new secretary of transportation, Drew Lewis, will find it impossible to convene the heads of the auto industry in the same room without violating antitrust laws," Goldschmidt said.

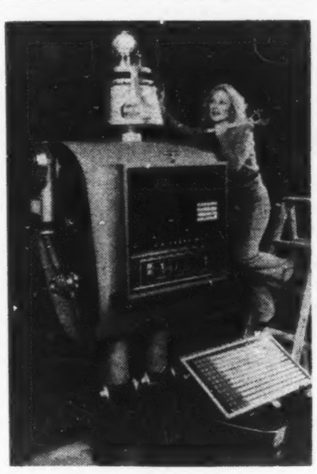
He warned against viewing the current downturn in the U. S. auto industry as cyclical, saying even if Detroit sells all its cars, the industry will see a permanent downsizing that will include a loss of 500,000 jobs.

He recommended against future CAFE standards, saying they are no longer needed. But long-term conservation goals should be negotiated with the auto makers to protect from market fluctuation should OPEC glut the market with oil thus potentially resurrect big-car demand.

Road to Datsun plant upsets some in Smyrna

SMYRNA, Tenn.—Some residents of Smyrna are not exactly happy with the new Datsun light-truck plant coming to town. They are protesting a proposed access road to the plant, saying that the route would go through their living rooms.

More than 250 residents jammed a City Hall hearing to complain to the state Department of Transportation. The access road was one of the many inducements offered by state and local officials to Nissan Motors Co., Ltd., to build the plant here.



Freddie is ready

Freddie Ford, a nine-foot talking robot built from Ford vehicle components — including a Thunderbird electronic instrument cluster and diagnostic warning lights — is made ready for this year's round of auto shows.

1.4 million on hand as year opens

Car inventory spurts to 80 days

Continued from Page 1

termediates shot up to 91½ days from 66 a month earlier.

Standards were in 65-day supply Jan. 1, up from 53 days Dec. 1, while luxury cars were in 44-day supply, up from 40 days.

The Jan. 1 inventory was divided this way by market class: Subcompact, 22.26 percent; compact, 29.82 percent; intermediate, 31.90 percent; standard, 11.76 percent; luxury, 4.26 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.73 percent; compact, 30.73 percent; intermediate, 29.83 percent; standard, 11.53 percent, and luxury, 4.18 percent.

• The Jan. 1 days-supply figures by market class were:

Subcompact—Escort, 47; Monza, 48; Lynx, 52; Bobcat, 80; Pinto, 84; Horizon, 87½; Sunbird, 88; Omni, 93; Rabbit, 95; Chevette, 125, and Spirit, 136.

Compact—Skylark, 50½; Zephyr, 52; Reliant, 66; Aries, 66; Fairmont, 73; Omega, 77; Citation, 85; Eagle, 92; Camaro, 92; Capri, 93; Phoenix, 95; Aspen, 102½; Volare, 105; Concord, 110; Mustang, 112, and Firebird, 138½.

Intermediate—Regal, 61; Century, 62; Cutlass, 65; LeBaron, 77; Supreme, 80; XR-7, 90; Malibu, 90; Diplomat, 92; Grand Prix, 102½; Thunderbird, 107; Monte Carlo, 110½; Cougar, 120; Cordoba, 120½; LeMans, 121½; Granada, 149, and Mirada, 151.

Standard—Olds 98, 43; Olds 88, 47; Electra, 47; LeSabre, 51; Mercury, 62; Chrysler, 66; Chevrolet, 67½; Gran Fury, 70½; Ford, 86; Pontiac, 95, and St. Regis, 109.

Goldschmidt offers a blueprint to save the U. S. auto industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Labor, government and auto industry management should all bring "something to the table" to save the auto industry and then the U. S. government should negotiate with the Japanese some temporary restraint.

That is the main advice given by outgoing Transportation Secretary Neil Goldschmidt to the incoming Reagan Administration just one day before the Senate Finance Trade subcommittee started hearings on auto import questions.

At the same time, new General Motors Chairman Roger Smith told the National Press Club that he agreed wholeheartedly with Goldschmidt's rousing endorsement of cooperation with the government and wished the recommendation had been made four years earlier instead of seven days before the end of the Carter Administration.

The Goldschmidt package resulted from a year-long study of the auto industry, mandated into law when Congress gave Chrysler its loan guarantee legislation and also requested into the '80s, neither dwells on or glosses over the oil shocks, but it does address what needs to happen in all segments.

One of the major headlines from the Goldschmidt press conference is that the Japanese have a cost advantage — after shipping and customs clearance —of $1,000 to $1,500 per car and less than half of that is the wage differential between the two countries.

Another headline is that even if the auto industry recovers, an estimated 500,000 fewer workers will be needed by 1990.

- But the good news—if any—is the finding that the auto is the "centerpiece" of the American transportation system and a strategy must be designed to return this key industry and the nation's larger industrial base to international competitive health.

The report to the President and the Congress is described by Goldschmidt as not "unduly pessimistic" and not deterministic of the future. The "alarming trends" developed over years and will not be remedied overnight.

The industry no longer enjoys "worldwide pre - eminence and unchallenged dominance of the domestic market," with the oil shocks, it has changed "permanently and dramatically."

In the future, the world car market will be characterized by "uncertainty" with consumers deferring buying or demanding more fuel efficient models than those made by domestic companies; by "maturity," with largely a replacement market, and in the decade ahead little net growth in world auto sales; and "self-sufficiency," in that world trade will not be a safety valve for excess domestic production since each geographic submarket will be supplying itself.

In fact, says the report, there may well be over-capacity in world auto supply in view of the "internationaliaztion and homogenization" of the market. Consequently, the auto market will in the years ahead be extremely competitive, especially in price.

- Crucial is the landed cost advantage of the Japanees of $1,000 to $1,500 per car. The Japanese have greater productivity because they have more modern plants and management geared to efficiency and quality. They also have sophisticated production procedures featuring "less manpower, less energy, and less waste" than in the U. S.

In addition, the labor cost per hour worked is lower, with the Japanese worker paid about two-thirds as much as his U. S. counterpart.

Finally, the Japanese government—and most foreign governments—"have shaped industrial policies relating to taxes, trade, regulations, and other key issues in a more coordinated and helpful fashion than has historically been the case in this country."

In order to become competitive, the U. S. industry faces "at least one and perhaps several rounds" of major spending (more than $70-billion over the next five years) to make small, fuel efficient cars. This is being exacerbated by the market shift and the recession and at a time when foreign competitors have been able to retain earnings, make new products and engage in fierce price competition. Add to this structural changes in the domestic industry and supplier industry, the new world market, new products, the need for greater productivity and the rise in import share and the result is—even with recovery—a shrinkage of jobs—potentially half a million, mostly in the industrial Northeast and Midwest.

- Goldschmidt and the DOT thinkers believe it will take at least five years to return to full competitive strength, but Goldschmidt refused to say that Japanese imports should be restrained for that period.

Instead, he said, it was the depth of the restraint as much as the length that might count, and besides, it was not his decision but the priority attention given by incoming Secretary Drew Lewis and the Reagan Administration.

Elimination of the "substantial competitive edge" of the Japanese automakers must be the "key goal" over the next five years, but since labor is not the sole cause of this, it should not be looked to as the sole solution.

The greatest source of the Japanese advantage is structural and this means U. S. industry must modernize and look to

Continued on Page 41, Col. 1

Service Index declines 6th time in 11 months

By Francis J. Gawronski
Service Editor

For the sixth time in 11 months, new-car dealership service and parts in November dipped below the volume recorded in the same period the year before.

According to the AUTOMOTIVE NEWS Service Index, dealers' service and parts business in November amounted to 89.7 percent of the business achieved in November, 1979.

November also recorded the second lowest volume in 1980 and the third worst showing of any month in the 19-year history of the Service Index.

The lowest volume of service and parts business occurred in March, 1980, when dealership business amounted to 86.9 percent of the year-earlier volume.

Dealers still blame the general economic downturn, including high unemployment, for the motorists' apathy toward car maintenance and repairs.

None of the five indicators used in the Service Index registered an increase in November.

Dealers reported the biggest decline in repair orders written. This category was down 21.2 percent from a year ago, supporting the dealers' contention that car owners "aren't concerned about service or can't afford it."

Gross profit, on all labor, parts and accessories,—the most important indicator from the dealers' viewpoint—was down 10.8 percent, while total labor sales (customer - paid and warranty) dipped 10.6 percent.

Shop parts sales (those used on customer-paid and warranty repairs) declined 7.1 percent from the year-earlier figure, while sales of all parts and accessories dropped 4.0 percent.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all sections of the country.

November's poor showing also affected the year-to-date Service Index, which dropped to 97.1 percent of the business recorded in the same period of 1979. The January-October service and parts business amounted to 97.8 percent of the year-ago figure.

The only indicator showing an increase during the 11-month was gross profit which just managed to stay above water at 0.5 percent.

Repair orders written during the January - November period were down 11.3 percent, followed by total labor sales, down 1.0 percent; shop parts sales, off 0.8 percent, and sales of all parts and accessories, down 0.1 percent.

SERVICE INDEX
89.7*

	Nov., '80 vs. Nov., '79	11 mos., '80 vs. 11 mos., '79
Gross Profit on All Labor and P&A Sales	−10.8%	+ 0.5%
Repair Orders Written	−21.2%	−11.3%
Total Labor Sales (Customer & Warranty)	−10.6%	− 1.0%
Shop Parts Sales (Customer & Warranty)	− 7.1%	− 0.8%
Sales of All P&A	− 4.0%	− 0.1%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1980, was 89.7 percent of business in Nov., 1979. Service business in the 11 months of 1980 was 97.1 percent of business in the corresponding period in 1979.

Jim Plegue

Goodbye, Dodge Main

The wrecking ball tears into the south wall of the Chrysler Corp. Dodge Main plant in Detroit, as demolition crews continue the massive task of stripping the area for what will eventually be the site of a new Cadillac assembly plant.

AMC reduces prices by trimming discount

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors has reduced sticker prices of its domestic Spirit, Concord and Eagle lines by 10 percent for Jan. 15 to Feb. 20.

Actual price reduction by the factory is only 7 percent. The other 3 percent comes from lower dealer discounts. AMC did not join General Motors, Ford and Chrysler in lowering its dealer discounts at the start of the '81 model year and had still been working with the older discount structures.

Earlier this month, GM raised prices an average of $149, and Ford prices went up an average of $85.

The price reductions affect only car models and equipment standard on them. They do not apply to optional equipment ordered by customers. AMC expects to sell more high-line models as a result of the move because they offer customers a bigger dollar discount, said Thomas A. Staudt, vice president of the marketing group.

Officials declined to say what kind of sales increase they expected from the price reductions, or how much of a volume increase they would need to absorb profit reductions.

Paul Tippett, AMC president, optimistically predicted AMC's profits would improve as a result of the higher volume generated.

Staudt said that even if the company broke even, it was worth the move to get production rolling again, save jobs and create a higher owner base, as well as good public relations.

AMC's Renault and Jeep lines are not included in the price reductions.

AMC has had three price increases so far in the '81 model year, totaling $572, AUTOMOTIVE NEWS records show. The company claimed its cars would be reduced an average of $644 as a result of last week's move, although part of the 3 percent dealers are giving up would have been passed along to consumers, anyway.

- Examples of the sticker price reductions are from $519 on a Spirit two-door liftback base model, $699 on a Concord Limited four-door wagon and $870 on an Eagle Limited four-door wagon.

Tippett noted, for example, that a Concord DL four-door sedan, the company's best selling model, would carry a sticker of $5,709 which, with options, put it about $1,300 below a comparable equipped Citation.

Mack Massey Jr., president of AMC's Dealer Advisory Board, said that dealers enthusiastically supported the company's pricing action.

AMC discussed the plan fully

Continuetd on Page 45, Col. 1

GM recalling 320,000 trucks

DETROIT. — General Motors is recalling about 320,000 Chevrolet and GMC 1979 and 1980 model three-quarter and one-ton trucks equipped with power brakes.

GM said that when the vehicles are used in heavy-duty or off-road service, fatigue cracks may develop at the brake booster attachment. If allowed to propogate, a loss of braking action could result.

Owners will be asked to bring their vehicles to dealers for inspection and installation of an additional support. If cracks are found, the booster will be replaced. GM said there has been one minor accident as the result of this condition, and no injuries.

Domestics down 20 pct. for Jan. 1-10

Sales blues continue as '81 opens

By Jenny L. King
Staff Writer

Sales of domestic new cars started the calendar year with a daily selling rate of just 16,005, a modest beginning for a year the U. S. auto makers hope will bring a dramatic turnaround in new-car sales.

Total units sold Jan. 1-10 numbered 128,041, down 19.97 percent from 160,000 last year and lowest for the period since 1975 when they dipped to 93,235.

Once again, Chrysler Corp., as had been the pattern in December, reported a sales increase while its competitors were down. Chrysler sales of 16,179 climbed 4.66 percent above the 15,458 units sold a year ago.

General Motors sold 81,845 new cars during the period, down 17.23 percent from 98,883 last year. Ford Motor Co. sales were down 33.11 percent, to 24,930 from 37,271. Volkswagen of America reported sales of 2,487 Rabbits, down 43.32 percent from 4,388. Estimated early-January sales for American Motors were 2,600, down 35.00 percent from 4,000.

Chrysler helped itself to 12.64 percent of the market for the period, up three percentage points from 9.66 percent in 1980. GM earned 63.92 percent, up from 61.80 percent. Ford sales accounted for 19.47 percent, down from 23.30 percent. AMC's estimated share was 2.03 percent, down from 2.50 percent, and VWoA had 1.94 percent, down from 2.74 percent.

Two Chrysler makes — Plymouth and Dodge—were the only ones to report a period sales increase. Plymouth sales climbed 37.45 percent, to 7,186 from 5,228, while Dodge improved 9.33 percent, to 6,876 from 6,289. Front-wheel-drive products accounted for 94.32 percent of Plymouth sales and 81.25 percent of Dodge sales.

Chrysler sales dropped 48.44 percent. Ford sales declined 29.84 percent, Mercury was down 36.19 percent and Lincoln was down 56.65 percent.

At GM, Oldsmobile sales slipped 2.76 percent, Chevrolet was down 10.88 percent, Pontiac was down 27.36 percent, Buick was down 27.91 percent and Cadillac was down 46.15 percent.

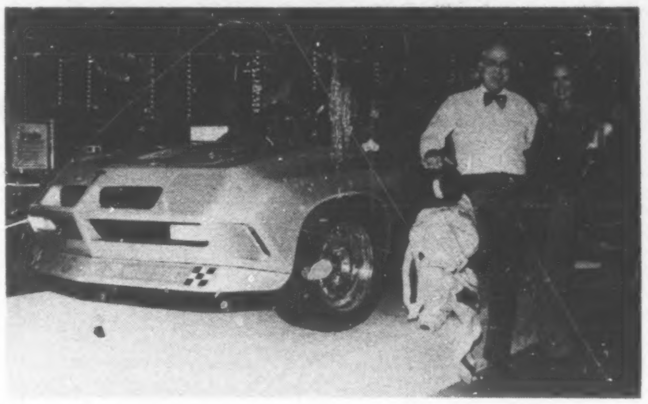
There were eight selling days for the period this year and last. The 1981 rate of 16,005 was 19.96 percent below the 20,000 for 1980.

Oldsmobile Cutlass Supreme was the number-one selling nameplate for the period, with sales of 6,887. It was followed by Oldsmobile Cutlass at 6,706, Chevrolet Chevette at 6,431, Chevrolet Citation at 6,001 and Ford Escort at 5,074.

DOMESTIC SALES

	Jan. 1-10, 1981	Jan. 1-10, 1980
AMERICAN MOTORS	2,600†	4,000†
Chrysler	2,032	3,941
Imperial	85	....
Plymouth	7,186	5,228
Dodge	6,876	6,289
CHRYSLER CORP.	16,179	15,458
Ford	18,110	25,814
Mercury	5,780	9,058
Lincoln	1,040	2,399
FORD MOTOR	24,930	37,271
Buick	12,912	17,911
Cadillac	3,900	7,243
Chevrolet	29,326	32,907
Oldsmobile	23,874	24,532
Pontiac	11,833	16,290
GENERAL MOTORS	81,845	98,883
VOLKSWAGEN	2,487	4,388
INDUSTRY TOTAL	128,041	160,000

†—Estimate.



Tuxedo for Teague

Dick Teague, American Motors vice president of automotive design, trades a race driver's suit for a tuxedo after his final inspection of the AMC Turbo pace car during the charity preview for the 1981 Detroit Auto Show. The pace car, on display at the AMC exhibit, was designed by Teague for PPG Industries as one of four official pace vehicles to be used for the 1981 PPG Indy Car World Series.

Instant change to 2WD new option on 4WD Eagle

SOUTHFIELD, Mich. — Select Drive, a system that enables drivers to switch between two-wheel and automatic four-wheel-drive modes of operation with the flick of a finger, is now available on all 1981 American Motors Eagle models.

The option is priced at $149.

"The Select Drive option greatly enhances the versatility of the Eagle by providing the best of both worlds between four-wheel-drive traction and two-wheel-drive economy," said Thomas A. Staudt, vice president of AMC's marketing group.

"A dash-mounted switch is used to control the Select Drive system. By simply stopping the vehicle and moving the switch, the driver can select the drivetrain mode that's most appropriate for road conditions.

"For normal highway driving in dry weather, the front wheel driving mechanism can be disengaged for added energy conservation. Yet, when adverse conditions are encountered, the four-wheel-drive system can be quickly engaged for improved performance and maximum safety and security."

Since there are no wheel hubs to be engaged or disengaged, either driving mode can be activated without the driver having to get out of the vehicle.

With the vehicle stopped, the driver simply moves the dash-mounted control lever that sets a mechanical system into action to select the appropriate driving mode. A safety catch prevents accidental movement of the lever.

- AMC said Select Drive is much more versatile than part-time four-wheel-drive systems. For example, a motorist with Eagle Select Drive in the four-wheel-drive mode can drive at highway speeds over unlimited distances on dry pavement.

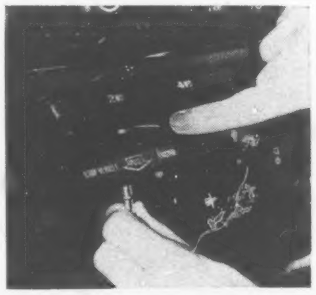
Also, Select Drive permits motorists to go from snow covered side roads onto dry main roads without ever shifting out of four-wheel drive. These practices are not recommended with traditional part-time four-wheel-drive systems, AMC said.

One of the key components of the Select Drive system is an automatic, remote-controlled front axle disconnect that, in effect, is a replacement for the manual or automatic hubs commonly used on vehicles equipped with part-time four-wheel-drive systems.

By moving the dash-mounted switch to the two-wheel-drive position, the front drivetrain is released from freely-turning front wheels by a vacuum-actuated disconnect device built into the front axle assembly.

At the same time, a mechanical shifter in the Select Drive transfer case slides a spline clutch forward to cut off power to the front drive chain sprocket.

The Select Drive option is available with all engine and transmission combinations offered on the 1981 Eagle two-door and four-door sedan, the four-door station wagon and the Eagle SX/4 and Kammback models.



Fingertop control

Switching between two-wheel and four-wheel-drive is a fingertip operation on 1981 American Motors Eagles equipped with the new Select Drive option. With the vehicle stopped, the driver simply pulls down on the release pin and then moves the dash-mounted control lever to select the appropriate driving mode.

Chrysler extends rebate linked to interest rate

Chrysler Corp.'s interest allowance rebate program has been working well enough to warrant its extension until further notice.

The program, which had been due to end Jan. 20, provides a 7 percent rebate to purchasers of all domestic cars except Imperial and covers imported Mitsubishi cars and trucks in California.

Normally, a cutoff date would have been applied to the latest extension. However, since the program is tied to high interest rates, which could change at any time, Chrysler is keeping its options open.

The company's latest rebate program is proving to be one of its most successful. Its sales have been up sharply during a time when domestic competitors had sharp sales declines. Dec. 21-30, for example, Chrysler captured 17.1 percent of the domestic market.

Consumers appear to be more price conscious than usual, and Chrysler has been uncontested by domestic competitors in offering price reductions via the rebates. General Motors and Ford Motor, in fact, have only responded by raising prices on most of their cars.

One beneficiary of Chrysler's rebates have been the dealers. One major Detroit-area Chrysler-Plymouth dealer flatly predicted that every Chrysler Corp. dealer in the metro area would make money during January, as a result of Chrysler's program.

The rebates on '81 products have slowed sales of Chrysler's carryover '80s, but these appear to be moving at a relatively fast clip, also.

Chrysler had 100,000 '80 model domestic cars and trucks in stock on Nov. 30 and moved out one-fifth, 20,000 units, by Dec. 31.

Mack accused of conspiracy to fix prices on truck parts

WASHINGTON.—A civil antitrust suit alleging price fixing has been filed against Mack Trucks, Inc. and the National Distributors Advisory Council (NDAC).

The case alleging conspiracy and violation of Section 1 of the Sherman Act was filed in U. S. District Court in Philadelphia.

Antitrust Chief Sanford M. Litwack said the complaint alleges that starting at least as early as 1978 and continuing to the present, Mack and NDAC conspired to raise, fix, stabilize and maintain prices charged truck owners and operators and service dealers for truck parts.

In commenting on the action, Alfred W. Pelletier, chairman of Mack Trucks, said, "The Department of Justice, seeking to establish an esoteric theory, today filed a noval complaint unfairly challenging Mack's methods of parts distribution.

"The Antitrust Division conducted an extensive investigation, with Mack's full cooperation, the result of which demonstrated that Mack and its distributors have not only not violated any antitrust law but have competed vigorously in a very competitive market.

- "I am advised that senior persons in the Antitrust Division have acknowledged that the facts do not necessarily establish the government's case.

"It is unfortunate that when the automotive-trucking industry is suffering from a severe economic downturn, the Department of Justice, in the last week of the current Administration, sees fit to file this unnecessary and burdensome action. I am confident that Mack will prevail."

NDAC is an unincorporated association of delegates from district council's of independently owned domestic distributors appointed by Mack to sell and service new trucks made or sold by Mack and to sell parts for these trucks.

In 1979, total sales of truck parts by Mack, distributors and service dealers exceeded $300 million.

The suit seeks to enjoin Mack and NDAC from continuing the alleged conspiracy and from providing to distributors or service dealers actual or suggested prices or discount schedules for the resale of truck parts.

Dates transposed on sales figures

In the sales tables which appeared in AUTOMOTIVE NEWS last week headed "Imported Car Sales" and "U. S. Car Sales By Marketing Units," the dates over the full-year columns were inadvertently transposed.

In both tables, the 1980 figures were in the third column, despite the dates at the top of the columns.

Olds offering option discounts, vacation trips

Oldsmobile has joined Pontiac and Chevrolet in offering special value packages and also has announced a trip contest for sales managers.

The special value packages, which may be ordered until March 31, provide discounted equipment on Omega, Cutlass and full-size Olds models.

Each base package consists of stereo AM/FM radio, power antenna, white sidewall tires, premium wheel covers, sport mirrors and deluxe seat belts. Consumers save $183 to $331, depending on the car line, from the normal price.

Oldsmobile's trip contest runs from Jan. 1 to March 20. It is called "Canadian Caper."

Apparently an unlimited number of trips are being awarded to sales managers of dealerships that subscribe to the program. Managers in the Eastern half of the U. S. get trips of five days, four nights to Montreal. Dealership managers in the Western half of the U. S. go to Vancouver for the same time frame.

Some regional managers, assistant zone managers and district managers for Oldsmobile are also eligible to win trips.

The contest has a Jan. 10-Feb. 10 fast-start provision. During that period, managers are credited with two points, or deliveries, on every Omega and Toronado, and 1½ points on every one of the other lines.

After the fast-start period, Omega and Toronado are counted for 1½ points and other lines for one point.

truck industry news

12-month total is off 28.6 pct. from '79

'80 sales sink to 5-year low

By Jack Walsh
Truck Editor

Retail sales of new trucks of all types in the U. S. in 1980 dropped to their lowest level in five years, and trailed the year-earlier 12-month total by almost 30 percent.

Franchised dealers and factory outlets retailed 2,483,061 units in 1980, according to preliminary reports, a decline of 28.6 percent from the 3,476,086 sold in the previous 12 months. The totals include the non-captive Japanese-built compact pickups.

Sales by domestic retailers over the 12-month span dropped to 2,231,392 units, according to preliminary figures from the Motor Vehicle Manufacturers Assn., 5 percent lower than the 2,351,057 trucks sold in 1975.

In spite of the slowdown in compact-pickup deliveries in the final quarter because of the recession and the impact of the higher import duty on the Japanese units, sales of these vehicles over the 12-month period set a record for the second straight year.

In 1980, dealers retailed 506,079 compact pickups—the Toyota, Datsun, Mazda, Ford Courier, Chevrolet LUV, Dodge Ram 50, Plymouth Arrow and Volkswagen—an increase of 8.7 percent over the year-earlier high of 465,701 units.

• In the last three months of 1980, sales of the compact pickups totaled 94,973 units, down almost 9 percent from the year-earlier 106,770. The Dodge Ram 50 and Plymouth Arrow were the only compacts to show gains in the fourth quarter over the previous year.

For the fourth consecutive year and the eighth in the last 11, Ford was No. 1 in retail truck sales over Chevrolet.

Ford dealers retailed 794,520 trucks during the year, including 78,088 Couriers, a margin of 38,029 units over Chevrolet's 756,491. The Chevrolet total included 100,192 LUVs.

Sales in 1980 were down in all three market segments, light, medium and heavy. The light-truck total was off 28.6 percent, from 3,101,305 in 1979 to 2,215,211. There were 92,427 medium sales, a decline of 40 percent from the previous year's 151,615.

Heavies were down 21,6 percent, from a record 223,166 units in 1979 to 175,423.

At the end of the year, the number of unsold trucks in retailers' hands was down 28.6

Continued on Page 30, Col. 3

Ancient Autocar stars at opening

Cruse W. Moss, White Motor Corp. chairman, took the wheel of a 1904 Autocar during the grand opening of White's new truck branch in the Chicago suburb of Alsip. Owner of the vehicle, Dr. Milton D. Ratner, right, chairman of Rentar Industries, was one of 900 guests at the opening. His firm recently bought 11 Western Star trucks from White.

NTEA convenes Feb. 11-14 in San Diego

Planning for Profit in '80s

DETROIT. — Planning for Profit is the theme of business management sessions to be held in conjunction with the 17th annual convention and exposition of the National Truck Equipment Assn. Feb. 11-14 at the Town and Country Hotel in San Diego.

Michael G. Tolzdorf, NTEA's conventions and membership director, said all six presentations "will offer solid management advice on how to make more money now and gain even greater benefits later."

At the opening business session Feb. 12, devoted to personnel and finance, Dr. William Teague, administrative vice-president, Kerr-McGee Corp., an energy-related company with operations in oil, gas, coal, uranium and chemicals, will stress the need for communicating with personnel and motivating people to perform better and like it.

The Reindustrialization of America will be the subject of Dr. William Wolman, deputy editor, Business Week magazine, in the followup presentation.

He will discuss how the Reagan Administration will affect reindustrialization, what tax changes Americans can look for, how the reindustrialization plan will affect interest rates and the outlook for capital spending in the truck industry.

On Feb. 13, the emphasis will be on accounting and marketing. Frank Hardesty, director, Payco American Corp., will head a program on credit management, specifically how to collect delinquent dollars.

This program, according to Tolzdorf, will show how to collect more debts faster and easier without offending valued customers, and how to improve cash flow by collecting more dollars with the use of letters,

Continued on Page 30, Col. 5

Cummins facility in N. C. chosen for new diesels

COLUMBUS, Ind. — James A. Henderson, president, Cummins Engine Co., has announced that Cummins and J I Case Co. will produce its new line of diesel engines at a plant Cummins owns near Rocky Mount, N. C., assuming agreement is reached with state and local authorities on certain details.

The advanced-design, fuel-efficient engines, ranging from 40 to 250 HP, will be used in trucks as well as agricultural, construction and industrial equipment.

The engines will be produced under a joint venture, which has been approved by directors of Cummins and of Tenneco, Inc., parent company of Case.

The existing 400,000-square-foot plant will be expanded to approximately 1.1 million square feet to accommodate the machining of engine components and engine assembly and test operations.

Two families of engines will

Continued on Page 30, Col. 3

First Mercedes tractor offered in U. S.

The LS-1418, a single-axle city tractor designed for the U. S. market, has been announced by Mercedes-Benz of North America. It is the first tractor offered by the company in North America, and has a gross combination weight of 55,000 pounds.

City tractor is added to Mercedes U. S. line

JACKSONVILLE, Fla. — The newest model in the Mercedes-Benz truck line is a diesel-powered, single-axle city tractor designed for the U. S. market to move trailers around crowded urban areas with outstanding fuel economy and driver comfort, according to Walter Bodack, commercial vehicles vice-president, Mercedes-Benz of North America.

Called the LS-1418, the new model will be imported initially from Mercedes-Benz do Brasil, the largest manufacturing subsidiary of Daimler-Benz outside West Germany.

The LS-1418 has a capacity of 55,000 pounds gross combined weight, and Bodack said "this new tractor has considerable versatility in handling a wide range of trailers from 27-foot to 45-footers."

The truck is powered by a 180-HP Mercedes-Benz five-cylinder engine with 589-cubic-inch displacement. The LS-1418 has a ZF six-speed transmission with a two-speed splitter which provides a full range of gear selections through 12 forward speeds.

• In highlighting features among the long standard-equipment list, Bodack pointed out:

Power steering with 3.5 turns lock to lock; shock absorbers and stabilizers on front and rear axles, for a soft ride with less body roll; electrically controlled cold-weather starting aid; adjustable driver's seat plus a two-person passenger seat; tractor package with Bendix-Westinghouse components, and a 75-gallon fuel tank.

He said the engine has many features of a Class B heavy-duty power plant, including maximum horsepower at 2,200 RPM, individual cylinder heads and an exhaust brake. The LS-1418, as with all Mercedes-Benz trucks,

Continued on Page 30, Col. 3

Mercedes again handling sale of Unimog tractors

MONTVALE, N. J.—Mercedes-Benz has resumed marketing Unimog tractors in North America following the expiration of an agreement with J I Case Co. to market the multipurpose diesel-powered off-road implement carrier.

Case has marketed more than 500 Unimog tractors built by Daimler-Benz in West Germany.

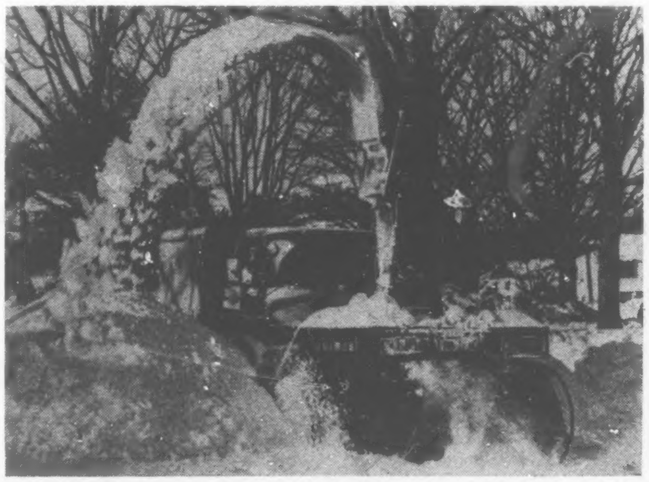
Walter Bodack, vice president, Mercedes-Benz of North America's Commercial Vehicle Division, said more than 20 dealers are being franchised to handle the Unimog.

"These dealers will provide service and parts for the more than 1,500 Unimog vehicles in North America," he added.

He also announced the establishment of Unimog support services in the Chicago area.

"We will provide parts at the Mercedes Midwest commercial vehicle parts distribution center as well as sales and service training," Bodack said.

Unimog, an acronym based on the German word meaning multipurpose implement carrier, serves as a mobile, off-road power source for use in construction, public works, industry, logging, mining, farming and other fields.



Snowfighter clears a path

The four-wheel-drive Mercedes-Benz Unimog is used widely in snowbelt areas to cut through deep snow. The diesel-powered vehicles can be equipped with a variety of attachments for use as a mobile power source in construction, public works, logging, mining, agricultural and other off-road applications.

12-month total is off 28.6 percent from 1979

1980 truck sales sink to five-year low

Continued from Page 8

percent from 1979, with appreciable declines in all three market segments.

On Jan. 1, there were 573,540 new trucks in inventory, compared with 803,363 on the same day in 1980.

Light-truck stocks at the end of the year totaled 507,694 units, down 28.6 percent from the previous year's 711,354. There were only 23,563 mediums on hand, off 41.6 percent from the year-earlier 40,379, and the heavies were down 18.1 percent from 51,630 in 1979 to 42,283.

• Big Three dealers and factory outlets retailed 1,984,612 trucks in 1980, including the imported pickups, a decline of 33.8 percent from the year-earlier 2,997,718. Sales of domestic vehicles were off 36.7 percent, from 2,772,308 units to 1,755,734.

Sales in the final month of 1980 dropped to 139,382 units, 27.1 percent below the previous year's 191,266.

During the month, Ford dealers sold 57,252 trucks, down 25.5 percent from the year-earlier 76,880. The total included 4,626 compact Courier pickups, compared with 5,914 in the same month in 1979.

Chevrolet's December sales were down 22.8 percent to 56,637 units, compared with 72,382 the year earlier. Included in the total were 4,940 compact LUV pickups, off significantly from the previous year's 7,333.

Dodge and Chrysler-Plymouth dealers sold 13,933 vehicles in the final month, a decline of 40.2 percent from the year-earlier 23,306. The 12-month total was off 35.5 percent, from 387,396 to 249,766 units.

The imported compact pickups—Dodge Ram 50 and Plymouth Arrow—accounted for 20.6 percent of the month's total and 25.2 percent of the 12-month sales.

During the month, dealers sold 2,086 Ram 50s and 779 Arrows, compared with 2,550 and 1,151, respectively, the previous year. The 12-month count was 44,640 Ram 50s and 18,416 Arrows, as against 32,233 and 14,897 in 1979.

GMC reported 11,560 retail sales during December, down 38.2 percent from the year-earlier 18,698. The January-December total was 183,835, a decline of 36.7 percent from the 290,363 units sold in the comparable 1979 period.

Twelve-month sales of Jeep four-wheel-drive vehicles were down 44.6 percent, from 140,431 units in 1979 to 77,852. In December, 5,561 units were retailed, off 48.4 percent from the previous year's 10,773.

Volkswagen dealers retailed 2,097 compact pickups during December, bringing the 12-month total to 25,532 units.

Mercedes-Benz of North America reported a 9.3 percent increase in sales of mid-range diesel trucks in 1980, from 3,708 units in 1979 to 4,051. In December, 350 units were retailed, an increase of 4.5 percent over the year-earlier 335.

Sales of the non-captive Japanese compact pickups were down in the final month of 1980, but showed a small increase over 1979.

Toyota dealers retailed 7,879 units in December, off 27.8 percent from the previous year's record 10,911 units. The 12-month total was up 1.2 percent over 1979, from 130,075 to a new alltime high of 131,648.

Datsun's December sales were down 22.7 percent, from 7,814 units a year earlier to 6,074. The January-December count was a record 111,246 units, an increase of 9.2 percent over the previous year's 101,914.

In December, 565 Mazda pickups were sold, a drop of 3.3 percent from the 584 units retailed in the same month in 1979. But the 12-month count was up 6 percent to a record 8,775 units, compared with the previous year's 8,302.

Mercedes adds city tractor to U. S. truck lineup

Continued from Page 8

has a full-range engine without warranty restrictions.

Bodack said field tests of the LS-1418 with a Texas fleet showed fuel consumption ranged between 6.3 and 6.7 MPG, compared with 3 MPG for the fleet's gasoline-powered tractor.

"This type of field experience adds reinforcement to our contention that diesel trucks in the medium and medium - heavy class are the way of the future," he said.

• Mercedes-Benz also offers five truck models in the U. S. market suited for pickup-and-delivery applications. They are the L-1013 with a 22,000-pound GVW rating; turbocharged L-1116 rated at 25,000-pounds GVW; L-1113 designed for 25,000-pounds GVW, a turbocharged L-1316 rated at 30,000-pounds GVW, and the L-1418, which is rated at 32,225-pounds GVW with an option up to 35,000 pounds.

The company completed a truck assembly plant in Hampton, Va., during the summer of 1980. In the first seven months of operation, more than 1,200 units were assembled at the Virginia faciilty. The plant has a design capacity of 6,000 trucks annually.

Cummins to build diesels in N. C.

Continued from Page 8

be produced. Family I will be available in three, four, and six-cylinder configurations in the 40-200 HP range. Family II will be six-cylinder, in-line engines covering the 150-250 HP range.

Family I engines are scheduled for market introduction starting in late 1983.

Cummins and Case will share equally the estimated $350 million investment required for the new manufacturing operation.

NTEA convenes Feb. 11 to 14 in San Francisco

Continued from Page 8

telephone and face-to-face contact.

At the second presentation, Sales Management: Being Twice as Effective with Half the Work will be the topic of Somers H. White, president, Somers H. White, Inc., a consulting firm.

On the final day of the convention the emphasis will be on economics and engineering.

The opening speaker, Dr. Gerhard N. Rostvold, economist, Urbanomics Research Associates, will discuss Future Trends in the Economy: '81 and Beyond.

He will touch on what to expect in the 1980s, President Reagan's economic programs and who will shape the new economic policies, why inflation will continue, business management strategies to cope with the new economic world of the 1980s, and personal investment strategies.

At the engineering session, there will be a roundtable discussion of current problems with representatives of truck chassis manufacturers. Panel moderator will be Mike Gnagy, Frontier, Inc.

Big Three December, year-to-date truck sales

			Calendar Year	
	1980	1979	1980	1979
Ford				
Vans	7,817	9,615	104,254	169,545
Club Wagon	1,632	2,338	24,783	38,818
Courier	4,626	5,914	77,375	78,088
Bronco	3,310	5,254	40,065	69,724
Conventional Pickups	36,076	48,879	479,926	736,037
Mediums	2,979	3,496	54,120	69,118
Heavies	812	1,384	13,997	23,383
Chevrolet				
Vans	6,077	8,747	88,342	166,850
Sportvan	1,205	1,875	16,943	30,630
LUV	4,940	7,333	88,447	100,192
El Camino	2,960	3,790	41,305	52,803
Blazer	2,124	3,585	27,093	57,734
Suburban	1,990	1,811	21,282	37,215
Conventional Pickups	35,287	42,224	440,918	644,775
Mediums	1,940	2,760	30,108	41,373
Heavies	114	257	2,053	3,674
Chrysler				
Vans	3,529	6,651	67,085	123,869
Voyager	489	675	6,658	10,125
Ram Wagon	1,466	1,996	21,118	30,448
Arrow	779	1,151	18,416	14,897
Ram-50	2,086	2,550	44,640	32,233
Trail Duster	216	443	3,341	5,678
Ramcharger	575	913	7,590	14,575
Conventional Pickups	4,793	8,927	60,918	155,571
GMC				
Vans	1,191	2,491	21,007	41,587
Caballero	307	472	4,463	6,412
Jimmy	401	758	5,608	11,864
Suburban	286	376	4,210	6,984
Conventional Pickups	7,210	11,160	102,129	166,564
P models	173	176	3,612	5,045
Mediums	1,225	1,440	24,108	28,670
Heavies	767	1,200	18,698	22,861
Motor homes	....	....	....	376

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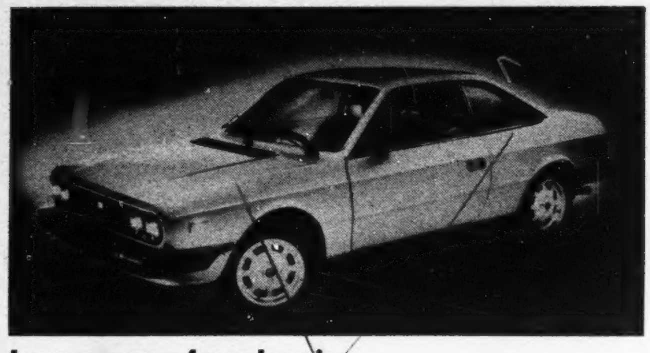

Luxury coupe from Lancia

The 1981 Lancia Coupe is fitted with aluminum alloy wheels and steel-belted radials and is offered with optional sun roof, leather upholstery and metallic paint. U. S. advertising will feature 1979 Formula One World Champion Jody Scheckter.

Lancia turns to electronics to hike performance of '81s

MONTVALE, N. J.—Lancia's 1981 models will get a 24-percent power boost with the addition of advanced electronic fuel injection.

The system will constantly monitor intake air flow, air and water temperatures, throttle position and exhaust gas oxygen content on the front-wheel drive Zagato and Lancia Coupe.

The cars are rated at 108 HP at 5,500 RPM and have EPA mileage figures of 19 MPG city, 27 MPG highway.

The new Lancias are identified by rear mounted "Fuel Injection" badges.

Both are fitted with a four-cylinder, two - liter (122 - CID) double overhead cam engine. They are equipped with five-speed overdrive transmission, all-independent suspension, rack and pinion power steering and four-wheel disk brakes.

Both are built on a 92.5-inch wheelbase. The Zagato measures 164.6 inches in length; the Coupe, 162.4 inches.

The Coupe offers as options a sun roof, leather upholstery, metallic paint, power windows and air conditioning.

The Pininfarina-styled Zagato features a top system which can be set in four different positions, with combinations of a removable front hardtop and a folding rear soft top separated by a wide Targa roll bar.

For 1981, Lancia has increased its limited warranty against corrosion to three years.

A new optional limited powertrain warranty adds 24 months or 24,000 miles to the standard 12/12,000 coverage.

factories list auction dates

American Motors

Jan. 20—Ohio Auto Auction, Grove City, O.

Jan. 21—Big D Auto Auction, W. Hwy. 80, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Auction, S. Main St., Warehouse Point, Conn.

Jan. 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Fresno Auto Dealers Auction, 300 S. Fruit, Fresno, Calif.

Jan. 23—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Jan. 27 — D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 28 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Jan. 29—Todd Auto Auction, Rte. 309, Telford, Pa.

Jan. 30—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Ford Motor Co.

Jan. 20—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 21—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 27 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Jan. 28 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Chrysler Corp.

Jan. 20 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Jan. 21—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 22—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Jan. 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction (tentative), 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCar-Prep Systems, 2818 Eastern Ave., Commerce, Calif.

Jan. 28—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis.

Jan. 29 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Big H Recon Center, 918 Asbury, Houston.

Jan. 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction (tentative), 12000 St. Charles Rock Rd., Bridgeton, Mo.

NHTSA 'fails' cars that weren't tested

WASHINGTON. — Remember NHTSA's The Car Book? Well, somehow — two cars that got marked "Failed" for that 35-MPH crash into a rigid barrier were not actually tested. They are the Oldsmobile Cutlass Diesel and the Mercedes-Benz 300-D.

There are also a few mistakes in the price of parts—which the companies who are now getting their own copies can find, since the prices came from them.

Used car sales

Auction averages

January to date	$4,180
Month ago	$3,517
Year ago	$3,161

Model breakdown

Auction averages

	January To Date	December	November
1981	$7,428	—	—
1980	5,913	5,576	6,088
1979	4,680	4,768	5,015
1978	3,601	3,610	3,879
1977	3,345	3,034	3,091
1976	2,136	1,991	2,148
1975	1,481	1,626	1,674
1974	1,258	1,146	1,248
Overall Average	$4,180	$3,589	$3,795

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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At 11:30 A.M. licensed new & used car dealers from all surrounding states are invited & welcome to buy & sell. We sell for the country's leading leasing companies, national fleets, New Jersey Bell and Ford Motor Credit Company. No house cars.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

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Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

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NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8515 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse., Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

Use Automotive News Want Ads for Quick Action

U. S. makers produce 122,551 cars

Week's auto output tops last year's

By Patricia Hoffman
Staff Writer

U. S. auto production improved somewhat last week due to several plants resuming operations Jan. 12 after extended holiday closings. But the year-todate output was down from the comparable period last year.

Planned auto production last week was 122,551 units, up 32.32 percent from the 92,,619 cars completed in the comparable week last year, and up 14.75 percent from the 106,795 units built the previous week.

So far this year, the makers have assembled 229,346 units during 10 days of production, down 21.80 percent from the 293,280 units completed during 12 days of production in the comparable period last year.

Breakdown by company for year-to-date: General Motors, 74.49 percent; Ford Motor, 17.19 percent; American Motors, 2.85 percent; Volkswagen of America, 1.98 percent and Cheker Motor, 0.02 percent.

Chrysler Corp., the only company which extended downtime at all of its assembly plants had only a fraction of the year-todate output with 3.47 percent of the total.

Downtime is scheduled at four GM points this week for inventory adjustment; Norwood and Van Nuys (Camaro and Firebird) and Lakewood and Wilmington (Chevette). The Chevette points will be down for the first time since the fall of 1979. They will resume operations Feb. 2.

Downtime is scheduled for two weeks at GM's Baltimore and Pontiac points beginning Jan. 26. Also at GM, downtime is scheduled for one week at Leeds and Oklahoma City beginning Jan. 26.

GM's Tarrytown plant scheduled Saturday overtime last week.

Operations at Chrysler's Jefferson and Newark (K-car) points resumed Jan. 12, with combined line speed reduced 21 percent. The Jefferson plant has reduced production from 1,120 to 800 daily, and Newark has cut its output from 1,120 to 960.

Chrysler's Belvidere point also resumed operations Jan. 12, after closing Dec. 1 for inventory adjustment.

Also at Chrysler, St. Louis will resume production today (Jan. 19) after extended holiday downtime, and Lynch Road, also extending holiday downtime, will resume operations Jan. 26. Scattered downtime is scheduled at Lynch Road until the plant is mothballed, believed to be April 3.

Ford scheduled downtime at five plants last week: Chicago, Dearborn and, for the second straight week, at Lorain, Atlanta and San Jose.

Checker Motors resumed operations today after an extended holiday closing.

U. S. CAR PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
AMERICAN MOTORS	3,275*	3,800*	3,275*	6,550*	7,600*	6,550*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	7,950	6,020	....	7,950	19,439	7,950
Plymouth Total	3,800	3,150	....	3,800	9,231	3,800
Horizon	1,950	3,150	....	1,950	8,222	1,950
Volare	....	....	....	....	469	....
Gran Fury	....	....	....	....	540	....
Caravelle	....	....	....	....	....	....
Reliant	1,850	....	....	1,850	....	1,850
Chrysler Total	....	....	....	....	1,339	....
Chrysler	....	....	....	....	1,339	....
LeBaron	....	....	....	....	....	....
Dodge Total	4,150	2,870	....	4,150	8,869	4,150
Omni	1,700	2,870	....	1,700	7,590	1,700
St. Regis	....	....	....	....	717	....
Diplomat	....	....	....	....	....	....
Aspen	....	....	....	....	562	....
Aries	2,450	....	....	2,450	....	2,450
FORD MOTOR	20,225	9,870	19,215	39,440	43,737	39,440
Ford Division	13,678	4,000	13,997	27,675	29,504	27,675
Pinto	....	....	....	....	2,262	....
Must./Must. II	....	1,687	....	....	9,652	....
Fairmont	3,592	....	4,322	7,914	6,793	7,914
Granada	....	....	....	....	2,025	....
Thunderbird	....	2,313	....	....	5,916	....
Ford	1,686	....	1,695	3,381	2,856	3,381
Escort	8,400	....	7,980	16,380	....	16,380
L-M Division	6,547	5,870	5,218	11,765	14,233	11,765
Mercury Total	5,214	2,605	5,218	10,432	9,549	10,432
Bobcat	....	....	....	....	174	....
Capri	....	413	....	....	1,299	....
Zephyr	1,208	....	1,246	2,454	2,139	2,454
Cougar/Monarch	....	....	....	....	715	....
XR-7	....	2,192	....	....	3,671	....
Mercury	1,414	....	1,428	2,842	1,551	2,842
Lynx	2,592	....	2,544	5,136	....	5,136
Lincoln Total	1,333	3,265	....	1,333	4,684	1,333
Lincoln	606	1,175	....	606	2,454	606
Versailles	....	....	....	....	140	....
Mark VI	727	2,090	....	727	2,090	727
GENERAL MOTORS	86,551	72,828	84,290	170,841	219,873	170,841
Buick Division	16,982	14,778	18,114	35,096	42,171	35,096
Skylark	4,832	4,448	4,804	9,636	13,080	9,636
Century	2,897	2,999	3,282	6,179	7,047	6,179
Regal	4,673	3,841	5,301	9,974	9,151	9,974
Buick	3,345	2,200	3,495	6,840	9,548	6,840
Riviera	1,235	1,290	1,232	2,467	3,345	2,467
Cadillac Division	6,740	....	6,815	13,555	11,101	13,555
Seville	832	....	855	1,687	1,852	1,687
Cadillac	4,198	....	4,240	8,438	7,309	8,438
Eldorado	1,710	....	1,720	3,430	1,940	3,430
Chevrolet Division	34,760	34,339	33,332	68,092	94,289	68,092
Chevette	8,935	8,740	7,154	6,089	23,423	16,089
Monza ('80)	....	3,100	....	....	7,007	....
Camaro	2,365	2,864	2,393	4,758	6,603	4,758
Citation	8,320	9,337	8,662	16,982	24,959	16,982
Malibu	5,765	2,793	5,865	11,630	11,669	11,630
Monte Carlo	3,775	1,545	3,662	7,437	7,156	7,437
Chevrolet	4,800	4,800	4,814	9,614	13,693	9,614
Corvette	800	1,160	782	1,582	2,759	1,582
Oldsmobile Division	19,091	14,725	17,632	36,723	41,052	36,723
Omega	3,030	2,225	2,739	5,769	5,183	5,769
Cutlass	9,860	6,670	9,651	19,511	17,994	19,511
Oldsmobile	5,215	4,800	4,396	9,611	15,235	9,611
Toronado	986	1,030	846	1,832	2,640	1,832
Pontiac Division	8,978	8,986	8,397	17,735	31,260	17,375
Acadian†	345	460	345	690	754	690
Sunbird ('80)	....	3,300	....	....	7,886	....
Phoenix	2,518	2,636	2,491	5,009	6,980	5,009
Firebird	1,715	2,160	1,530	3,245	4,779	3,245
LeMans	1,560	430	1,388	2,948	2,563	2,948
Grand Prix	2,400	....	2,192	4,592	3,844	4,592
Pontiac	440	....	451	891	4,454	891
VOLKSWAGEN	4,550	....	....	4,550	2,531	4,550
CHECKER	....	100	15	15	100	15
Total Cars, U. S.	122,551	92,618	106,795	229,346	293,280	229,346

breaking news

Continued from Page 1

Ford of England workers OK pay hike

LONDON.—A 9.5-percent pay increase has been accepted by 20,000 Ford of England workers, although union officials had urged rejection of the offer. Ford officials said the acceptance appears to have averted a threatened strike, although some workers have not yet voted on the offer.

Datsun price hike averages $192

CARSON, Calif.—Datsun has raised U. S. prices of its cars and pickup trucks an average of $192, or 2.6 percent, effective today. The move follows a $171 boost by Toyota on cars and trucks early in January. Datsun's hike is its second of the 1981 model year. At introduction time last fall, cars went up an average of $339, and trucks rose an average of $800, due to the increase in the U. S. tariff on imported trucks. Datsun's latest boosts on cars range from $150 on the 210 and 310 models to $400 on the 810 series. Most two-wheel-drive trucks jumped $100, and 4WD models climbed $150. Datsun's price leader is the 210 standard two-door sedan which now carries a sticker of $4,449.

Datsun launches incentives on trucks

CARSON, Calif.—Datsun's "Truck Bucks" incentive during Jan. 10-March 31, pays dealers $100, $200 or $300 per pickup on all '80s and '81s sold, depending on what level of sales objective they achieve. Payments are nonretroactive.

Truck production exceeds total for year-ago week

U. S. truck production rose last week, but the year-to-date total is down considerably from last year.

During the first 10 days of production in the new year, the makers completed 62,917 trucks, a 34.85 percent decrease from the 96,584 units built during the comparable 12 days of production in 1980.

Planned output last week was 33,957 units, a 15.18 percent increase from the 29,480 trucks built in the comparable week last year, and a 17.25 percent increase from the 28,960 trucks completed in the previous week.

Chrysler Corp. will resume operations at its Warren truck plant today (Jan. 19) after closing last week for inventory adjustments.

Ford Motor Co.'s Lorain van and San Jose truck points remained down last week making it the second straight week of downtime for both plants since the holidays.

Mack Trucks, apparently due to slumping sales, will no longer report weekly production figures.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
CHEVROLET	14,585	13,288	13,979	28,564	34,335	28,564
DODGE/PLYMOUTH	....	1,200	1,656	1,656	5,171	1,656
FORD	10,385	6,977	4,232	14,617	35,153	14,617
GMC	4,782	3,445	4,525	9,307	9,779	9,307
INTERNATIONAL	1,730	....	1,693	3,423	....	3,423
MACK	....	620	....	....	1,519	....
WHITE	....	200	....	....	455	....
JEEP	1,740*	2,500*	1,740*	3,480*	6,500*	3,480*
AMC CORP.	85*	450*	85*	170*	1,172*	170*
VOLKSWAGEN	650	....	....	650	360	650
MISCELLANEOUS	....	800	1,050	1,050	2,140	1,050
Total Trucks, U. S.	33,957	29,480	28,960	62,917	96,584	62,917

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
CHRYSLER CORP.	....	....	....	....	....	....
FORD MOTOR	3,960	3,238	4,823	8,783	9,044	8,783
GENERAL MOTORS	6,670	5,758	5,862	12,532	15,644	12,532
AMERICAN MOTORS	....	1,060	....	....	2,756	....
INTERNATIONAL	270	465	298	568	709	568
MACK	....	60	....	....	154	....
WHITE	....	65	....	....	165	....
Total Trucks, Canada.	10,900	10,646	10,983	21,883	28,472	21,883
N. American Trucks	44,857	40,126	39,943	84,800	125,056	84,800

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output of cars, trucks trails 1980 pace

Canadian auto production, after 10 days of assembly in 1981, was down from the 12 days of production in the comparable year-to-date period of 1980.

So far this year, the makers have completed 29,205 units, down 33.62 percent from the 44,001 units built through Jan. 19, 1980.

Planned production last week was 14,569 cars, down a fraction from 14,636 units completed the previous week, and down 9.08 percent from the 16,025 built during the comparable week last year.

Truck production so far this year is down 23.14 percent from the comparable 12 days of production in year-to-date 1980. Year-to-date 1981, the truck makers have assembled 21,883 units, a decrease from the 28,472 trucks completed during the comparable 1980 period.

Planned truck production last week was 10,900, about the same as the 10,983 units built the previous week, but up 2.38 percent from the 10,646 completed the week ended Jan. 19 last year.

Chrysler Corp. resumed operations at its Windsor truck plant today (Jan. 19) after an extended holiday closing.

Ford Motor Co.'s St. Thomas car plant, which closed Jan. 12, will not resume operations until February.

General Motors has scheduled downtime at its Oshawa and St. Therese points for the week of Jan. 26 and will resume production Feb. 2.

There was no overtime scheduled last week.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 17, 1981	Same Week, 1980	Week Ended Jan. 10, 1981	Jan. to Date	Jan. 1, to Jan. 19, 1980	Jan. 1, to Jan. 17, 1981
AMERICAN MOTORS	600	....	577	1,177	....	1,177
CHRYSLER CORP.	....	3,192	....	....	7,408	....
FORD MOTOR	944	576	839	1,783	4,778	1,783
GENERAL MOTORS	12,800	12,032	12,995	25,795	31,230	25,795
VOLVO	225	225	225	450	585	450
Total Cars, Canada	14,569	16,025	14,636	29,205	44,001	29,205
N. American Cars	137,120	108,643	121,431	258,551	337,281	258,551
N. American Trucks	44,857	40,126	39,943	84,800	125,056	84,800
North American Cars and Trucks	181,977	148,769	161,374	343,351	462,337	343,351

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

1-26-81 C 2700-1 U

Automotive News.

Detroit, January 26, 1981

56th year—$35 per year, $1.00 per copy

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FDA signs up 100 dealers in Pittsburgh

PITTSBURGH. — Over 100 dealers of the Pittsburgh District Ford Dealers Advertising Fund voted overwhelmingly to join the Ford Dealers Alliance as a group.

The district is comprised of dealers in western Pennsylvania, eastern Ohio, northern West Virginia and western Maryland. Their move marks the first time that a group of dealers not from the East Coast has joined the FDA as a chapter.

Sources have indicated that other FDAF districts are considering this type of action.

Ed Mullane, president of the FDA, told the group of dealers meeting here that Ford management does not appear to recognize that the dealer is one of their greatest assets.

"When an entire district like yours joins us publicly as a group it has to change their thinking," he said.

He added that they've argued in the past that the Alliance was strong only in the Northeast and not typical of the rest of the nation.

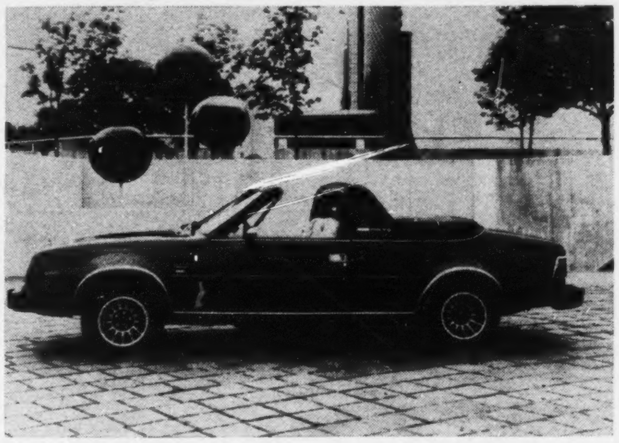
"On the contrary, your action today, coupled with the support we're getting from key dealers and national dealer council chairman from all parts of the country, makes it crystal clear that the Alliance does indeed reflect the attitude of dealers nationwide," Mullane said.

- Phil Fitts, president of the Pittsburgh FDAF and a dealer here, told AUTOMOTIVE NEWS that while he could not speak for every member of the district, it was apparent to him that Ford Motor Co. has not listened to dealers for some time, but that FDA has received attention from the manufacturer.

Dealers in the district have been displeased for some time

Continued on Page 37, Col. 5

Open to sun and stars



Concord converted

Griffith Co., Ft. Lauderdale, Fla., presents the Concord convertible, with fiberglass roof panels that can be removed and stored in the trunk. The accompanying polyvinyl convertible top is then unlatched and covered with the boot for open-air comfort and fun. Dealer cost for the conversion is $2,995 and suggested retail $3,750.

U.S.-built carburetors purchased by Japan

ST. LOUIS. — Carter-Weber, Inc., has signed a three-year agreement with Fuji Heavy Industries, Ltd., to supply feedback carburetors as original equipment for Subaru automobiles to be built in Japan and sold in the U. S. and Canada.

"This agreement is evidence of the spirit of cooperation and reliance that exists between our countries," said Sadamichi Sasaki, president of Fuji.

"Carter-Weber is the first U.S. manufacturer to export carburetors to a Japanese automobile producer," said James T. Bickhaus, president of Carter-Weber. "This culmination of several years of intensive development and cooperation demonstrates that advanced carburetion is an efficient and reliable product for future automotive engines."

The three year agreement, totalling more than $10 million, calls for Carter-Weber to supply feedback carburetors for Subaru passenger cars, beginning with model year 1982.

The new compact, lightweight single-barrel feedback carburetor is equipped with a pulsing solenoid enabling it to interface with an electronic control unit designed to monitor emissions through a sensor located in the vehicle's exhaust pipe.

The rapid response of the Carter-Weber feedback carburetor to engine operating variables results in better performance, driveability and fuel economy along with more efficient operation of the catalytic converter, Carter-Weber said.

It will manufacture the carburetors in North Carolina.

Loan OK brings major change to life at Chrysler

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The Chrysler Loan Guarantee Board gave its conditional approval to the auto maker's request for another $400 million in federal loan guarantees last week, but not before exacting a price from the beleagured firm that the staff noted will "result in a company which looks much different than the corporation which first approached the U. S. Treasury in July, 1979."

For one thing, Chrysler Corp. will have to sell its corporate jet and forget about its options to purchase two more. Indeed, Chrysler will have to forego corporate aircraft altogether. The Loan Guarantee Board thought them an extravagance the company could ill afford.

Then there are other somewhat more important requirements: Chrysler will have to permanently lay off another 3,000 workers, reduce its planned expenditures during 1981 through 1985 by $1.888 billion and sell at least half of Chrysler Financial Corp.

That means the planned subcompact to replace the aging Omni/Horizon models must be scrapped. The premium two-door version of the K-car will have to be deferred by six months to mid-1982. Plans for a sporty model based on the K-series, a four-speed automatic transaxle and an additional front-wheel-drive assembly plant will have to be deferred indefinitely.

Chrysler must also convince Mitsubishi, its Japanese partner, to continue its present financing arrangement beyond the March 31 cutoff, for a savings to the company of $150 million. It must get Illinois, New York, Ohio and Missouri to loan it $76 million (Illinois signed a bill just this month). It must squeeze other of its suppliers for another $65 million in deferred payments and restructure its debt for a savings of $300 million.

- For their part, the company's workers will be asked to give up $783 million, including wages and benefit freezes.

Suppliers will be asked to put a hold on parts prices through the year and give a 5-percent discount on purchases during the first quarter of 1981, for a savings of $72 million.

Lenders will be asked to convert about $1 billion of Chrysler's longterm debt, as well as about $68 million in deferred interest notes, to preferred stock while also giving the company the option to pay off the remaining debt of approximately $500 million at 30 cents on the dollar.

The UAW general membership had only to ratify its part of the plan at press time. Suppliers were expected to go along with the plan, in part because Chrysler has promised they will

Continued on Page 37, Col. 4

breaking news

Ford claims overseas sales lead

DEARBORN.—Ford Motor Co. said its 1980 sales outside North America led those of all other U. S.-based auto makers for the 16th consecutive year. Ford and its affiliates sold 1,982,000 cars and trucks outside North America during 1980—down 7 percent from last year's alltime high. Included in that total are a record 422,200 trucks—up 5 percent from the previous mark of 402,300 units set in 1979. Combined 1980 car and truck sales trailed only 1979's record of 2,137,100 and 1978's second-highest total of 2,034,300. Ford car sales for the year totaled 1,560,000—down 10 percent from 1979's record total of 1,734,800.

Chrysler takes aim at service

DETROIT.—Chrysler Corp. will hire 125 service development managers and assign them throughout its 20 zones, where they will serve as service consultants to dealers. The move, according to Gino J. Giocondi, director of service and parts sales, is "in line with Chrysler's policy of doing a better job in the area of customer satisfaction."

Chrysler offers sporty Misers

DETROIT.—Chrysler Corp. is offering Miser versions of the sporty Plymouth TC3 and Dodge 024 two-door hatchbacks. They are priced at $5,299, the same as the Omni and Horizon four-door Miser models. The sporty units have a 1.7-liter four-cylinder engine and 2.69 axle ratio. EPA ratings are 30 MPG city and 50 MPG highway.

See BREAKING NEWS, Page 43, Col. 1

Smith sees heavy spending on plants and technology

GM raises the ante to $80 billion

By Paul Lienert
Contributing Editor

General Motors has upped the ante again.

The corporation now is likely to spend an unprecedented $80 billion on new products, plants and technology during the 10-year period from 1980 to 1989, according to Roger B. Smith, GM's new chairman.

GM already has disclosed plans to spend $40 billion in the 1980-84 period, primarily to overhaul its existing product lines and assembly plants.

It now appears the corporation will spend at least another $40 billion in the latter half of the decade, according to Smith, but the money may not go for another vehicle downsizing program like the present one GM hopes to complete by 1985.

"Hopefully, when we get it (downsizing) done and if everything settles down in the world, our spending should drop," Smith told AUTOMOTIVE NEWS.

"But it probably won't," he added. "I don't want to spend another $40 billion (in the late '80s) on another round of car downsizing. But it wouldn't bother me (to spend that money) if we're doing it on new components factories, our new electric car, new microprocessor factories, new robot-producing factories, new products and all the other things I see coming down the road.

"There are going to be tremendous technological breakthroughs in our country in a lot of ways we don't even know about now . . . not only in the products, but in the factories," Smith said. "With the tremendous ability of computers now and their cost coming down, for instance, things that were dreams a few years ago will be going into production . . . things like radar brakes, which I think

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It draws up contingency plan to stay in U. S. market

Mitsubishi braces for Chrysler fall

By John Hartley
Staff Correspondent

TOKYO. — Mitsubishi Motors Corp.'s latest move in its dealings with Chrysler Corp. is a contingency plan—and the contingency is Chrysler's potential bankruptcy.

Although Mitsubishi executives are putting a brave face on things, insiders say that the Japanese company does not expect Chrysler to survive the spring. And Mitsubishi is well-placed to hear of Chrysler's future sales hopes and is vulnerable to its dwindling sales in the U. S.

Because of a big buildup in stocks of Mitsubishi cars in the U. S., shipments from Japan have been cut from the usual 15,000 a month to only about 3,000.

At the same time, during the autumn, Chrysler's demand for the Mitsubishi engine used in the K-car gradually fell from the planned level of 10,000 a month to only about 5,000, whereas the volume had been expected to build up to 15,000 units a month.

To avoid excessive stocks, Chrysler asked Mitsubishi to stop shipping engines. None have been delivered this year, and a Mitsubishi spokesman said: "It is up to Chrysler to say when we should start deliveries again."

Nevertheless, this presents Mitsubishi with a problem that is all too familiar in the U. S.—declining production volumes. The reductions of 10,000 engines and 10,000 completed cars a month is a big blow to Mitsubishi.

- At the same time, the Japanese feel that if Chrysler does go bankrupt, the repercussions could be significant. For a start, all those cars waiting to be sold in the U. S. are legally the property of Chrysler, so Mitsubishi would find it difficult to regain possession.

At the same time, sales of Mitsubishi cars in the U. S. would slump since Mitsubishi has no dealer network of its own.

Therefore, Mitsubishi has drawn up a contingency plan. The reduction in shipments is but a tip of the iceberg.

It is now setting up a paper company in California which will be responsible for receiving Mitsubishi cars and then selling them to Chrysler. No doubt the aim is to retain legal possession as long as possible.

Mitsubishi also wants to set up its own network in the U. S. to sell its cars, but so far Chrysler has blocked this move, fearing its operation would be affected adversely.

In Australia, Mitsubishi, which bought Chrysler's operation there, is learning how to handle an overseas operation and how to set up a sales network.

It is certain to ensure that the new company set up in the U. S. is legally able to sell cars directly to dealers. If Chrysler goes under, Mitsubishi would be able to start selling its cars in the U. S. almost immediately.

It is also possible that Mitsubishi, part of an enormous group with more financial muscle than Toyota, could put in a bid to take over some parts of Chrysler's manufacturing operation in the event of bankruptcy.

The fact is that Mitsubishi desperately needs to sell those 180,000 odd units a year in the U. S. They represent about 60 percent of Mitsubishi exports and 30 percent of car production.

Mitsubishi is prepared to take drastic measures to protect and expand that market. However, it is very careful that these moves are not obviously damaging to Chrysler, lest public opinion in the U. S. be turned against it.

Chrysler renews plea for auto industry aid

By Edward Lapham
Financial Editor

Chrysler Corp., still tottering near the brink of a bankruptcy abyss despite the federal loan guarantee bailout, has renewed efforts to obtain industrywide relief through import limitation, tax credits and a moratorium on regulations.

The auto maker has "papered" Washington with copies of its proposal, dubbed the "National Automotive Recovery Act," sending it to new members of congress, Reagan Administration officials and the media.

It is not a new proposal.

"That's just the point," said a ranking Chrysler spokesman. "Iacocca has been talking about these things and the need for them for a long time. We think that the government people may be willing to listen now, in the face of all the problems the auto industry is facing."

In the cover letter to the proposal, mailed Jan. 12, Chrysler Chairman Lee Iacocca said "it was a good program when it was first proposed." He added: "As events have developed, it is even more critical now."

Under the program, the government would negotiate a two-year agreement with the Japanese to stop shipping vehicles built on overtime into the U. S. The government also would provide a $1,500 personal tax credit for the purchase of a new "American-built car when a pre-1976 car is traded in" and freeze all environmental and safety regulations at current levels for two years.

- Iacocca said the program would increase sales of American-built cars by one million units, save more than 300 million gallons of gasoline, put 250,000 Americans back to work, reduce the automotive balance of payments deficit and "provide the time and funds the industry needs as it converts to more fuel-efficient cars and trucks."

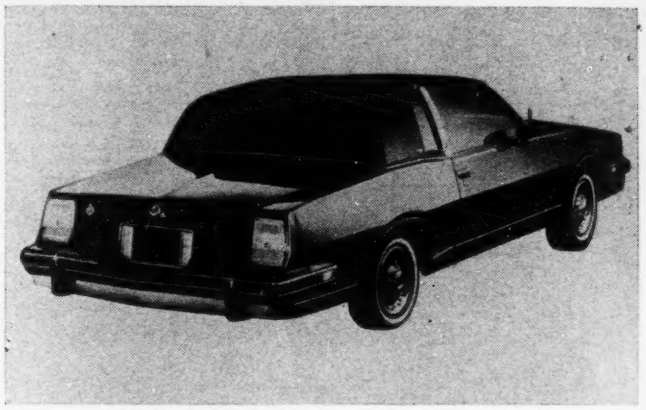
The Chrysler executive said the cost of the tax credit would be offset by increases in Social Security and income tax receipts and a decrease in transfer payments (Trade Readjustment Assistance, etc.) as people returned to work as a result of the program.

Wendell W. Larsen, Chrysler public affairs group vice president, said there has been "considerable interest" in the Chrysler program.

"There has been a good response now that the program has had a chance to work its way into the system," Larsen said. "We've received lots of letters from Senators and Congressmen, including some which expressed a desire to have some language for a bill."

Larsen said he believes the response in Washington is not so much due to a change in the political winds, but rather to an

Continued on Page 6, Col. 1



Americana for East Coast

The New York-New Jersey Pontiac Dealers Assn. presents the Americana, a special edition, special price Grand Prix designed just for this area. The Americana features a custom extended elk grain vinyl landau roof, French-styled opera and rear windows and Targa band in brushed silver or anodized gold with matching jewelry and trim.

UAW Chrysler chiefs OK $622 million relief

By Marjorie Sorge
Labor Editor

ROMULUS, Mich.—The UAW put one more peg in place in Chrysler Corp.'s survival plan last week as the union's 250-member Chrysler Council voted to recommend ratification of another scaled-down contract to the membership.

In a 3½-hour meeting with some raised voices and very little cheering, the council, in a voice vote, recommended accepting further concessions amounting to $622 million by the time the contract expires Sept. 14, 1982.

The concessions will directly effect the 63,000 UAW-represented workers in the U. S. and Canada and include a freeze on the cost - of - living - allowance (COLA) and the 3 percent annual wage increase.

The only real heated objections came from the Canadian workers and those in defense-related jobs, specifically the three Chrysler tank plants.

The Canadians have indicated they resent the U. S. government, in the form of the Federal Loan Guarantee Board, telling them what to do. The tank workers say they are making money for Chrysler and work under a government contract and should not be part of further concessions. There are about 3,400 defense plant workers and about 7,400 Canadians.

- According to UAW Vice President Marc Stepp, the ratification process will begin this week with the final tally ready for Chrysler by noon on Feb. 2.

"I am now quite confident the contract will be ratified . . . the alternative is the dissolution of Chrysler Corp." said UAW President Douglas A. Fraser.

Approval of the new contract would help clear the way for

Continued on Page 6, Col. 4

Total is 389,414 with GM taking half of market

Diesel-car sales increase 40 percent for year

By Richard A. Wright
Assistant Managing Editor

The future of the passenger-car diesel may be in doubt because of its emissions, but there is apparently no doubt among new-car buyers about its desirability as sales of diesel cars surged strongly in 1980 while overall sales fell.

Sales of new diesel cars in 1980 in the U. S. totaled 389,414, up 40.17 percent over 277,817 in 1979. Total new-car sales in the U. S. in 1980 were down 15.68 percent from the preceding year.

Sales of diesel cars accounted for 4.34 percent of the total in 1980, compared with 2.61 percent in 1979.

General Motors took the lion's share of the diesel market again in 1980, accounting for 54.27 percent of sales, a total of 211,322 units. In 1979, GM sold 147,531 diesels, 53.10 percent of all diesel sales.

Over half of the GM diesels sold last year were Oldsmobile and Olds was the leading nameplate in diesels with 126,853 sales. Next was Volkswagen, which sold 92,735 diesel Rabbits and 23,565 diesel Dashers for a total of 116,300.

- After Olds at GM were Cadillac, 38,754; Buick, 19,790; Pontiac, 13,475, and Chevrolet, 12,450.

In addition to the Rabbit and Dasher diesel sales, 8,035 diesel Audis were sold in 1980, giving Volkswagen of America total diesel deliveries of 124,335, compared with 86,005 in 1979. Of that 1980 total, 92,693 were built in the U. S., all Rabbits.

Mercedes-Benz sold 39,262 diesels in the U. S. last year, up from 35,632 the year before, and Peugeot sold 10,337 diesels, up from 8,649. Volvo introduced its diesel during 1980 and sold 4,158 units.

Thus, while sales generally were off sharply in 1980, all lines which offered diesels saw sales of that type increase over 1979.

In fact, diesel car sales seem to be limited by availability. So far, demand has outstripped production and as diesels are offered in more lines, they are quickly snapped up.

- Oldsmobile has been the primary GM division in development of the corporation's diesel car, and Oldsmobile offers the 350-cubic-inch V-8 diesel in a wide range of cars—88 and 98, Toronado and Cutlass and Supreme.

Cadillac's Seville is the only domestic nameplate with the diesel as standard engine and it is optional on all other Cadillacs.

Diesel engines are available on all Buick LeSabre, Electra and Riviera models and the division announced last week that it will offer the diesel as an option on its Century, Regal and Century wagon lines. Buick expects to have 56,000 diesls available during the '81 model run, compared with 40,000 forecast earlier.

At Pontiac and Chevrolet, diesel engines are available on all standard Catalina, Bonneville, Impala and Caprice models.

Among the imports, a five-cylinder diesel is available on the Audi 5000 and a 1.5-liter four-cylinder diesel may be had on the VW Rabbit and Dasher.

Mercedes-Benz offers 2.4 and 3-liter diesel engines in its 240-D, 300-D, 300-CD, 300-TD and 300-SD models Peugeot offers a 2.3-liter diesel on its 504 models and Volvo recently introduced a 2.4-liter diesel.

Sales of diesel-powered new cars in the U. S.

	1980 Sales	Percent Share of Market	1979 Sales	Percent Share of Market
Oldsmobile	126,853	32.58	111,240	40.04
Cadillac	38,754	9.95	29,616	10.66
Buick	19,790	5.08	2,750	0.99
Pontiac	13,475	3.46	2,275	0.82
Chevrolet	12,450	3.20	1,650	0.59
General Motors Total	211,322	54.27	147,531	53.10
VW Rabbit	92,735	23.82	75,593	27.21
VW Dasher	23,565	6.05	10,412	3.75
Audi	8,035	2.06	....	....
Volkswagen Total	124,335	31.93	86,005	30.96
Mercedes-Benz	39,262	10.08	35,632	12.83
Peugeot	10,337	2.65	8,649	3.11
Volvo	4,158	1.07	....	....
TOTAL	389,414		277,817	

9-liter orders top 10,000 in year, IH says

CHICAGO. — More than 10,000 9-liter diesel engines were ordered from International Harvester's Engine Division during the first year of the engine's availability, according to G. D. Aravosis, marketing vice president.

Aravosis said the 9-liter enbine's strongest sales performance has been in the Upper Atlantic states (New England through Virginia) and in the Great Plains.

He noted that International's Truck Group offers an optional extended warranty for the 9-liter. The extended warranty covers 100 percent parts and labor, includes a $50 deductible, and gives owners of S-Series and Cargostar medium trucks with 9-liter engines an additional 25,000 miles or one year's protection beyond the standard policy.

It is the only mid-range diesel warranty for three full years or 75,000 miles, Avarosis said.

- V. J. Spedale, the division's general manager, said the 9-liter has been approved for unlimited mileage.

"Close study of field usage and extensive laboratory tests have proven that the engine is one of the most durable, trouble-free engines we ever have offered," he said.

Spedale added that mileage restrictions on new designs are a normal practice with the Engine Division.

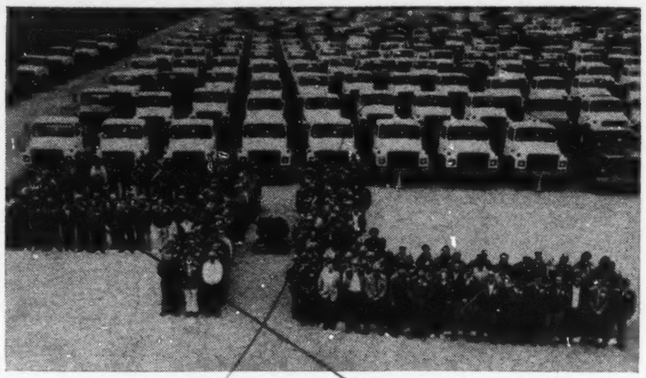
"We must have extensive product field use, which is the ultimate test, before making certifications for what some engine makers might consider abusive use," he explained.

He noted that one of the first 9-liter engines in service was with a major leased truck fleet based in Florida, and that the engine had logged more than 100,000 trouble-free miles in one year, which is up to two times the annual mileage recommended.

The unrestricted mileage recommendation for the 9-liter applies to the 165-HP version in single-axle straight truck applications up to 28,000 pounds GVWR.

With the 180-HP version,

Continued on Page 18, Col. 5



'World's first 9-liter driveaway'

More than 200 drivers, representing International dealers from Ohio, Indiana, Illinois, Pennsylvania, Michigan, Kentucky and West Virginia, form a living 9-L for the "world's first 9-liter driveaway" from International's medium-truck plant in Springfield, O. The hyphen between the 9 and L is the 9-liter diesel powering the 218 S-Series trucks lined up between the drivers.

Volvo tractor joining F-6 low COE in '81

PORTLAND, Ore. — A new tractor rated at 50,000 pounds gross combination weight, the F-614T, will be added in 1981 to the Volvo diesel line marketed in the U. S. by Freightliner Corp.

Although the Swedish-built F-614T is available now in limited quantities, a Freightliner spokesman said, full production of the new tractor is expected to begin in the spring for mid-year deliveries in the U. S.

The 4x2 tractor is designed primarily for the city pickup-and-delivery market and other heavy short-haul applications, where the transition from trucks to tractors and gasoline power to diesel is particularly strong.

A member of the Volvo F-6 low cabover series, the 614T is powered by Volvo's TD60B in-line, six-cylinder engine rated at 174 HP at 2,800 RPM and 382 foot pounds of torque at 1,900 RPM. The engine is turbocharged, with direct fuel injection.

Standard specifications of the 117-inch wheelbase tractor also includes the Volvo S6-65 six-speed, fully synchronized transmission; 14-inch single plate clutch and power steering. Front axle capacity is 9,000 pounds, and the rear axle is rated at 20,000 pounds with a 4.88 ratio.

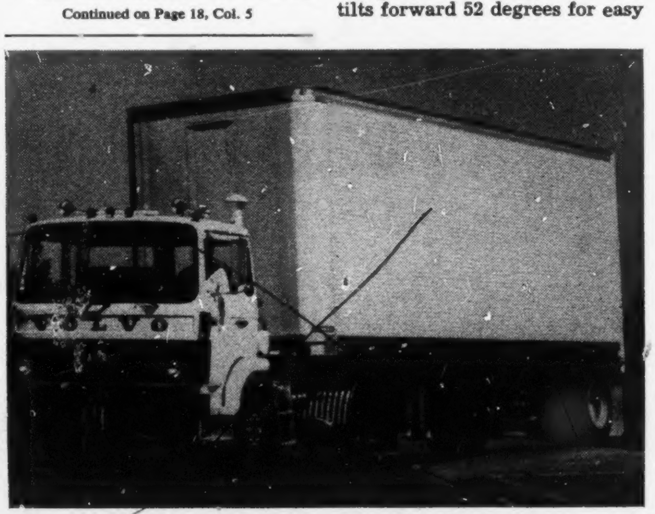
The cab, 60 inches from bumper to the back of the cab, tilts forward 52 degrees for easy access to all engine parts. Fluid reservoirs are translucent and easily accessible for quick inspection without tilting the cab, the spokesman said.

Cab equipment, he added, includes a full complement of easy-to-read instrumentation, full-flow ventilation and fully adjustable driver's seat.

The F-614T also features Volvo's 24-month/100,000-mile warranty (100 percent parts and labor) on all basic engine components, with a 36-month/300,000-mile warranty (100 percent parts) on crankshaft and block.

Volvo replacement parts, accessories and exchange components are guaranteed for 12 months, the spokesman said, regardless of mileage. Volvo Contract Maintenance also is available.

Trucks in the F-6 line include the F-611, rated at 24,500 pounds gross vehicle weight; the F-613, rated at 27,080 to 29,000 pounds GVW and the F-614, rated at 29,000 pounds GVW.



Volvo's new F-6 tractor

The new Volvo F-614T 4x2 tractor, which will be introduced in the U.S. later this year, features the Volvo TD60B in-line, turbocharged six-cylinder diesel rated at 174 HP at 2,800 RPM and 382 foot pounds of torque at 1,900 RPM.

HD registrations show small gain in December

Heavy-truck registrations in November recorded a slight increase over figures for the same month the year before to reverse the downturn that started in March.

The total for the month for Groups 7 and 8 was 14,968 units, according to R. L. Polk & Co., and was an increase of 0.6 percent over the previous year's 14,883.

February was the last month in which heavy-truck registrations showed a gain over the year-ago monthly tally.

Despite the November increase and the surge in the registrations of Group 7 trucks, heavy-duty registrations for the 11-month period of 1980 were down 8.9 percent from the year-ago level, from 195,848 units to 178,405.

Registrations of Group 7 trucks through the January-November period totaled 73,380 units, an increase of 68.9 percent over the year-ago total of 43,457 units.

Group 8 registrations for the 11-month period were 31.1 percent below the 1979 total, from 152,391 units to 105,016.

truck industry news

Month's total dips below 200,000

November registrations are lowest in 6 years

November registrations of new trucks of all types in the U. S. were the lowest for that month in six years and marked the first time since 1975 that the industry total dipped below the 200,000 mark for the month.

In November, according to R. L. Polk & Co., new-truck registrations totaled 189,785, down 23.7 percent from the 1979 total of 248,610.

In November, 1974, the registration count was 174,586 units. Last November also was the first time since 1975, when the count was 191,412, that registrations failed to top 200,000.

The 11-month total of 2,285,704 registrations was down 28.7 percent from the 1979 total of 3,206,266 units, with declines in all three market segments and in seven of the eight weight classifications.

Medium trucks continue to be hit the hardest in the 1980 tallies, suffering large losses at both the high and low ends of the market.

Registrations of medium vehicles through November, totaled 59,865, a drop of 57.2 percent from the year-ago 139,959.

The Group 4 total, because of the decline in motor-home sales, dropped to 201 units, down 95.9 percent from 1979's 4,930.

Group 5 registrations were down 18.2 percent, from 2,606 in the first 11 months of 1979 to 2,131 for the same period in 1980, while Group 6 was off 56.6 percent, from 132,423 in 1979 to 57,533.

With Group 7 showing an increase of 68.9 percent over the year-ago figure, the heavy-duty truck count was down only 8.9 percent, from 195,848 in 1979 to 178,405.

The Group 7 total was up from 43,457 in 1979 to 73,389, while Group 8 declined 31.1 percent, sinking to 105,016 units from 152,391 in 1979.

Table on Page 37

Light-truck registrations through November declined to 2,047,434, down 28.7 percent from the year-ago figure of 2,870,459.

Group 1 suffered the least decline among the light trucks, down 10.6 percent from a year ago, 1,047,226 versus 1,171,683.

Group 2 light vehicles declined 40.1 percent during the January-November period, from 1,659,901 in 1979 to 993,835. It marked the first time since 1975 that the Group 2 11-month total dipped below one million.

Largely as a result of the slump in demand for recreational vehicles, Group 3 registrations declined 83.6 percent from the 1979 total, from 38,875 to 6,373.

U. S. TRUCK REGISTRATIONS

11 MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	11 mos., 1980	Percent Share of '80 market	11 mos., 1979	Percent Share of '79 market	Pct. pt. Change, '80-'79
Ford	722,437	31.61	1,034,341	32.26	− 0.65
Chevrolet	679,196	29.72	1,002,862	31.28	− 1.56
Dodge	211,114	9.24	332,711	10.38	− 1.14
GMC	168,007	7.35	261,671	8.16	− 0.81
Jeep	74,882	3.28	132,726	4.14	− 0.86
International	67,464	2.95	108,417	3.38	− 0.43
Plymouth*	26,597	1.16	18,121	0.57	+ 0.59
Mack	19,580	0.86	26,935	0.84	+ 0.02
Kenworth	10,368	0.45	13,567	0.42	+ 0.03
Freightliner	9,831	0.43	12,137	0.38	+ 0.05
Peterbilt	6,456	0.28	7,966	0.25	+ 0.03
White	4,608	0.20	8,357	0.26	− 0.06
Autocar	1,421	0.06	1,999	0.06	....
Western Star	1,040	0.05	1,034	0.03	+ 0.02
Volvo	868	0.04	601	0.02	+ 0.02
Diamond Reo	91	....	....	....	....
Miscellaneous**	281,678	12.32	242,821	7.57	+ 4.75
TOTALS	2,285,704	100.00	3,206,266	100.00	....

★—No registrations for Oklahoma, 1980 and 1979.

*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.

**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.

NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

11 MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	11 mos., 1980	Percent Share of '80 market	11 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	43,166	24.20	34,313	17.52	+ 6.68
International	36,321	20.36	61,432	31.37	−11.01
GMC	27,300	15.30	18,670	9.53	+ 5.77
Mack	18,991	10.64	26,935	13.75	− 3.11
Chevrolet	14,735	8.26	5,796	2.96	+ 5.30
Kenworth	10,368	5.81	13,567	6.93	− 1.12
Freightliner	9,831	5.51	12,137	6.20	− 0.69
Peterbilt	6,456	3.62	7,966	4.07	− 0.45
White	4,608	2.58	8,357	4.27	− 1.69
Autocar	1,421	0.80	1,999	1.02	− 0.22
Western Star	1,040	0.58	1,034	0.53	+ 0.05
Volvo	866	0.49	601	0.30	+ 0.19
Diamond Reo	91	0.05	....	....	+ 0.05
Miscellaneous	3,211	1.80	3,041	1.55	+ 0.25
TOTALS	178,405	100.00	195,848	100.00	....

★—No registrations for Oklahoma, 1980 and 1979.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

11 MONTHS, 1980 VS. 1979

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov., '80	....	....	....	....	....	....	....	128	128
	Nov., '79	....	....	....	....	....	....	....	175	175
	Year to Date '80	....	....	....	....	....	....	....	1,421	1,421
	Year to Date '79	....	....	....	....	....	....	....	1,999	1,999
BROCKWAY	Nov., '80	....	....	....	....	....	....	....	....	....
	Nov., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	Nov., '80	32,002	25,192	400	....	62	659	834	151	59,300
	Nov., '79	30,946	41,585	32	....	151	2,748	52	364	75,878
	Year to Date '80	336,598	313,335	1,501	....	1,303	11,724	11,957	2,778	679,196
	Year to Date '79	410,443	547,976	4,932	....	1,614	32,101	1,105	4,691	1,002,862
(Memo Units)#	Nov., '80	14,754	6,879	....	....	....	....	....	....	21,633
	Nov., '79	14,749	11,728	....	....	....	....	....	....	26,477
	Year to Date '80	153,726	90,814	....	....	....	....	....	....	244,540
	Year to Date '79	189,330	160,525	....	....	....	....	....	....	349,855
DIAMOND REO	Nov., '80	....	....	....	....	....	....	....	2	2
	Nov., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	91	91
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	Nov., '80	7,820	6,692	124	1	....	....	....	....	14,637
	Nov., '79	6,286	12,680	315	49	....	....	....	....	19,330
	Year to Date '80	93,922	112,687	4,344	191	....	....	....	....	211,144
	Year to Date '79	99,643	195,617	32,526	4,925	....	....	....	....	332,711
(Memo Units)#	Nov., '80	5,064	3,791	103	....	....	....	....	....	8,958
	Nov., '79	3,593	6,978	159	....	....	....	....	....	10,730
	Year to Date '80	62,746	70,937	1,964	....	....	....	....	....	135,647
	Year to Date '79	55,993	106,277	26,221	....	....	....	....	....	188,491
FORD	Nov., '80	20,282	37,033	5	....	....	1,974	2,869	1,021	63,184
	Nov., '79	22,338	54,158	20	....	....	3,225	902	1,306	81,949
	Year to Date '80	228,703	431,151	509	....	....	18,944	30,265	12,901	722,473
	Year to Date '79	271,667	678,836	365	....	....	49,160	13,686	20,627	1,034,341
(Memo Units)#	Nov., '80	7,223	11,254	....	....	....	....	....	....	18,477
	Nov., '79	8,066	15,757	....	....	....	....	....	....	23,823
	Year to Date '80	93,061	140,859	....	....	....	....	....	....	233,920
	Year to Date '79	102,159	204,712	....	....	....	....	....	....	306,871
FREIGHTLINER	Nov., '80	....	....	....	....	....	....	....	683	683
	Nov., '79	....	....	....	....	....	....	....	930	930
	Year to Date '80	....	....	....	....	....	....	....	9,831	9,831
	Year to Date '79	....	....	....	....	....	....	....	12,137	12,137
VOLVO	Nov., '80	....	....	....	....	....	....	68	55	123
	Nov., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	2	648	218	868
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	Nov., '80	4,384	5,768	....	....	101	697	951	905	12,806
	Nov., '79	5,271	12,865	8	....	106	1,943	276	1,417	21,886
	Year to Date '80	48,398	82,544	6	....	805	8,954	12,512	14,788	168,007
	Year to Date '79	63,138	154,620	1,009	....	963	23,271	1,862	16,808	261,671
(Memo Units)#	Nov., '80	715	1,396	....	....	....	....	....	....	2,111
	Nov., '79	1,210	3,396	....	....	....	....	....	....	4,606
	Year to Date '80	8,446	22,483	....	....	....	....	....	....	30,929
	Year to Date '79	12,836	43,879	....	....	....	....	....	....	56,715
INTERNATIONAL	Nov., '80	....	1,528	....	....	....	1,684	1,972	2,009	7,193
	Nov., '79	....	2,228	....	....	....	1,810	1,848	2,756	8,642
	Year to Date '80	....	16,670	....	....	....	14,473	16,594	19,727	67,464
	Year to Date '79	....	21,496	....	....	....	25,489	25,326	36,106	108,417
(Memo Units)#	Nov., '80	....	....	....	....	....	....	....	....	....
	Nov., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	Nov., '80	3,869	2,860	....	....	....	....	....	....	6,729
	Nov., '79	7,052	5,229	....	....	....	....	....	....	12,281
	Year to Date '80	45,812	29,070	....	....	....	....	....	....	74,882
	Year to Date '79	76,284	56,442	....	....	....	....	....	....	132,726
(Memo Units)#	Nov., '80	3,869	1,962	....	....	....	....	....	....	5,831
	Nov., '79	7,052	2,120	....	....	....	....	....	....	9,172
	Year to Date '80	45812	21,010	....	....	....	....	....	....	66,822
	Year to Date '79	76,284	24,538	....	....	....	....	....	....	100,822
KENWORTH	Nov., '80	....	....	....	....	....	....	....	706	706
	Nov., '79	....	....	....	....	....	....	....	1,131	1,131
	Year to Date '80	....	....	....	....	....	....	....	10,368	10,368
	Year to Date '79	....	....	....	....	....	....	....	13,567	13,567
MACK	Nov., '80	....	....	....	....	....	99	....	1,481	1,580
	Nov., '79	....	....	....	....	....	....	....	1,891	1,891
	Year to Date '80	....	....	....	....	....	589	....	18,991	19,580
	Year to Date '79	....	....	....	....	....	....	....	26,935	26,935
PETERBILT	Nov., '80	....	....	....	....	....	....	....	437	437
	Nov., '79	....	....	....	....	....	....	....	682	682
	Year to Date '80	....	....	....	....	....	....	....	6,456	6,456
	Year to Date '79	....	....	....	....	....	....	....	7,966	7,966
PLYMOUTH	Nov., '80	1,349	484	....	....	....	....	....	....	1,833
	Nov., '79	976	379	....	....	....	....	....	....	1,355
	Year to Date '80	18,402	8,195	....	....	....	....	....	....	26,597
	Year to Date '79	13,220	4,901	....	....	....	....	....	....	18,121
WESTERN STAR	Nov., '80	....	....	....	....	....	....	....	107	107
	Nov., '79	....	....	....	....	....	....	....	71	71
	Year to Date '80	....	....	....	....	....	....	....	1,040	1,040
	Year to Date '79	....	....	....	....	....	....	....	1,034	1,034
WHITE	Nov., '80	....	....	....	....	....	....	....	305	305
	Nov., '79	....	....	....	....	....	....	....	726	726
	Year to Date '80	....	....	....	....	....	....	....	4,608	4,608
	Year to Date '79	....	....	....	....	....	....	....	8,357	8,357
MISCELLANEOUS*	Nov., '80	19,404	61	1	1	2	279	135	149	20,032
	Nov., '79	21,055	1	1	....	3	267	159	197	21,683
	Year to Date '80	275,391	183	13	10	23	2,847	1,413	1,798	281,678
	Year to Date '79	237,288	13	43	5	29	2,402	1,478	2,162	243,420
TOTALS	Nov., '80	89,110	79,618	530	2	165	5,392	6,829	8,139	189,785
	Nov., '79	93,924	129,125	376	49	260	9,993	3,237	11,646	248,610
	Year to Date '80	1,047,226	993,835	6,373	201	2,131	57,533	73,389	105,016	2,285,704
	Year to Date '79	1,171,683	1,659,901	38,875	4,930	2,606	132,423	43,457	152,391	3,206,266

★—No Oklahoma registrations, 1980 and 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

As loan guarantee wins OK

New time of austerity is at hand for Chrysler

Continued from Page 1

be the first to be paid once the company draws down the new loan guarantees.

Lenders were having second thoughts, some speculating Chrysler would not have the funds to buy off its debt. The loan board late in the week reassured them, indicating Chrysler will have the funds while retaining suitable cash reserves.

• The debt conversion with Chrysler's lenders would work as follows: Stock would be converted for debt at a value of 160 percent of the principal amount of debt being converted, so that for each $2,000 in debt a preferred stock share with a redemption value of $3,200 would be issued.

The stock would bear interest at 8⅛ percent, or $260 per share, but the interest would not be paid or cumulated until the federally guaranteed loans had been paid off.

Half of the conversions to preferred stock would take place when the new federal loan guarantees are issued and the remainder in 105 days—or sooner if needed to maintain the company's net worth at no less than $100 million.

The remaining long-term debt—amounting to $504.5 million if Japanese banks holding $156 million in long-term debt do not participate in the plan—could, at Chrysler's option, be purchased at 30 cents on the dollar, 380 days after the issuance of the loan guarantees.

If Chrysler does not buy it off, it will bear cash interest at 11 percent on loans from U. S. banks and insurance companies and at rates ranging from 11 to more than 18 percent during different periods for loans from European banks.

Should Chrysler buy the debt off, though, it must do so in quarters, with the first 25 percent of the total being bought within 105 days of the issuance of the new loan guarantees, the second at 197 days, the third at 288 days and the last quarter at 380 days.

By purchasing half of its debt, Chrysler would increase its cash requirements by $106 million to $116 million in 1981, but through 1985 this would reduce its cash needs by $270 to $365 million. And, if the debt which previously would have matured after 1985 is added, Chrysler's savings from the buyout would range from $1.1 billion to more than $1.3 billion, the loan board said.

• Chrysler's latest plan for survival assumes a 3.5 percent annual trend rate of growth of real gross national product after the first part of 1981.

It projects total car sales of 9.6 million units in 1981 and a market rising from 10.6 million units in 1982 to 11.8 million units in 1985. Chrysler put its share of the market at 8.9 percent in 1980, 9.1 percent in 1981, 9.7 percent in both 1982 and 1983 and 9.5 percent in 1984.

Its projections for truck sales show 2.5-million-unit years in both 1980 and 1981 and 3 million units in 1982. Sales should rise to 3.8 million units by 1985, the company says. Chrysler says it will have a 10-percent share of the truck market in 1980, 9 percent in 1981, 9.8 percent in 1982, 9.7 percent in 1983 and 12.4 percent in 1984.

If Chrysler is able to achieve its goals, its balance sheets through 1985 should read as follows, according to the loan board: Losses of $1.774 billion and $253 million in 1980 and 1981, respectively, and profits of $319 million in 1982, $587 million in 1983, $1.089 billion in 1984 and $1.273 billion in 1985. The company's worth would rise from $377 million at Dec. 31, 1980, to $4.396 billion at the end of 1985, the board says.

Pending approval of all parties involved, Chrysler intends to begin selling the $400 million in guaranteed notes on Feb. 2. These will be 10-year notes of $5,000 minimum denomination, bearing interest at rates not exceeding 1.5 percentage points above the current average on Treasury securities of comparable maturity.

The notes from Chrysler's first loan guarantee drawdown bore interest at rates 0.76 and 1.0 percentage points above the yield of Treasury notes.

A syndicate led by Salomon Brothers, Merrill Lynch, White Weld Capital Markets Group. The First Boston Corp., E. F. Hutton & Co. and Warburg Paribas Becker & Co. will underwrite the public offering.

Mullane's FDA signs Pittsburgh dealers as group

Continued from Page 1

and the latest series of price increases by Ford apparently sparked the vote. Fitts said that a poll of the dealers present was not taken. Each dealer apparently voted for his own reason.

Fitts, who recently completed a two-year term on the Ford Dealer Council, said the company does not listen to the council, either. During his tenure, he said, Ford was told many times what the dealers thought would sell and what was needed only to be given arguments for not adopting dealer suggestions.

The recent price increases were only part of the decision, Fitts implied, adding that the auto companies "think they can sell their way out of a recession by raising prices."

According to a spokesman for the FDA, Pittsburgh will have chapter status in the FDA and join other chapters in New Jersey, New York and the Boston districts with a seat on the board.

Budd names Williams chief operating officer

TROY, Mich.—Budd Co. has appointed David P. Williams, 47, senior vice president and chief operating officer. He will continue to report to James H. McNeal Jr., president and chief executive.

Williams has been senior vice president-operations, since May, 1979. He joined Budd in 1976, and served as vice-president-marketing and sales. Prior to that, he was a corporate vice president at International Telephone & Telegraph Corp. He was elected to the Budd board of directors in 1977.

world news briefs

Is this a record?

A claim has been submitted to the Guinness Book of Records for travelling the farthest in a standard road car on one tank of fuel. It has been made by two ADAC officials, who covered 1,019.5 miles in a diesel Audi 80. Consumption (in U. S. gallons) was 52.8 MPG.

Cutbacks at Volvo in Holland

Volvo Car (owned 55 percent by Volvo of Sweden, and 45 percent by the Dutch Government) is making one-fifth of its 6,000 workers redundant because of reduced demand. Output this year will fall 15 percent to 80,000.

Losses grow at Seat

Seat, of Spain, is forecasting increased trading losses for 1980 of $265 million. Early last year Fiat withdrew its offer to take over Seat, which makes Fiat designs or adaptations of them. It now comes under control of the state holding company, INI.

It's not all black in the UK

Land-Rover, one of the bright parts of a troubled BL, increased output last year by 13 percent to a record 67,000.

Big pay-off by Audi

Audi, of West Germany, has paid out a record $58,500 to an employe under the company suggestions scheme.

Slimming exercise by Daimler-Benz

The small new Mercedes-Benz 201 which is scheduled to be shown at September's Frankfurt show is said to be extremely light. Engine capacities are 1.5, 2.0 and 2.3 liters. Also imminent are coupe versions of the S-class sedan.

Talbot redundancies grow

Talbot, in the middle of integration with Peugeot, has announced cuts of 3,500 from its French workforce of 31,500. Employes at Poissy are worst hit.

Europe's economy war hots up

Two makers are currently battling for the upper hand in the contest over who makes the most economical gasoline car in Europe. Official listings for the 56 MPH/75MPH/urban cycle give the Renault 5TL 48.0/34.6/37.3 MPG (converted to U. S. gallons). BL's new Metro HLE checks in at 48.5/34.7/34.6 MPG for the same tests.

Expansion and replacement by Volkswagen

Volkswagen will introduce a notchback version of its new Passat this year to be known as Corsar. Also in the offing from VW is an updated Scirocco with more curved lines.

Daimler-Benz calls it quits

A few days after winning its first rally, on the Ivory Coast of Africa, Daimler-Benz shocked rivals by announcing its withdrawal from competition. Fiat, Renault, VW (through Audi) and Opel continue to spend lots of money on promotion through rallying.

And now the truck award . . .

We've had the Car of the Year award in Europe—the Ford Escort. Now the Truck of the Year has been chosen—Leyland's T-45, which will go on sale in Europe this year.

Component makers face up to fakes

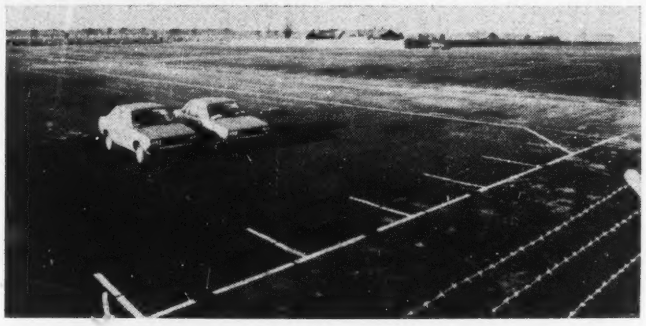
Europe's vehicle components makers met in Rome this month to discuss methods of combating the growing menace of spurious parts. They are anxious about sub-standard units from the Far East—Taiwan in particular—taking their business.

Greece joins the Market

Greece, which has the smallest national new-car market in Europe, has joined the Common Market. Sales in the first half of last year were 19,500. In the whole of 1979 they were 88,400. Fiat (12.2 percent) was market leader.

Musical chairs at Ford

Top management changes at Ford of Germany follow a few months after similar moves in the U.K. Chief executive in Germany is Daniel Goeudevert, former Renault export director, who replaces Peter Weiher. In the UK Ford recently made Sam Toy chairman in place of Sir Terry Beckett. Weiher has gone to Volkswagen of America. Beckett to the Confederation of British Industry.



What Japanese invasion?

Stocks of Toyotas were low in the UK at the end of last year after Japanese car importers had pushed their market penetration over agreed levels. This almost-empty 20-acre import site is a sharp contrast to the airfields crammed with unsold cars from European makers.

BL crews go back to work but future could be fragile

There was widespread relief when the 1,500 BL workers on official strike voted to return to work when Longbridge, near Birmingham, reopened after the Christmas break.

Austin-Morris Managing Director Harold Musgrove had warned that 50,000 jobs would be on the line within days if the men had stayed out.

The fact that they did return —pending further inquiries into the sacking of eight employes as alleged ring-leaders in the riot at the plant one day in November—offers a glimmer of hope for the future of the company. But not much.

BL management has taken a tough line since the arrival three years ago of Sir Michael Edwardes. It has generally "won" —if anyone can be said to have won—in its frequent conflicts with union representatives. The sacking of "Red Robbo," a hardline union man, and the recent 6.8-percent pay agreement are examples.

But there is no guarantee that another damaging conflict will not be thrown up next week, next month, next year. It could be the last, which is why the government's Industry Department still has BL's request for more investment cash in the pending file.

- BL wants an estimated $3 billion between now and 1984. This is for new model and plant investment, which would at least make the company potentially competitive with its opposition. But there is no suggestion of a return to profitability before 1984.

What BL wants is the money in one chunk. It is more likely to be doled out in small portions in order to achieve some sort of performance guarantees.

At the same time, most observers believe the government has little option but to keep the cash coming. In a timely report by longtime BL watcher Professor Krish Bashkar, of the University of East Anglia, an estimated 700,000 jobs, costing $5 billion in unemployment benefits, would be lost in the collapse of BL.

While the company has been split into numerous groups, no doubt with a view to possible sale, potential customers for those parts have not been falling over themselves with check books at the ready.

Most of the rest of Europe is suffering the recession as well, and industrial confidence is low. Unipart, the components division, and Land-Rover Ltd.—which managed to increase output last year—are thought to be the most attractive buys.

- Others, like the troublesome Austin-Morris volume division and prestige cars and heavy truck branches, probably could not be given away at present. They might attract a Japanese company interested in European assembly as protectionist measures grow, but such a sale would be a massive political hot potato throughout Europe.

With government dragged steadily into this can of worms, it is difficult to imagine the UK without BL. So much depends on it that the state will surely always have an involvement.

The question is which of those other two state-financed companies will BL emerge like — the confident and prosperous Renault in France or that perennial loss-maker in Italy, Alfa Romeo?

One for the price of two

In the UK, a top-model Honda Accord costs $11,900, but a customer can buy an upgraded version, the Rapport Ritz, for $25,800. Rapport uses the same components and body shell, but trims it in fine leather, lambs wool, Draylon and walnut veneer. It says the overhanging hood is an aerodynamic aid.

Production overseas

UNITED KINGDOM

Cars

	10 mos., 1980	10 mos., 1979
BL	340,173	421,099
Ford	285,907	336,561
Lotus	344	903
Reliant	559	731
Rolls-Royce	2,537	2,623
Talbot	120,271	71,853
TVR	129	301
Vauxhall	47,515	50,052
Others	516	559
Total	797,951	884,682

Trucks and buses

Bedford	84,581	76,841
BL	114,036	102,469
Dodge	14,448	13,846
ERF	1,806	2,580
Foden	1,247	1,290
Ford	121,088	138,245
Hestair-Dennis	602	473
Metro-Cammell-Weymann	516	344
Seddon-Atkinson	2,795	3,827
Others	817	602
Total	341,936	340,517
Total vehicles	1,139,887	1,225,199

FRANCE

Cars

	10 mos., 1980	10 mos., 1979
Alpine	775	1,076
Renault	1,258,571	1,144,409
Tot. Renault group	1,259,346	1,145,485
Citroen	462,895	570,940
Peugeot	515,067	633,489
Talbot	252,963	310,349
Talbot Matra	6,613	14,600
Tot. PSA group	1,237,538	1,529,378
Total	2,496,884	2,674,863

Trucks and buses

Citroen	39,642	39,828
Peugeot	106,413	90,576
Talbot	19,358	23,538
Talbot Matra	1,734	176
Tot. PSA group	167,147	154,118
Renault auto	132,715	116,230
Renault VI	44,350	35,476
Tot. Renault group	177,065	151,706
CBM	87	93
Sovam	94	107
Unic	15,215	15,528
Total	349,955	312,446
Total vehicles	2,856,492	2,996,415

PORTUGAL

Cars

	10 mos., 1980	10 mos., 1979
BL	2,107	1,971
BMW	379	469
Citroen	5,572	2,854
Fiat	7,664	7,088
Ford	3,274	2,932
Honda	373	177
Nissan	1,002	480
Opel	2,186	1,156
Peugeot	934	1,809
Renault	9,564	5,490
Toyota	923	1,359
Talbot	352	312
Volkswagen	750	245
Others	577	529
Total	35,657	26,871

Trucks and buses

Bedford	10,576	9,660
BL	4,155	3,068
Fiat-IVECO	991	568
Ford	9,674	7,055
Isuzu	1,090	614
Mitsubishi	1,496	735
Mercedes-Benz	742	530
Nissan	4,932	3,154
Opel	1,155	434
Peugeot	2,217	1,668
Toyota	6,867	2,055
Volvo	843	754
Others	1,694	1,460
Total	47,221	32,612
Total vehicles	82,878	59,483

Major profit comeback predicted for 1983-85

Value Line forecasts auto industry rebound

NEW YORK. — The ailing American automobile industry, expected to report a $4.3 billion loss for 1980, will stage a major profit comeback in the next three to five years, according to Value Line, an investment advisory service.

Average industry profits in the 1983-85 period should soar to a record $6.2 billion, Value Line said in its weekly Investment Survey. The industry's previous high was reached in 1978, when it posted earnings of $5.2 billion.

In the 1983-85 period, Value Line believes that domestic auto makers will benefit from an expected rise in auto and truck sales and that increased production of fuel-efficient cars will enable them to recapture some of the domestic market share they have lost in recent years to foreign auto makers.

"Industry profits will then be considerably higher," Value Line said, "due to the volume gains, the full benefits of cost-cutting efforts and the stabilization of capital and tooling outlays."

Value Line gives the stocks of General Motors, Ford Motor Co., Chrysler Corp. and American Motors low marks for market performance during the coming year. However, it added:

"Most of these stocks offer a wide appreciation potential based on our belief of a return to prosperity by 1983-85."

In 1981, Value Line believes that the U. S. auto industry will start its comeback with earnings of about $1.1 billion and a modest rise in sales.

It estimates 1981 revenues for the industry at $147 billion compared with approximately $114 billion in 1980. The advisory service forsees U. S. auto maker sales rising to over $200 billion in 1983-85.

A decline in the average consumer's debt burden and increased consumer confidence in the economy should help to boost car sales this year, according to Value Line.

It predicts that demand will rise to 9.5 million cars (including imports) and 2.7 million trucks, up from about 9 million and 2.5 million in 1980.

In the next three to five years, car sales will rise to 11.5 to 12 million annually, with truck sales averaging about 3.5 million, the service predicts.

Value Line foresees a sharp profit improvement this year for both General Motors and Ford.

In 1981, General Motors should post earnings of about $890 million, or $3 a share, on estimated sales of $72 billion, Value Line said. This compares with a deficit of about $1 billion, or $3.45 a share on sales of approximately $56 billion in 1980.

In the 1983-85 period, the service foresees General Motors earnings rising to about $13 a share.

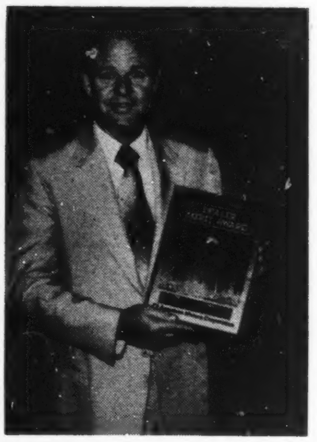
GM's financial strength and its "demonstrated development and merchandising skills put it ahead of its competitors in the race to develop fuel efficient autos," said Value Line.

"In the large worldwide vehicle market we are projecting for 1983-85, this leadership might result in much higher earnings and wider capital gains," the service said.

Value Line predicts that Ford Motor Co. will earn about $365 million, or $3 a share, this year on sales of about $48 billion. This compares with a 1980 deficit of about $1.5 billion, or $12.50 a share, on sales of about $37 billion, according to the service, which foresees $10 per share earnings for the company in the next three to five years.

Increased Ford capital spending and tooling budgets should enable Ford to capture a "larger share of a larger, worldwide vehicle market" in the next three to five years, Value Line said.

The service predicts continued deficits for Chrysler Corp. and American Motors deficits in 1981.

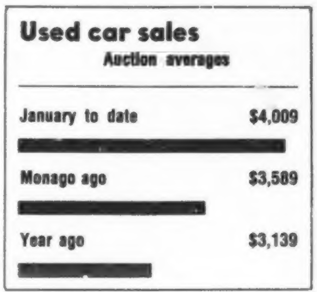


Distinguished

Jerry Deiterman, president, Home Acres AMC/Jeep/Renault, Grandville, Mich., holds the American Motors dealer merit award presented to him for 26 years of distinguished service.

Peugeot added

LAWRENCE, Mass. — English Chevrolet, Inc., has added Peugeot. The dealership, located on a 16-acre site, also handles Honda in addition to Chevrolet.



factories list auction dates

American Motors

Jan. 27 — D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 28 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Jan. 29—Todd Auto Auction, Rte. 309, Telford, Pa.

Jan. 30—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Ford Motor Co.

Jan. 27 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Jan. 28 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Chrysler Corp.

Jan. 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction (tentative), 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCar-Prep Systems, 2318 Eastern Ave., Commerce, Calif.

Jan. 28—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis.

Jan. 29 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Big H Recon Center, 918 Asbury, Houston.

Jan. 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction (tentative), 12000 St. Charles Rock Rd., Bridgeton, Mo.

Model breakdown

Auction averages

	January To Date	December	November
1981	$8,139	—	—
1980	5,680	5,576	6,088
1979	4,651	4,708	5,015
1978	3,544	3,610	3,879
1977	3,211	3,034	3,091
1976	2,062	1,991	2,148
1975	1,516	1,626	1,674
1974	1,239	1,146	1,248
Overall Average	$4,009	$3,589	$3,759

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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NEW YORK

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COLORADO

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WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5180, Kent, WA. 98031.

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345,531 assembled, down 16 pct.

Auto production trails 1980 total

By Patricia Hoffman
Staff Writer

U. S. auto production for the first 24 days into the new year is moving at a slow pace with assemblies falling below year ago totals.

Planned production last week was 117,886 units, about the same as the 118,077 cars completed in the comparable week last year and down 2.45 percent from the 120,850 units completed the previous week.

So far this year, the makers have assembled 345,531 units, down 16.38 percent from the 413,228 cars completed in the comparable period last year.

Breakdown for the year-to-date by companies is: General Motors, 69.84 percent; Ford Motor Co., 17.92 percent; Chrysler Corp., 6.95 percent; American Motors, 2.84 percent; Volkswagen of America, 2.44 percent, and Checker Motors, 0.01 percent.

Downtime last week was scheduled at seven plants.

Ford's Lorain and Chicago points were closed one week for inventory adjustment, and Chrysler's Lynch Road plant was also closed for the week. GM's Van Nuys and Norwood points closed for one week and GM's Lakewood and Wilmington plants closed Jan. 19 and will be down until Feb. 2.

GM closed its Leeds and Oklahoma City points today (Jan. 26) for one week.

Also at GM, the Baltimore and Pontiac points will close today for two weeks to reduce inventory.

Ford Motor Co. said it will begin production of the Ford Fairmont and Mercury Zephyr at its Atlanta plant today (Jan. 26). The plant will continue to assemble the Ford Granada and Mercury Cougar but some of the production of those lines will be shifted to the Ford Chicago plant.

Truck production falls a bit, but tops 1980 week

For the second week in a row, U. S. truck production last week was higher than the comparable week last year, although the total units completed so far this year is down from the number built in the year-to-date period in 1980.

Planned truck production last week was 38,010 units, down 5.64 percent from the 40,281 trucks completed the previous week, but up 15.10 percent from the 33,023 units built the comparable week last year.

So far this year, the makers have assembled 107,251 units, a 16.81 percent drop from the 128,924 trucks completed during the year-to-date period in 1980.

Downtime last week was scheduled at Ford's Kentucky point.

Canadian output of cars, trucks moves upward

Canadian auto production rose last week, however the year-to-date output is below the comparable period last year.

Planned production for the auto makers last week was 14,521 units, an increase of 63.94 percent from the 8,857 units built during the comparable week last year, and an increase of 20.62 percent from the 13,748 units completed the previous week.

Year-to-date output for 1981 is 42,905, down 18.92 percent from the 52,919 cars completed in the comparable period last year.

The truck makers also fared better last week but, as with cars, output for the first three weeks of January is moving at a slower pace than last year.

Planned production last week for the truck makers was 11,930 units, a 54.61 percent increase from the 7,716 units completed in the comparable week last year, and up 17.85 percent from the 10,123 units built the previous week.

So far this year, the truck makers have assembled 33,036 trucks, down 6.30 percent from the 35,258 completed during the year-to-date in 1980.

General Motors closed its Oshawa and St. Therese points today (Jan. 26) for inventory adjustment. They will be down one week.

Ford Motor Co.'s St. Thomas point, which closed Dec. 5, ending Canadian production of the Fairmont and Zephyr, will reopen Feb. 16. The plant will build the sporty versions of the Escort and Lynx (the EXP and the LN-7.) Assembly of the Fairmont and Zephyr will begin today at Ford's Atlanta plant.

Chrysler's Windsor car plant, which closed Jan. 19, has extended downtime until Feb. 2.

breaking news

Continued from Page 1

Komatsu develops multi-fuel engine

TOKYO.—Komatsu Ltd., often referred to as "the Caterpillar Tractor of Japan," has developed a multi-fuel engine capable of burning diesel fuel, gasoline, alcohol or broad-cut petroleum fuel. The engine is essentially a pre-chamber diesel to which a spark ignition system has been added.

Nissan plans slight boost in exports for 1981

TOKYO.—Plans to boost Datsun exports one percent in 1981 were announced by Nissan Motor Co. The export total will be about 1,477,000 vehicles, up from an estimated 1,463,000 in 1980.

Toyota sales contests

TORRANCE, Calif. — Toyota Motor launched a "Get in Gear" cash incentive on pickups, paying dealers up to $400 on eligible units Dec. 24-March 31; also, a "Gear to Go" trip contest on other models. Its bulging inventories are such that the five-state Cincinnati region, for example, reported a two-year high on stocks.

40 MPG CAFE expected by 1995

WASHINGTON. — The Congressional Budget Office has reported auto makers will likely reach a 40-MPG average by 1995 without CAFE rules, but suggested rules would provide a "steadying force." The report said it is unclear whether the industry can sustain its present investment rate until then.

Honda-BL hybrid named Triumph Acclaim

LONDON.—The new car to be built jointly in the UK by BL and Honda will be called the Triumph Acclaim. Previously, it had been code-named Bounty. Production is scheduled to begin in October and reach a rate of 50,000 a year.

Toyota closes U. S. plant for two weeks

TORRANCE, Calif. — Toyota will close its truck bed manufacturing plant in Long Beach, Calif., for two weeks beginning today (Jan. 26), blaming a slowdown caused by the recent tariff increase.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 24, 1981	Same Week, 1980	Week Ended Jan. 17, 1981	Jan. to Date	Jan. 1, to Jan. 26, 1980	Jan. 1, to Jan. 24, 1981
CHEVROLET	13,730	12,875	19,693	47,402	47,207	47,402
DODGE/PLYMOUTH	1,700	4,600	72	3,428	9,842	3,428
FORD	13,499	7,306	10,564	28,295	42,536	28,295
GMC	4,876	3,672	4,426	13,827	12,895	13,827
INTERNATIONAL	1,730	....	1,737	5,160	....	5,160
MACK	....	620	....	....	1,867	....
WHITE	....	200	....	....	655	....
JEEP	1,740*	2,500*	1,740*	5,220*	9,000	5,220*
AMC CORP.	85*	450*	85*	255*	1,622	255*
VOLKSWAGEN	650	....	764	1,414	360	1,414
MISCELLANEOUS	....	800	1,200	2,250	2,940	2,250
Total Trucks, U. S.	38,010	33,023	40,281	107,251	128,924	107,251

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 24, 1981	Same Week, 1980	Week Ended Jan. 17, 1981	Jan. to Date	Jan. 1, to Jan. 26, 1980	Jan. 1, to Jan. 24, 1981
CHRYSLER CORP.	1,600	....	....	1,600	....	1,600
FORD MOTOR	3,630	3,208	3,778	12,231	11,866	12,231
GENERAL MOTORS	6,430	3,918	6,076	18,368	19,355	18,368
AMERICAN MOTORS	....	....	....	....	2,756	....
INTERNATIONAL	270	465	269	837	861	837
MACK	....	60	....	....	217	....
WHITE	....	65	....	....	203	....
Total Trucks, Canada	11,930	7,716	10,123	33,036	35,258	33,036
N. American Trucks	49,940	40,739	50,404	140,287	164,182	140,287

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 24, 1981	Same Week, 1980	Week Ended Jan. 17, 1981	Jan. to Date	Jan. 1, to Jan. 26, 1980	Jan. 1, to Jan. 24, 1981
AMERICAN MOTORS	3,275*	3,800*	3,275*	9,825*	11,400*	9,825*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	14,700	13,240	9,330	24,030	32,779	24,030
Plymouth Total	6,950	5,450	4,782	11,732	14,721	11,732
Horizon	2,350	3,170	2,081	4,431	11,432	4,431
Volare	....	1,750	....	....	2,219	....
Gran Fury	....	370	....	....	910	....
Caravelle	150	160	....	150	160	150
Reliant	4,450	....	2,701	7,151	....	7,151
Chrysler Total	1,100	2,540	....	1,100	3,879	1,100
Chrysler	....	800	....	....	2,139	....
LeBaron	1,100	1,740	....	1,100	1,740	1,100
Dodge Total	6,650	5,250	4,548	11,198	14,179	11,198
Omni	2,250	2,840	1,895	4,145	10,490	4,145
St. Regis	....	400	....	....	1,117	....
Diplomat	900	760	....	900	760	900
Aspen	....	1,250	....	....	1,812	....
Aries	3,500	....	2,653	6,153	....	6,153
FORD MOTOR	22,839	19,794	19,858	61,912	63,441	61,912
Ford Division	15,457	17,028	13,464	42,918	47,128	42,918
Pinto	....	....	....	....	2,262	....
Must./Must. II	1,121	1,659	....	1,121	11,383	1,121
Fairmont	2,926	2,782	3,311	10,559	9,575	10,559
Granada	1,391	3,548	....	1,391	5,573	1,391
Thunderbird	....	3,919	....	....	10,359	....
Ford	1,683	5,120	1,692	5,070	7,976	5,070
Escort	8,336	....	8,461	24,777	....	24,777
L-M Division	7,382	2,766	6,394	18,994	16,313	18,994
Mercury Total	6,049	2,538	5,040	16,307	11,544	16,307
Bobcat	....	....	....	....	174	....
Capri	506	456	....	506	1,706	506
Zephyr	914	1,058	1,105	3,265	3,197	3,265
Cougar/Monarch	593	1,024	....	593	1,739	593
XR-7	....	....	....	....	3,177	....
Mercury	1,416	....	1,424	4,268	1,551	4,268
Lynx	2,620	....	2,511	7,675	....	7,675
Lincoln Total	1,333	228	1,354	2,687	4,769	2,687
Lincoln	600	....	616	1,216	2,527	1,216
Versailles	....	228	....	....	368	....
Mark VI	733	....	738	1,471	1,874	1,471
GENERAL MOTORS	72,522	81,143	84,494	241,306	302,967	241,306
Buick Division	17,408	16,031	16,705	52,227	57,569	52,227
Skylark	4,503	5,111	4,825	14,132	18,331	14,132
Century	3,473	2,677	2,785	9,540	9,538	9,540
Regal	5,112	3,403	4,770	15,183	12,211	15,183
Buick	3,275	3,550	3,299	10,069	12,840	10,069
Riviera	1,045	1,290	1,026	3,303	4,649	3,303
Cadillac Division	6,420	7,047	6,332	19,567	20,642	19,567
Seville	720	1,185	723	2,298	4,249	2,298
Cadillac	4,240	4,617	4,162	12,642	11,926	12,642
Eldorado	1,460	1,245	1,447	4,627	4,467	4,627
Chevrolet Division	23,595	35,790	33,820	90,747	130,272	90,747
Chevette	....	8,910	8,466	15,620	32,220	15,620
Monza ('80)	....	3,095	....	....	11,248	....
Camaro	....	3,095	2,472	4,865	9,570	4,865
Citation	8,435	9,225	7,727	24,824	34,454	24,824
Malibu	5,705	2,800	5,637	17,207	14,427	17,207
Monte Carlo	3,855	1,545	3,896	11,413	8,736	11,413
Chevrolet	4,800	6,120	4,822	14,436	15,869	14,436
Corvette	800	1,000	800	2,382	3,748	2,382
Oldsmobile Division	18,649	13,032	19,148	55,429	54,427	55,429
Omega	3,030	2,642	2,846	8,615	8,041	8,615
Cutlass	9,374	6,670	10,034	29,059	24,819	29,059
Oldsmobile	5,340	2,690	5,284	15,020	17,872	15,020
Toronado	905	1,030	984	2,735	3,695	2,735
Pontiac Division	6,450	9,243	8,489	23,336	40,057	23,336
Acadian†	....	290	349	694	876	694
Sunbird ('80)	....	3,305	....	....	10,920	....
Phoenix	2,265	2,552	2,273	7,029	9,620	7,029
Firebird	....	2,346	1,486	3,016	7,020	3,016
LeMans	1,400	430	1,539	4,327	3,003	4,327
Grand Prix	2,400	....	2,400	6,992	3,844	6,992
Pontiac	385	320	442	1,278	4,774	1,279
VOLKSWAGEN	4,550	....	3,893	8,443	2,531	8,443
CHECKER	....	100	....	15	180	15
Total Cars, U. S.	117,886	118,077	120,850	345,531	413,228	345,531

CANADIAN CAR PRODUCTION

	Week Ended Jan. 24, 1981	Same Week, 1980	Week Ended Jan. 17, 1981	Jan. to Date	Jan. 1, to Jan. 26, 1980	Jan. 1, to Jan. 24, 1981
AMERICAN MOTORS	600	....	595	1,772	....	1,772
CHRYSLER CORP.	....	....	....	....	7,505	....
FORD MOTOR	1,040	600	1,039	2,918	5,288	2,918
GENERAL MOTORS	12,656	8,032	11,889	37,540	39,316	37,540
VOLVO	225	225	225	675	810	675
Total Cars, Canada	14,521	8,857	13,748	42,905	52,919	42,905
N. American Cars	132,407	126,934	134,598	388,436	466,217	388,436
N. American Trucks	49,940	40,739	50,404	140,287	164,182	140,287
North American Cars and Trucks	182,347	167,673	185,002	528,723	630,399	528,723

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

2/6/81 C2700-1 U

Automotive News.

Detroit, February 2, 1981

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Escort extra

Four-door Ford mini-sedan planned

Ford Motor will likely introduce this four-door notchback sedan version of its Escort in the fall as a 1982 model. The front-drive sedan will be Ford's answer to new sedan versions of the front-drive Mazda GLC and Honda Civic.

Service Index slides to 20-year lowpoint

By Frank J. Gawronski
Service Editor

Despite a sharp increase in business in the final month of the year, new-car dealers' service and parts business for all of 1980 recorded its worst showing in the 20-year history of the AUTOMOTIVE NEWS Service Index.

Service and parts business for 1980 amounted to 98.3 percent of volume recorded for all of 1979. The previous low occurred in 1974, when shop volume amounted to 99.7 percent of that done the year before.

Table on Page 3.

Last year ended on an upswing, with December parts and service business recording the best monthly showing of the year and the biggest increase since October, 1979. Shop volume in December amounted to 108.6 percent of the business done in the same month the year before.

Four of the five indicators used in the Service Index registered gains in December. The only exception was repair orders written, which was 14.3 percent below the volume reported in the 1979 month.

The big gainer in December was gross profit on all labor, parts and P&A sales — the most important indicator from the dealer's viewpoint — which was 21.5 percent above the year-ago figure.

Sales of all parts and accessories were up 16.0 percent above the year-earlier figure, while shop parts sales (those used in customer-paid and warranty repairs) increased 10.3 percent. Total labor sales (customer-paid and warranty) advanced 6.5 percent in December.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all sections of the country.

Gross profit also was the top gainer in 1980, up 2.2 percent, followed by sales of all parts and accessories which increased 1.3 percent.

Repair orders written recorded the biggest decline for the year, down 11.5 percent, followed by labor sales, down 0.4 percent, and shop parts sales, off 0.1 percent.

New DOT chief planning task force, trip to Detroit

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The maiden press conference of Transportation Secretary Drew Lewis announced that he will be in Detroit this week to meet with auto management and labor leaders in his role as leader of a new automotive task force.

Like the one operating under the Carter Administration—also headed by the Secretary of Transportation—it is intended to focus on solutions to the industry's problems.

A report may be expected in some six weeks.

The Task Force includes the Secretaries of Treasury, Labor and Commerce as well as the U. S. Trade Representative and the chairman of the Council of Economic Advisors, Murray Weidenbaum, especially well-known for his support for a moratorium on regulation.

Presumably others, like the head of EPA, who has not been named, will be added.

Thus, the Reagan Administration has kicked off another Task Force about six months after the last one got underway in July in Detroit. The basic problems are the same — only worse. Meanwhile, the auto industry is readying new position papers and recommendations.

Before being cut off by his staff after only 15 minutes of exposure to the press, Lewis danced around a lot and came out in favor of "free trade", "safety" and aid to Chrysler if the Reagan Administration is convinced that the company is viable.

On the eighth day of the new Administration, Lewis said they were moving quickly. He promised to study carefully the recent DOT auto industry report —which did endorse temporary restraints on Japanese cars — but he shied clear of total endorsement of tripartite efforts while still supporting generally efforts from labor, management and government.

In short, Lewis seemed to be on both sides of all major issues and he even refused to confirm that Raymond Peck, now a lobbyist for the National Coal Assn., is slated to become Joan Claybrook's successor at NHTSA.

Peck, a 41-year-old lawyer, held posts for brief periods at Commerce, Treasury and Interior under the Ford Administration. In sharp contrast to Claybrook's aggressive stance, he is viewed as a deregulator. Lewis says Peck is among several names under consideration.

Although Lewis "left the door open" on restraining Japanese imports, he stated the Administration position as favoring "free trade."

He said the President did not intend to go to Congress to ask for restraints against the Japanese, but added that it was a matter for the Task Force to decide.

On that Task Force is Commerce Secretary Malcolm Baldridge, who has said he favors temporary restraints and Trade Representative William Brock, who backed playing "hard ball" with the Japanese. Soon to be scheduled, however, is a visit from Japanese Prime Minister Zenko Suzuki to Washington with President Reagan, where presumably many matters in addition to autos will be discussed.

Recently, at a White House meeting, Michigan Rep. John Dingell pointedly asked the President for some sort of voluntary agreement to restrain Japanese cars. There was no recorded response from the President.

At that same meeting, President Reagan is quoted—from a

Continued on Page 38, Col. 4

Buyer offers carbureted '80 models to lease/rental firms

4,300 Fiats unloaded at cut rate

By Joseph Bohn
Marketing Editor

Fiat Motors of North America, in a controversial move to reduce inventories, sold about 4,300 '80 Bravas and Stradas to an Ohio firm, which dealers decribed as a "liquidator" but Fiat termed a "lease broker."

The cars are '80 models with carburetors which Fiat had apparently been unable to sell, despite hefty consumer rebates of $500 and $1,000.

Dealers are trying to block the sale to Value City and its subsidiary, M. H. Fishman, Columbus, O., which purchased the vehicles in conjunction with Consolidated International, Columbus.

Value City owns chains of drug, department and furniture stores among its many businesses. Principal behind the purchase is Jerome Schottenstein, president of Value City, and a board member of Consolidated.

The cars are being offered by Consolidated International to lease and fleet and daily rental operators, including any car dealers with such operations, regardless of the makes of cars they carry or sell.

Under terms of Consolidated's agreement with Fiat, it cannot sell the cars at retail.

"But if they are sold to a competitive (Ford, Chrysler, GM) dealer with a lease company, there's nothing to prevent our competitors from retailing them," said one Fiat dealer close to the importer's National Dealer Council.

• Fiat dealers maintain that the importer did not offer these cars to them, prior to the Consolidated International sale.

"We went into the (Fiat dealer) meeting (several were held) without being able to buy that inventory. When an outcry was made by the dealers, a few cars were made available to the dealer body," added a dealer, who wished to remain anonymous.

"If this (Consolidated International) sale is allowed to continue, it could destroy the dealer body," he added.

Fiat's National Dealer Council, along with some NADA officials, held a meeting with Fiat. Sources said "there are legal remedies that can be had," and apparently talks with Fiat are continuing.

Meanwhile, in Ohio dealers have threatened legal action against the importer.

Richard Recchia, president of Fiat Motors of North America, maintains that dealers had access to the same '80 models that Consolidated bought and at competitive purchase prices.

He acknowledged that the cars were in short supply in some of Fiat's six port areas. But he added that cars were being moved around to accommodate dealers who wished to purchase them.

Recchia added that a combination of dealer discounts gave them these cars at prices competitive with Consolidated.

Actual terms of the Consolidated sale were not disclosed by Recchia or Schottenstein, who put the sale at somewhere near $20 million.

Schottenstein's company has been offering Bravas at 22 percent below dealer cost, for example, and Stradas at 20 percent below. Additionally, an extra 5 percent discount is available on purchases of 50 units or more.

In its literature to fleet buyers, International offered a Strada with a dealer cost of $4,648 for $3,718.

Recchia pointed out that Fiat

Continued on Page 38, Col. 3

breaking news

Japanese in UK

LONDON. — The British Government announced in Commons last week that Nissan will launch a feasibility study aimed at eventual production of Datsun cars in the UK. The study will seek a "green-field" site for a factory with a capacity of up to 200,000 vehicles a year. The announcement came a few days before scheduled talks on quotas for the UK market.

Steel at 17-year low

WASHINGTON.—Production of raw steel in the U. S. in 1980 fell to its lowest level since 1963, the American Iron and Steel Institute said. The industry poured 112 million tons last year, down from 136 million tons in 1979. The total was 109 million tons in 1963.

Floor-plan plea

BOSTON. — The Boston Zone Chevrolet Dealer Council has sent a telegram to Chevrolet urging that "to cope with the current financial emergency" floor-plan interest on all new vehicles in dealer inventories and in future shipments be set at 10.75 percent for the balance of the 1981 model year.

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Approval to spend next $400 million near for Chrysler

By Edward Lapham
Financial Editor

Chrysler Corp. could begin using the next $400 million in federal loan guarantees this week, once it has secured all of the required worker, lender and supplier concessions.

Tomorrow (Feb. 3) is the end of the required 15-day waiting period, although some sources close to the Chrysler Loan Guarantee Board believe it will be later in the week or early next week before the board can give its final approval.

That approval became more certain last week as Reagan Administration officials said they intended to honor the loan guarantee commitment made in the waning days of the Carter Administration, provided the auto maker can meet the stipulated terms.

Also last week, UAW Vice President Marc Stepp said the union would have all of the local voting results by noon today on the $622 million package of concessions tentatively accepted by the UAW's leadership.

Preliminary voting last week followed the pattern anticipated by UAW President Doug Fraser, which would mean approval by a narrow margin, union sources said.

Chrysler officials met with representatives from its U. S. lenders late last week, following successful negotiations with European and Japanese banks within the preceding week.

The Loan Guarantee Board stipulated that Chrysler's U. S. lenders would have to convert about half of the $1.1 billion in outstanding debt into preferred stock and accept a 30-percent payoff on the remaining half, for an effective payment of only 15 cents on the dollar.

Chrysler asked the Japanese banks to write off 85 percent of the $156 million in debt owed them for a cash payment on the balance. The Japanese banks, which had been somewhat recalcitrant in earlier bailout talks, agreed.

- "There is less and less resistance every time the banks have to do something," said one Wall Street banking source.

"Chrysler's lenders have committed reserves to cover the outstanding loans, so it really isn't a major problem," he said.

Arvid Jouppi, John Muir & Co. auto analyst and vice president, agreed.

"The big thing that tipped the scales this time was former Treasury Secretary Miller's willingness to work on it right up to the last days of the Carter Administration," Jouppi said.

Chrysler also has been making some headway with suppliers. The auto maker has delayed some December payments and has requested additional 5-percent price reductions.

"The suppliers are generally being patient but in a lot of ways their concessions hurt more than the ones made by the banks and the workers," said an analyst. "They don't have any reserves and some are having their own cash flow problems," he said.

Said Jouppi: "Chrysler lost $200 million in the last quarter and it's still losing, although the sales picture is looking better and things should improve. But there is no doubt that without the promise of the loan guarantees Chrysler would have been in formal reorganization by now."

Any delay in final approval could make some suppliers nervous enough to "jump out of line" and take legal action which could upset the entire survival plan, although that is generally deemed unlikely.

"It's just a matter of time," said one Chrysler official. "Once we clear this hurdle, the track is clear."

SERVICE INDEX
108.6*

	Dec. '80 vs. Dec., '79	12 mos., '80 vs. 12 mos., '79
Gross Profit on All Labor and P&A Sales	+21.5%	+ 2.2%
Repair Orders Written	−14.3%	−11.5%
Total Labor Sales (Customer & Warranty)	+ 6.3%	− 0.4%
Shop Parts Sales (Customer & Warranty)	+10.3%	+ 0.1%
Sales of All P&A	+16.0%	+ 1.3%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1980, was 108.6 percent of business in Dec., 1979. Service business in the 12 months of 1980 was 98.3 percent of business in the corresponding period in 1979.

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56th year — No. 4847

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Cook to keynote Cleveland event

CLEVELAND. — Robert J. Cook, Oldsmobile general manager, will keynote the fifth annual Automotive Recognition Luncheon in the Statler Office Tower Ballroom here at noon on Thursday (Feb. 5).

The luncheon talk, precedes the sixth annual Greater Cleveland Auto Show, which opens Saturday, Feb. 7.

Under Show Chairman E. Healy Dowd, president of Dowd Oldsmobile, the nine-day show has been expanded to include exhibits from 88 Cleveland-based auto companies.

Celica celebrates 10th U. S. birthday

Toyota Celica celebrates its 10th anniversary in the U. S. this year with a limited edition Celica GTA coupe. Only 5,000 will be built, featuring a luxurious interior, the standard overdrive transmission and a distinctive copper and beige or black and beige color scheme. Birthday package price is $990.

DeLorean given $24 million to finance inventory

LONDON. — DeLorean Motor Cars, Ltd., has negotiated a $24 million credit line with two commercial banks here in order to finance an inventory of up to 900 cars at its Northern Ireland facility.

The company, a subsidiary of DeLorean Motor Co., has commenced serial production of the stainless steel DeLorean sports car with an initial shipment to the U. S. currently scheduled for April.

The British government, through grants, loans and equity purchases, has provided three quarters of the project's $200 million capitalization.

197,750 workers idled indefinitely

Industry layoff picture is gloomy

By Marjorie Sorge
Labor Editor

From a standpoint of layoffs, there's still nothing to cheer about in the auto industry.

The number of employes idled looks like a roller-coaster ride, climbing in direct relation to the interest rates and falling as those rates slide, one observer said.

There are currently 197,750 hourly workers indefinitely laid off at four of the five U. S. auto companies, not too far from the 212,000 idled during the height of the 1974-75 recession.

During the current economic slump, the high point in layoffs came in August, 1980, when 247,296 hourly workers were off the job. The low point was in November when the total fell to 181,875, according to a UAW spokesman. Again, as the interest rates began to creep upward so did the layoff figure.

General Motors currently has 89,000 hourly workers on indefinite layoff; Ford Motor Co., 54,500; Chrysler Corp., 49,700, and American Motors, 4,550.

Volkswagen of America has not idled any workers and a VWoA spokesman said sales are currently picking up and the company does not anticipate any indefinite layoffs.

In normal times, GM has an average hourly work force of 496,000; Ford, 190,000; Chrysler, 109,000, and American Motors, 9,500.

Last week the domestic auto makers closed eight plants in the U. S. and three in Canada to balance inventories, temporarily idling 36,250. Ford's St. Thomas (Ont.) plant is down for changeover, idling 2,650.

GM closed its Baltimore and Pontiac plants for two weeks. Both build intermediates. The company's Leeds (Mo.) and Oklahoma City facilities were closed last week only.

Downtime at GM's Lakewood (Ga.) and Wilmington (Del.) plants was extended an additional week. Both were closed the weeks of Jan. 19 and Jan. 26 and are scheduled to resume operations today (Feb. 2).

In Canada, GM closed the Oshawa (Ont.) and St. Therese (Que.) plants for one week. They are also scheduled to reopen today. So is Chrysler Windsor.

At Chrysler, things have picked up a bit. The company canceled one of two down weeks originally scheduled for the weeks of Jan. 26 and Feb. 2 at its two K-car plants, Newark, Del., and Jefferson Ave. in Detroit. Those two plants will now be down only this week, temporarily idling 8,500 hourly workers.

Ford's San Jose plant also closed for two weeks beginning last Monday (Jan. 26) temporarily idling 950 hourly workers.

And AMC closed its Kenosha plant last week for one week, idling 1,400.

GM, Ford and AMC also report stable SUB funds. GM's stands at $127 million, 15.5 percent of maximum funding and Ford's at $25 million, 9 percent of maximum funding. AMC reported its Wisconsin operations at 19 percent of maximum funding and its Toledo Jeep at 50 percent.

At Chrysler, the SUB fund is $8 million, 5 percent of maximum funding and down from the $13.1 million reported last October. According to a company spokesman, workers with under 20 years' seniority drawing from that fund have had a 20 percent reduction in benefits. Those with over 20 years are getting full benefits.

It's Benton for Bidwell; Lataif heads Ford Div.

Philip E. Benton Jr. has been named to succeed Bennett E. Bidwell as vice president of the Car and Truck Group, Ford North American Automotive Operations, Ford Motor Co.

Bidwell, 53, joined Hertz Corp. as president and chief executive officer. Benton, 52, has been general manager of Ford Division.

Benton will be succeeded in the Ford Division post by Louis E. Lataif, 42, who has been general marketing manager at the division.

The car and truck group includes the Ford and Lincoln-Mercury divisions, Truck Operations, Ford Parts and Service Division and Ford of Canada, Ltd.

Personnel changes at the top at Ford attract special attention these days. One reason is that the company is seen as being in a shaky financial position. Also, Lee A. Iacocca, who left Ford in mid-1979 to head Chrysler Corp., was followed quickly by a stream of top-flight Ford executive talent.

Benton, who joined Ford in 1953 as a cost analyst on the Finance Staff, became executive director of Ford North American Marketing Operations in late 1974 and general manager of Ford Parts and Service Division in 1975.

Philip E. Benton

Louis E. Lataif

He was elected to a vice presidency in May, 1977, and appointed vice president for Truck Operations for Ford of Europe in July of '77.

Benton has led Ford Division since November, 1979.

- Lataif, when elected a vice president by the board as expected, will be the youngest person in such a position at Ford.

He joined the company in 1964 as a Ford Division marketing analyst. In announcing his most recent promotion, the company said Lataif, while working in that post, gained first-hand retail experience at a Dearborn Ford dealership as a part-time salesman.

A graduate of Dartmouth College, Lataif has been general marketing manager at Ford Division since December, 1978.

Lataif was a special studies analyst and district sales representative in the division's Philadelphia district sales office from 1966 to 1968, when he was assigned to the Corporate Marketing Staff in Dearborn.

He rejoined Ford Division in 1969, and served in marketing and sales posts, including car sales training manager, custom car/light-truck marketing plans manager and Detroit district assistant sales manager.

In 1973, Lataif was appointed executive assistant to the vice president, sales group, and in 1975 was named marketing studies manager. He became California marketing director for Ford Division in 1975, Chicago district sales manager in 1976, Midwest region regional sales manager in 1977 and assistant general marketing manager in 1978.

Yesterday and today

Bob Yasso, Yorba Linda, Calif., believes in the future of Chrysler Corp. He also believes in the auto maker's past. Yasso, who is Chrysler's assistant Los Angeles zone manager for parts and service, has two Dodge cars that are separated by 50 years of motoring history. For personal transportation, he drives a 1981 Dodge Aries. In the background is a 1931 Dodge, which has been restored by Yasso to its original condition.

Chrysler and VWoA escape mid-January sales decline

By Jenny L. King
Staff Writer

U. S. auto makers suffered a combined 9 percent sales drop in mid-January, with Chrysler Corp. and Volkswagen of America the only ones to post gains over year-ago figures.

The domestic industry had 136,524 new-car deliveries for the period, down 9.18 percent from 150,326 in 1980 and lowest since the 131,132 sold in 1975.

Chrysler sales climbed 13.32 percent, to 16,398 from 14,470. VWoA reported sales of 4,142 Rabbits, up 6.70 percent from 3,882.

General Motors sales dropped 10.79 percent, to 82,976 from 93,017. Ford recorded a 13.79-percent decline to 30,308 from 35,157, while estimated sales of American Motors passenger cars numbered 2,700, down 28.95 percent from the year-ago estimate of 3,800.

Accordingly, Chrysler and VWoA increased their shares of the market during the period, Chrysler going to 12.01 percent from 9.63 percent, VWoA climbing to 3.03 percent from 2.58 percent. GM earned 60.78 percent, down from 61.87 percent. Ford Motor Co. slipped to 22.20 percent from 23.39 percent, and AMC was down to 1.98 percent from 2.53 percent.

Plymouth, Dodge and VW were the only makes with improved mid-January sales. Plymouth was up 20.62 percent, to 6,605 from 5,476; Dodge was up 14.85 percent, to 6,798 from 5,919, and VW was up 6.70 percent, to 4,142 from 3,882.

On the minus side of the ledger, Chrysler was down 5.82 percent, Ford was down 11.39 percent, Mercury was down 13.54 percent and Lincoln was down 42.55 percent. All GM makes missed year-ago sales levels: Buick was down 32.96 percent, Cadillac was down 8.23 percent, Chevrolet was down 1.95 percent, Oldsmobile was down 7.87 percent and Pontiac was down 6.83 percent.

Chevrolet Chevette was the top-selling nameplate in mid-January, with sales of 8,686 units. It was followed by Chevrolet Citation at 6,946, Ford Escort at 6,640, Chevrolet Malibu at 5,555 and Oldsmobile Cutlass Supreme at 5,218. Year-ago bestsellers were Chevette, Citation, Ford Fairmont, standard Chevrolet and Cutlass Supreme.

The daily selling rate for the period was 17,066, down 9.18 percent from 18,791 in 1980. There were eight days both years.

Year-to-date sales totaled 264,565, down 14.75 percent from 310,326 for the year-ago period.

DOMESTIC SALES

	Jan. 11-20, '81	Jan. 11-20, '80
AMERICAN MOTORS	2,700†	3,800†
Chrysler	2,896	3,075
Imperial	99	....
Plymouth	6,605	5,476
Dodge	6,798	5,919
CHRYSLER CORP.	16,398	14,470
Ford	22,298	25,153
Mercury	6,770	7,830
Lincoln	1,249	2,174
FORD MOTOR	30,308	35,157
Buick	13,155	19,622
Cadillac	5,707	6,218
Chevrolet	34,480	35,165
Oldsmobile	16,967	18,417
Pontiac	12,667	13,595
GENERAL MOTORS	82,976	93,017
VOLKSWAGEN	4,142	3,882
INDUSTRY TOTAL	136,524	150,326

†—Estimate.

AMC revises its contribution to price cut

American Motors changed its contribution to the current 10 percent reductions.

Essentially, its contribution to the price reduction was 6⅔ percent, based on the wholesale price of the vehicle. Dealers contributed 3⅓ percent, which was figured on the retail price.

AMC changed its accounting so that its 6⅔ percent share is now based on the retail sticker price.

"It increased our contribution and decreased the dealer's share," a spokesman said.

Meanwhile, Volkswagen, responding to an Automotive News story, noted that its current dealer cash incentives on Rabbits, Dashers and Sciroccos covered only '80 models—not '80 and '81s' as had been reported.

He strives to make this 'Year of the Dealer'

Miller sees an exciting era at hand

By Robert M. Lienert
Editor

Probably nobody envies Wendell H. Miller as he prepares to take over as president of NADA.

His turn in office comes at a time when the domestic auto industry is in deep, deep difficulty and domestic-line dealerships are dropping by the wayside.

Miller, 58, isn't looking for sympathy. And though he admits that the retail auto business is mired in a critical period, he thinks he's lucky to be in the driver's seat at a time which he says promises to be "exciting, profitable and innovative."

The Binghamton (N. Y.) Dodge - Honda - Lincoln - Mercury dealer plans to move smartly ahead with the organization, once he is sworn in next week at the NADA convention.

"I don't like being the caretaker of anything," he said. "I like having a job to do and getting it done."

Miller summed up that job in one word: Survival. That's not for himself, but for all of the nation's retail auto dealers.

"My specific goal is survival," he told Automotive News. "We lost 1,600 dealers last year.

"And those dealers who made it last year could die this year," he warned. "Attrition could be worse next year."

That, he said, is the reason he is so involved in NADA.

"My main thrust as I prepare to take office," he said, "is that I would like this to be 'the year of the dealer.'

"I would like dealers to understand the benefits of NADA and realize that NADA provides the services that a dealer needs to stay in business in normal times as well as in these traumatic times.

"I think this is going to be an exciting, profitable, innovative period and, by year-end, dealers will be taking advantage of this."

• Miller said he plans to institute no great changes in NADA—"You don't rearrange the deck chairs in 20-foot seas"—but that if there is an upturn in the next three or four months, NADA can help to make things much, much better.

"I'm active in NADA for one reason," Miller said. "Without NADA, the average auto dealer is dead.

"If I went back over the years and subtracted all the things NADA has done, I'd be out of business."

Miller termed NADA "the only possible saviour" of the nation's dealers. The average dealer doesn't have the time or expertise to defend himself against those who have been trying to destroy him, Miller said.

"Those 1,600 (who failed in 1980) weren't dumb," Miller said. "They failed because of factors beyond their control.

"I doubt we could have done anything for the 1,600 that we didn't do," he said. "All we can do is try to minimize the losses.

"When the smoke clears, I want to make sure all dealers know what NADA is and what it does for them. We'll try to do it with education and public relations.

"I want them excited and willing to do something about it."

• Miller pointed out that there is a 300-person staff at NADA working for the benefit of dealers.

"I don't think the membership realizes this," he said.

The big threat to dealers, he said, is no longer the factory, but rather interest rates, imports, government and regulation.

Miller, who is a tennis fan, said, "I can remember when we played singles with the factory. Now, we are on the same side of the net."

Miller, assessing his industry's difficulties and the rocky road that looms ahead, said, somewhat sadly:

"The industry is not as much fun any more and the reasons bug me: Mainly, it's government regulation that affects me and government regulation that affects the industry itself.

"For many years," said Miller, "there were no problems that couldn't be fixed. Now, with the mandated engine controls, we have cars that just can't be fixed and they are destined to run forever unsatisfactorily. And I know I can't solve the problems of unhappy customers."

• One of the difficulties, Miller said, is that rising expenses are coupled with an inability to grow to neutralize them.

"But I like the fact that this requires sophisticated management," he said. "And the customers are more knowledgeable and more intelligent. I like today's customers better than those of 10 years ago. They are better for our business."

Miller mourns the change he said he has seen come to factory relations. There are fewer personal relationships, he said, and fewer things a dealer can depend on. The long-term factory-dealer partnership is being replaced by a "today" relationship, he fears.

Miller, whose family has been selling Dodge since 1948, says he thinks Chrysler Corp. "will make it, although it may not be able to do so without a partner."

He would like to see such a partnership develop soon, Miller said, and he believes it will involve either Peugeot or Mitsubishi. Chrysler holds an interest in both firms.

Volkswagen has been men-

Continued on Page 26, Col. 3

Dealer strike is possible in the 1980s, Miller says

As a successful dealer, Wendell H. Miller is no fire-breathing radical.

At the same time, he says that a dealer strike against the manufacturers is "absolutely possible within 10 years."

Miller sees the mobilization of a strike threat as the only way dealers can marshal any clout in negotiations with auto makers.

"Our problem has been that we don't have any leverage," said the incoming NADA president. "We're like the UAW would be if it had no strike threat."

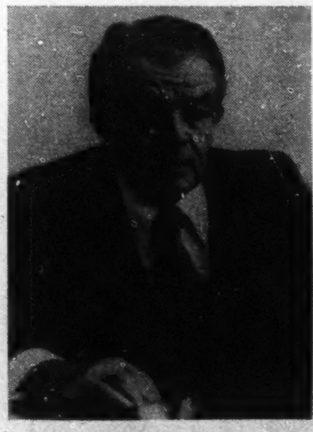
Miller said dealers probably aren't ready for such action and he said nobody has ever mentioned a strike threat at any NADA meeting.

The idea is strictly Miller's.

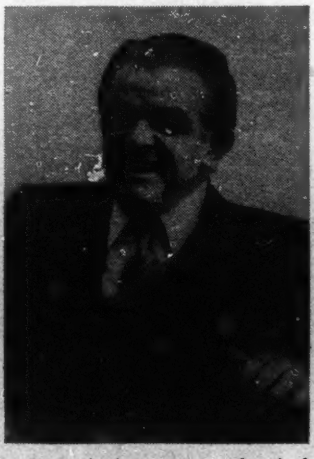
"As long as we have no leverage, we will never get anything that doesn't coincide with factory interest," Miller said. "I don't remember anything we ever got as a sheer gift. When the chips are down, the factories are out for No. One.

"Factories and dealers are natural partners. But they also are natural adversaries. And there's the conflict."

Wendell H. Miller—Man on the spot



"I don't like being a caretaker . . . I like having a job to do and getting it done."



"You don't rearrange the deck chairs in 20-foot seas."

"I doubt we could have done anything for the 1,600 (who failed) that we didn't do."

October total off 6 pct. from year ago

Import registrations slip from record pace

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in October slipped from the record pace of the preceding couple of months, according to figures compiled by R. L. Polk & Co., but it was far from a slump even though market penetration of imports fell to the lowest point of the year.

New import registrations in October totaled 196,107, down 6.41 percent from the record for the month set a year earlier of 209,543. The latest October figure is the second highest import total for that month.

Import penetration of the October new-car market slipped from record levels—it had been over 30 percent in July, August and September — to 26.25 percent, but that was the highest ever for an October. A year earlier, imports accounted for 23.54 percent of total registrations for October.

Import registrations for the year, however, continued to run ahead of 1979. For the first 10 months of 1980, import registrations totaled 2,094,566, up 5.63 percent from 1,982,851 in 1979.

Imports accounted for 28.61 percent of U. S. new-car registrations in the first 10 months, compared with 22.55 percent in 1979.

• For the second straight month, Subaru posted the biggest gain of any nameplate in share of import registrations compared with a year earlier. Its any-month record total of 12,596 boosted its share 2.63 percentage points to 6.42 percent.

Other gainers were Honda, up 0.91 of a point to 14.58 percent; Mazda, up 0.41 of a point to 6.99 percent; Volvo, up 0.20 of a point to 2.72 percent; Fiesta, up 0.18 of a point to 3.00 percent, and Mercedes-Benz, up 0.09 of a point to 2.39 percent.

The two leaders, Toyota and Datsun, both lost in market shares in October, compared with a year earlier. Toyota dipped 0.76 of a point to 20.12 percent, while Datsun fell 1.46 points to 19.11 percent. Volkswagen was off 0.68 of a point to 10.61 percent.

Rounding out the top 10 imports was Audi, which accounted for 2.02 percent of October import registrations. It was not among the top 10 a year earlier.

The top 10 imports accounted for 87.96 percent of total import registrations in October, up from 86.72 percent a year earlier. For the first 10 months of 1980, the top 10 accounted for 88.48 percent, compared with 86.16 percent the year before.

October registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 139,998 (147,565); West Germany, 39,753 (43,676); Sweden, 6,478 (6,651); United Kingdom, 3,597 (3,885); Italy, 3,239 (5,010), and France, 3,042 (2,756).

Registrations of imported cars by country of origin for the first 10 months of 1980, with year-earlier figures in parentheses, were: Japan, 1,553,497 (1,374,647); West Germany, 389,911 (430,235); Sweden, 55,790 (58,927); Italy, 37,286 (56,520); France, 30,009 (24,763); UK, 28,065 (37,738), and others, 8 (1).

Registrations of imported trucks in October totaled 43,265, up 0.82 percent from 42,915 a year earlier.

Registrations of imported trucks in October, with year-earlier figures in parentheses, were: Toyota, 10,777 (14,526); Datsun, 8,859 (5,362); Chevrolet LUV, 6,835 (8,401); Ford Courier, 6,532 (7,014), and others, 10,262 (7,612).

The truck import total for the first 10 months of 1980 was 451,188, up 11.73 percent from 403,803 in 1979.

Registrations of trucks in the first 10 months, with year-earlier figures in parentheses, were: Toyota, 117,656 (108,330); Datsun, 93,748 (82,570); Chevrolet LUV, 72,319 (81,761); Ford Courier, 64,204 (63,793), and others, 103,261 (67,349).

FTC amends Regulation Z; finds wide noncompliance

WASHINGTON. — Many advertisers of automobile financing continue to advertise the "add-on" credit rate rather than the annual percentage rate, the board of governors of the Federal Reserve System said in its annual report to Congress on the Truth in Lending Act.

The FTC obtained this information, the report said, in the course of an industrywide investigation to see whether creditors under its jurisdiction are charging customers correctly for credit and making all disclosures required by truth in lending.

Many creditors persist in failing to disclose clearly when applicable that credit insurance in closed-end credit transactions is voluntary, the FTC told the Federal Reserve, and also in failing to make required disclosures before consummation of transactions.

Consumer complaints and inquiries suggest widespread noncompliance with the Fair Credit Billing Act and Regulation Z, the FTC added, particularly in regard to procedures for resolving errors in consumer accounts.

The report also touched on legislative simplification of the Truth in Lending Act, which Congress enacted last year with the approval of the Federal Reserve Board. The simplification act amends the Truth in Lending Act "to provide consumers with simpler and more meaningful disclosures, ease creditor compliance, strengthen enforcement, and limit creditor civil liability to substantive violations," the report said.

In addition, the Board adopted four simplification amendments to Regulation Z. They were:

1. Simplification of rules for the calculation and disclosure of the annual percentage rate and other credit terms.

2. Extension of the effective date of the revocation of an amendment exempting open-end credit arrangements from certain recision requirements.

3. Exemption of agricultural credit from truth in lending requirements, and the elimination of disclosure requirements for periodic statements for closed-end transactions.

4. Increase in the tolerance for annual percentage rates in irregular mortgage transactions.

Nose count of robots shows Japan in lead

MONTREAL. — Japanese manufacturers are employing robots at a rate that puts them well ahead of their counterparts in the U. S., according to James R. Rinehart, president of General Motors of Canada. Robots often are called keys to high productivity.

The Japanese have a significant lead and now have 10,000 robots in their manufacturing facilities. The entire U. S. has just 3,200 installed. In Western Europe, there are 2,800. Currently GM has 425 robots working or on order. By 1985, GM foresees 5,000 robots in use in its facilities, and by 1990, probably 14,000, Rinehart said.

IMPORT REGISTRATION SHARES IN U. S.

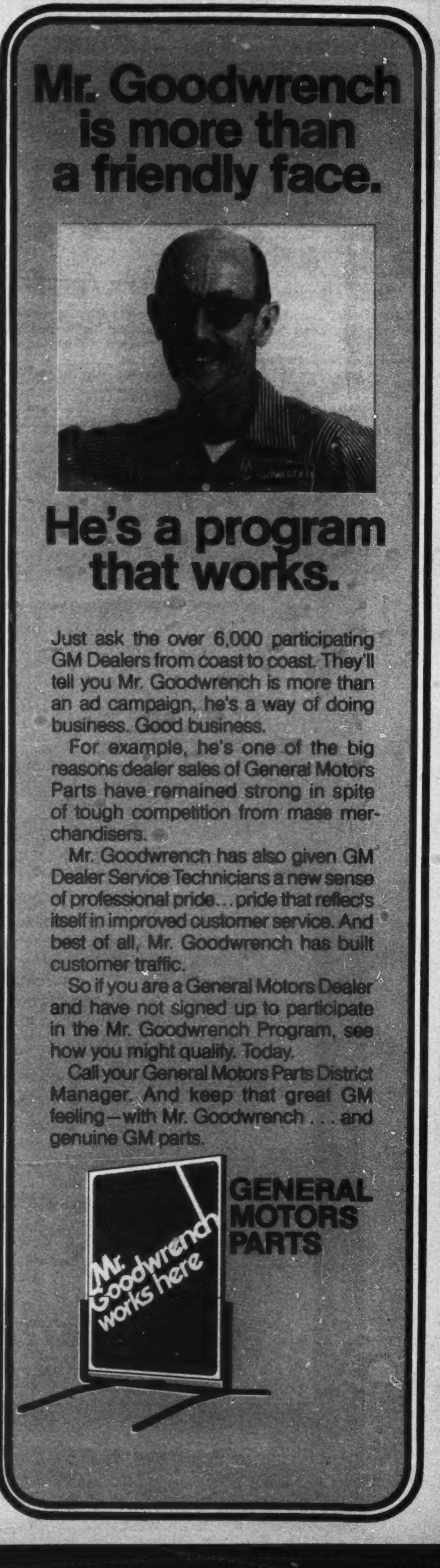
OCTOBER

	Regis., Oct., 1980	Percent Share of Market	Regis., Oct., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	39,455	20.12	43,762	20.88	− 0.76
Datsun	37,478	19.11	43,099	20.57	− 1.46
Honda	28,596	14.58	28,650	13.67	+ 0.91
Volkswagen	20,795	10.61	23,660	11.29	− 0.68
Mazda	13,711	6.99	13,781	6.58	+ 0.41
Subaru	12,596	6.42	7,942	3.79	+ 2.63
Fiesta	5,888	3.00	5,910	2.82	+ 0.18
Volvo	5,330	2.72	5,285	2.52	+ 0.20
Mercedes	4,688	2.39	4,818	2.30	+ 0.09
Audi	3,953	2.02	....	....	....
Colt	....	....	4,811	2.30	....
All Others	23,617	12.04	27,825	13.28	− 1.24
TOTAL	196,107		209,543		
Share of U.S. Total		26.25		23.54	+ 2.71

10 MONTHS

	Regis., 10 mos., 1980	Percent Share of Market	Regis., 10 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	480,215	22.92	392,955	19.82	+ 3.10
Datsun	436,056	22.82	367,051	18.51	+ 2.31
Honda	292,138	13.95	284,671	14.36	− 0.41
Volkswagen	215,889	10.31	246,671	12.44	− 2.13
Mazda	128,556	6.14	118,461	5.97	+ 0.17
Subaru	104,110	4.97	82,353	4.1[illegible]	[illegible] 0.82
Fiesta	57,961	2.77	65,984	3.3[illegible]	− 0.56
Arrow	48,791	2.33	....	....	....
Volvo	45,046	2.15	46,198	2.33	− 0.18
Colt	44,549	2.12	52,781	2.66	− 0.54
Fiat	....	....	51,359	2.59	....
All Others	241,255	11.52	274,367	13.84	− 2.32
TOTAL	2,094,566		1,982,851		
Share of U.S. Total		28.61		22.55	+ 6.06

Registrations not available for Oklahoma, delayed for Kentucky.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GENERAL MOTORS PARTS

Two-seaters for U. S.

GTBi, GTSi to return as Ferrari's '81 lineup

MONTVALE, N. J. — Ferrari will again offer the Pininfarina-styled 308GTBi and 308GTSi in 1981.

Both two-seaters share in the same chassis, with a racing-type tubular space frame, transversely mounted 178-CID V-8 engine ahead of the rear axle, five-speed transmission and cast alloy Speedline wheels with Michelin TRX tires.

The cast aluminum-block engine with cast iron cylinder liners and aluminum heads is fuel injected with the Bosch K-Jetronic CIS system.

A Marelli Digiplex electronic ignition system varies the ignition advance curve depending on load and speed for optimum fuel economy and lowest emissions. Both models are certified for California sale.

With the standard final drive ratio of 3.71:1; both Ferraris can top 140 MPH. Acceleration from zero to 60 is put at less than 8 seconds. EPA fuel economy rating is 11 MPG city, 19 MPG highway.

Both models have a low-profile tire and wheel system. They are built on a 92-inch wheelbase. The Pininfarina-styled body is built by Scaglietti, Ferrari's principal coachbuilder for three decades.

Ferrari's are equipped with air conditioning, electric windows, tinted glass, heated rear window, quartz clock, limited-slip differential, power radio antenna, stereo speakers and leather interior. The only options are metallic paint and the choice of radio.

Performance by Ferrari

The mid-engined 308 GTBi is one of two Ferrari offerings that return throughout the U. S. for 1981. Equipped with electronic fuel injection, the 3-liter aluminum V-8 turns out 205 HP at 6,600 RPM.

GM diesel facility to make fuel injectors

GRAND RAPIDS, Mich. — Diesel Equipment Division of General Motors announced that its plant in Coopersville, Mich., will be used for the manufacture of engine fuel injectors.

Initial employment at Coopersville will begin during the fall of 1981 and rise gradually to about 650 persons by the middle of 1982, the division said.

factories list auction dates

Ford Motor Co.

Feb. 4—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Feb. 5—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Feb. 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Feb. 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

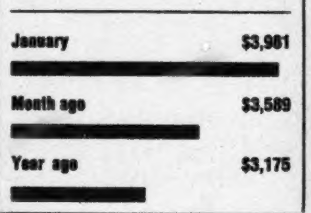
Model breakdown

Auction averages

	January	December	November
1981	$7,757	—	—
1980	5,667	5,576	6,088
1979	4,726	4,708	5,015
1978	3,585	3,610	3,879
1977	3,125	3,034	3,091
1976	2,092	1,991	2,148
1975	1,541	1,626	1,674
1974	1,260	1,146	1,248
Overall Average	$3,981	$3,589	$3,795

Used car sales

Auction averages



used-car auction directory

Display Rates: $33.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Bob McConkey & Sons, So. Seattle Auto Auction, the Lease Specialist. 206-872-8800, P.O. Box 5180, Kent, WA. 98031.

Use Automotive News Classified Section

Final outcome: Average $21 reduction

Chrysler lists changes in options and prices

Chrysler Corp. revised its prices last week, but the action turned out to be more concerned with equipment additions than with sticker alterations.

The company upgraded all of its front-wheel-drive subcompact and compact models by adding standard equipment. On some cars, prices were reduced or were unchanged. On others, prices rose less than the value of the new equipment.

On the slower-selling intermediate and full-sized cars, Chrysler raised prices an average of 2.2 percent. Chrysler is holding the line on prices of domestic truck and vans.

When all the changes were put together, Chrysler said the price of the average-equipped domestic passenger car was reduced $21.

There were no changes in optional equipment prices or in destination charges. Also, there were no changes in dealer discounts, so the price cuts and the hold-the-line actions did not change the dealer's potential profit margin.

Automotive News learned that there will be rebates to dealers on models on which the sticker price has been reduced. But there will be no rebates in cases where dealers have paid for equipment which is now standard.

Early in January, Chrysler declined to follow General Motors and Ford Motor Co., which hiked prices an average of $149 and $85, respectively.

Last week's action makes Chrysler's small cars considerably more competitive with their GM and Ford rivals, and with imports. The continuing 7-percent rebate of sticker prices to the buyer is another plus for Chrysler.

All of Chrysler's domestic small cars figured in last week's action—the subcompact Omni and Horizon four-door sedans, the sporty Plymouth TC3 and Dodge 024 hatchback coupes and the compact Reliant and Aries K-cars.

On the base Omni and Horizon Miser sedans, interior trim was upgraded and the price stayed at $5,299.

The regular Omni and Horizon sedans went up $146 to $5,836, but Chrysler said $317 worth of standard equipment has been added.

The company said this has the net effect of reducing the price $171. That's true for buyers who wanted the extra items. For those who could get along without the "extras," it's a price hike of $146.

New Omni-Horizon standard equipment is premium trim, sport steering wheel, color-keyed seat belts, woodgrain instrument panel and 2.2-liter four-cylinder engine. The 1.7-liter engine is available as a no-cost option.

- The price of the TC3 and 024 hatchbacks has been reduced $211. It is now $5,938. New standard equipment includes premium bucket seats and door trim panels, color-keyed seat belts and the 2.2-liter engine.

Several additional items will be standard on TC3 and 024 units sold in Alaska, Arizona, California, Hawaii, Nevada, Oregon and Washington. The features are power steering, power brakes, power hatch release, AM/FM stereo radio and deluxe sound insulation.

K-car prices remain unchanged on all models, but all have more standard equipment. On the base series, luxury steering wheel, woodgrain instrument panel and vinyl trim have been added. Chrysler put the value at $111. Prices continue at $5,880 for the two-door and $5,980 for the four-door.

On the Reliant Custom and Aries Custom, new standard equipment is luxury steering wheel, digital clock, halogen headlamps and upper door frame and belt moldings. Chrysler said the value of the items is $211. Custom K-car prices remain at $6,315 for the two-door, $6,448 for the four-door and $6,721 for the wagon.

Chrysler said $408 worth of options have been made standard on Reliant SE and Aries SE two-door and four-door sedans. The items are power steering, power brakes, digital clock, halogen headlamps and trunk dress-up kit.

The same equipment, with the exception of power brakes (already standard) and the trunk dress-up kit, is now standard on SE wagons. Sticker prices for the SE models continue at $6,789 for the two-door, $6,933 for the four-door and $7,254 for the wagon.

As noted, Chrysler's intermediate and full-sized cars went up an average of 2.2 percent. A few examples:

The Dodge St. Regis four-door sedan now is $7,737, up $63, and the Dodge Mirada coupe is $7,899, up $199.

The Chryselr LeBaron Special four-door sedan and the Dodge Diplomat Sport two-door each rose $177. Both are priced at $6,672.

The Imperial coupe went up $379. It now is $18,600.

The hold-the-line action on trucks and vans applies to prices of Dodge Ram Wagons and Ram Vans, the Plymouth Voyager, the Dodge Ramcharger and Plymouth Trail Duster sport-utility vehicles and light-duty trucks.

IH introduces two new heavy cab-over models

Continued from Page 8

in both 6x4 and 4x2 configurations.

The riveted aluminum cab features flat sides and thinner door construction of high tensile strength aluminum. Weight-saving options include all-aluminum frame and cross members, taper leaf frame section, tubular aluminum engine tunnel, aluminum front and rear axles and aluminum wheels.

About 30 engines are available in the new models, along with 16 transmissions, five axles with two front-suspension packages, 12 frames—in one-half or one-quarter inch steel as well as aluminun and three different types of cross members.

Also available are 10 6x4 rear axles with three different rear suspensions (multileaf, taper leaf and air), seven 4x2 rear axles and three rear suspensions, 12 different wheels, three bumpers, six alternators, 10 batteries and three radiators—1,200, 1,500 and 1,800 square inches.

NEW-CAR MARKET SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1980	Percent Share of Market	Regis., Oct., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 10 mos., 1980	Percent Share of Market	Regis., 10 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	149,486	20.01	176,316	19.80	+ 0.21	1,454,980	19.88	1,790,355	20.36	− 0.48
Ford	82,839	11.09	124,970	14.04	− 2.95	872,484	11.92	1,248,467	14.20	− 2.28
Oldsmobile	74,419	9.96	78,867	8.86	+ 1.10	667,858	9.12	791,610	9.00	+ 0.12
Buick	69,204	9.26	59,126	6.64	+ 2.62	582,113	7.95	575,800	6.55	+ 1.40
Pontiac	56,273	7.53	62,041	6.97	+ 0.56	511,030	6.98	663,810	7.55	− 0.57
Mercury	27,663	3.70	43,313	4.86	− 1.16	265,366	3.63	427,549	4.86	− 1.23
Dodge	20,899	2.80	30,218	3.39	− 0.59	203,966	2.79	324,940	3.70	− 0.91
Plymouth	19,024	2.55	25,084	2.82	− 0.27	190,623	2.60	285,824	3.25	− 0.65
Cadillac	18,974	2.54	27,620	3.10	− 0.56	173,759	2.38	252,853	2.88	− 0.50
AMC	13,812	1.85	16,907	1.90	− 0.05	125,994	1.72	126,083	1.44	+ 0.28
Chrysler	12,117	1.62	25,042	2.81	− 1.19	114,316	1.56	212,276	2.41	− 0.85
Lincoln	5,908	0.79	10,944	1.23	− 0.44	60,195	0.82	105,329	1.20	− 0.38
GENERAL MOTORS	368,356	49.30	403,970	45.37	+ 3.93	3,389,740	46.31	4,074,428	46.34	− 0.03
FORD MOTOR CO.	116,410	15.58	179,227	20.13	− 4.55	1,196,048	16.37	1,781,345	20.26	− 3.89
CHRYSLER CORP.	52,040	6.97	80,344	9.02	− 2.05	508,905	6.95	823,040	9.36	− 2.41
AMERICAN MOTORS	13,812	1.85	16,907	1.90	− 0.05	125,994	1.72	126,083	1.44	+ 0.28
IMPORTS	196,107	26.25	209,543	23.54	+ 2.71	2,094,566	28.61	1,982,851	22.55	+ 6.06
MISCELLANEOUS	355	0.05	353	0.04	+ 0.01	3,147	0.04	3,968	0.05	− 0.01
TOTAL	747,080		890,344			7,320,397		8,791,715		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Kentucky.

But total is lowest for October since 1974

Month's registrations edge upward

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations picked up slightly in October after a summer of discontent, but the total was lowest for the month since 1974, according to figures compiled by R. L. Polk & Co.

New-car registrations in October totaled 747,080, down 16.09 percent from 890,344 a year earlier. But the October showing was up 6.40 percent from 702,111 in September and was the best monthly showing since April. The record for October is 922,273, set in 1971.

Both domestic and imported car lines were down in October compared with a year earlier, but domestics were off much more sharply. Registrations of new domestic cars in October totaled 550,973, down 19.07 percent from a year earlier, while the import total of 196,107 was off 6.41 percent.

Table on Page 40.

Registrations of new cars in the U. S. for the first 10 months of 1980 totaled 7,320,397, down 16 74 percent from 8,791,715 last year.

- While import registrations were down in October from a year earlier, they still increased their share of the total market, enough so that General Motors was the only U. S. maker which managed to boost its share.

GM took 49.30 percent of total U. S. new-car registrations in October, up 3.93 percentage points from a year earlier, while imports accounted for 26.25 percent, up 2.71 points.

Biggest loser was Ford Motor Co., which dropped 4.55 points to 15.58 percent. Chrysler Corp. fell 2.05 points to 6.97 percent and American Motors was off 0.05 of a point to 1.85 percent. Miscellaneous domestic lines accounted for 0.05 percent of October registrations, up 0.01 of a point.

Excluding imports, domestic-only registrations in October were divided this way: GM, 66.86 percent; Ford Motor Co., 21.13 percent; Chrysler Corp., 9.44 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 59.34 percent; Ford Motor Co., 26.33 percent; Chrysler Corp., 11.80 percent; AMC, 2.48 percent, and miscellaneous, 0.05 percent.

By size segments, only subcompacts improved their market share over the preceding October among domestic cars. Subcompacts accounted for 14.52 percent of October registrations, up 4.62 percentage points.

TOP CARS

U. S. new-car registrations for the first 10 months of 1980. Registrations not available for Oklahoma, delayed for Kentucky.

1980 Pos.		Make		1979 Pos.
1	1,454,980	Chevrolet	1,790,355	1
2	872,484	Ford	1,248,467	2
3	667,858	Oldsmobile	791,610	3
4	582,113	Buick	575,800	5
5	511,030	Pontiac	663,810	4
6	480,215	Toyota	392,955	7
7	436,056	Datsun	367,051	8
8	292,138	Honda	284,671	11
9	265,366	Mercury	427,549	6
10	215,889	VW	246,671	13
11	203.966	Dodge	324,940	9
12	190,623	Plymouth	285,824	10
13	173,759	Cadillac	252,853	12
14	128,556	Mazda	118,461	16
15	125,994	AMC	126,083	15
16	114,316	Chrysler	212,276	14
17	104,110	Subaru	82,353	18
18	60,195	Lincoln	105,329	17
19	57,961	Fiesta	65,984	19
20	48,791	Arrow	——	
21	45,046	Volvo	46,198	22
22	44,549	Colt	52,781	20
	——	Fiat	51,359	21
	241,225	Other Imports	274,367	
	3,147	Misc. Dom.	3,968	
		Total All Makes		
	7,320,397		8,791,715	

Automotive News anaylsis of new-car registrations based on R. L. Polk & Co. statistical report.
Copywright, 1981, Automtive News

Standards suffered the biggest loss, down 3.81 points to 10.62 percent. Also down were intermediates, off 1.59 points to 23.61 percent; luxury cars, down 0.79 of a point to 4.76 percent, and compacts, off 0.52 of a point to 20.24 percent.

Registrations by size class in October were: Subcompact, 108,508; compact, 151,219; intermediate, 176,351; standard, 79,362; luxury, 35,533, and import, 196,107.

Excluding imports, domestic registrations in October were divided this way: Subcompact, 19.69 percent; compact, 27.45 percent; intermediate, 32.01 percent; standard, 14.40 percent, and luxury 6.45 percent.

The top 20 domestic nameplates in new-car registrations in October were:

1—Chevrolet Chevette	33,614
2—Chevrolet Citation	29,596
3—Olds Cutlass Supreme	24,226
4—Chevrolet Malibu	23,902
5—Buick Regal	20,869
6—Standard Chevrolet	19,462
7—Oldsmobile Cutlass	19,429
8—Standard Oldsmobile	19,372
9—Ford Fairmont	18,892
10—Buick Skylark	17,026
11—Ford Mustang	16,795
12—Chevrolet Monte Carlo	15,887
13—Chevrolet Monza	14,649
14—Buick Century	13,672
15—Standard Buick	13,550
16—Pontiac Sunbird	12,979
17—Pontiac Grand Prix	12,499
18—Ford Pinto	11,575
19—Plymouth Horizon	10,840
20—Cadillac	10,634

EPA planning to simplify certification of compliance

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — The taxpayer is expected to be the beneficiary as the EPA ends its practice of issuing certificates covering vehicles meeting its exhaust and evaporative emission standards.

Until now, the certification process for each of hundreds of engine families each model year ended with the issuance of a colored-paper certificate. Paper color varied with the type of vehicle—motorcycle, car, heavy-duty truck, for example—and model year.

From now on, the EPA said, a computer printout will do the job.

"We've been spending resources on making sure the certificate has everything the computer has. Now, we're just going to let the computer generate the certificates," said Robert Maxwell, director of the EPA's Certification Division.

"We asked the manufacturers if it made any difference to them. They told us: 'We'll take it on toilet paper as long as it's signed.' "

Maxwell indicated the switch to computer printout will save at least the equivalent of one job. The work now occupies a fraction of time of many government workers totaling, in government lingo "one or more person year."

Dunlop names Hansen

BUFFALO.—Richard Hansen has been named national truck tire sales manager for Dunlop Tire Co.

He urges controls on government spending

GM's Smith sees year of recovery

DALLAS. — The year 1981 is likely to be recorded as a year of recovery for the nation's economy, General Motors Chairman Roger B. Smith said in an address concluding the Dallas/Fort Worth Economic Outlook Conference.

"As far as 1981 is concerned," he said, "we don't think it's going to go down in history as a great or even outstanding year. But it won't be a bad year, either. Far from it. It promises to be a year of improvement from the disappointing performance of 1980, and, most importantly, it promises to be a year of learning from past mistakes.

"If during 1981, we adopt programs that support private initiative by curtailing the upward spiral in government spending and regulation, we will succeed in setting the foundation of a revitalized economy," Smith said.

Smith expressed his belief that the adoption of more-enlightened economic policies will result in an extremely bright long-term outlook for the economy.

"By controlling government spending and by adopting sound regulatory and energy policies, we will lay the foundation for our country to assume once again its preeminent position in the global economy," he said.

- The GM chairman said it is inflation—both current inflation and the expectation of future inflation — that is the principal factor underlying the unprecedented surges in interest rates.

The Federal Reserve's task of controlling the money supply, he said, has been seriously complicated by the federal government's continuing insistence on running up huge budget deficits.

"The highest priority must be given to keeping the budget in balance over the business cycle —with surpluses in years of expansion and deficits in years of recession," he said.

Smith went on to emphasize that this does not rule out the advisability of reducing taxes this year.

"Various tax-reduction plans have been proposed," he said. "Properly handled, we believe the best of them can be implemented without adding significantly to the budget deficit or putting inordinate pressure on interest rates. The trick is to cut taxes in unison with cuts in government spending."

Smith reiterated GM's position that a tax cut is needed, especially one that provides substantial capital spending incentives retroactive to Jan. 1 of this year.

"Our corporation is committed to a $40-billion investment program through 1984—an awesome sum," he said. "The tax policies adopted this year will be an important factor in our ability to meet this challenge on schedule. And, in turn, our ability to meet our investment schedules will decide GM's ability to compete effectively here and abroad."

Continuing his look at the prospects for 1981, Smith said: "Given the expectation of a more stable Federal Reserve policy; given comparatively modest economic growth; and given a slight improvement in inflationary expectations, interest rates are likely to descend further this year.

"With the underlying inflation rate likely to remain close to 10 percent, interest rates will be high in a purely historical context, yes — but they'll ease significantly to allow business activity to expand moderately."

He also discussed the effect that interest rates have on new-car sales. The greatest strain, he said, is being felt by new-car dealers rather than the retail customer.

"In fact," he noted, "the average monthly payment customers make rose about $20 between December of 1979, and December of 1980. Thus, even with higher finance costs and higher vehicle prices, these average monthly payments represent about the same proportion of family income as they did a year ago—and if you go back three years, you'll find that today's car payment takes less of a bite out of family income than it did then."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

OCTOBER, '80 VS. OCTOBER '79

	1980		1979	
	OCT.	YR.	OCT.	YR.
AMX Spirit/AMX	4,187	43,999	5,850	43,864
Concord	4,678	42,553	6,020	57,092
Concord Station Wagon	1,719	12,585	1,904	14,073
Eagle 4 WD	1,280	10,386	898	1,141
Eagle Station Wagon	1,146	13,356	1,575	1,895
Eagle SX4 4 WD	715	923		
Pacer	25	669	180	2,393
Pacer Station Wagon	62	1,523	478	5,141
Matador			2	348
Matador Station Wagon				136
Total American Motors Corp.	13,812	125,994	16,907	126,083
Chrysler LeBaron	5,130	45,493	8,159	74,845
LeBaron Station Wagon	707	6,941	1,755	12,900
Cordoba	3,896	36,653	7,422	48,645
Newport	1,055	10,853	3,921	47,580
New Yorker	962	14,007	3,785	28,306
Imperial	367	369		
Total	12,117	114,316	25,042	212,276
Plymouth Horizon	10,840	109,926	9,909	125,541
Voyager			909	8,707
Reliant	2,085	2,307		
Reliant Station Wagon	649	671		
Volare	4,093	54,035	10,783	112,308
Volare Station Wagon	999	12,803	3,419	36,013
Fury			6	3,047
Fury Station Wagon				138
Gran Fury	358	10,881	58	70
Total	19,024	190,623	25,084	285,824
Dodge Omni	8,186	88,436	7,941	106,525
Aries	1,488	1,591		
Aries Station Wagon	448	465		
Aspen	3,555	41,659	7,801	76,633
Aspen Station Wagon	816	9,651	3,065	28,123
Sportsmen			2,373	26,190
Monaco			4	2,898
Monaco Station Wagon				108
Diplomat	2,530	22,120	3,601	34,737
Diplomat Station Wagon	335	3,677	714	5,932
Magnum XE/Mirada	2,377	22,337	2,224	19,699
St. Regis	1,164	14,030	2,495	24,095
Total	20,699	203,966	30,218	324,940
Total Chrysler Corp.	52,040	508,905	80,344	823,040
Escort	5,161	5,479		
Escort Station Wagon	2,983	3,150		
Pinto	8,725	103,093	10,243	114,365
Pinto Station Wagon	2,850	28,900	3,497	44,865
Fairmont	14,209	171,818	22,217	204,404
Fairmont Station Wagon	4,683	61,409	6,505	69,422
Granada	8,575	68,167	11,723	120,664
Club Wagon			2,918	33,188
LTD II	65	3,111	1,357	25,976
LTD	5,585	77,021	14,286	171,622
LTD Crown Victoria	3,142	22,113	1	1
Ford Station Wagon	1,404	21,018	3,333	40,852
Mustang	16,795	193,663	25,619	251,926
Thunderbird	8,662	113,542	23,271	171,182
Total	82,839	872,484	124,970	1,248,467
Lincoln Continental	2,619	25,644	4,524	51,319
Continental Mark	3,089	30,199	5,197	42,348
Versailles	200	4,352	1,223	11,662
Total	5,906	60,195	10,944	105,329
Mercury Lynx	1,397	1,497		
Lynx Station Wagon	540	567		
Bobcat	1,779	21,073	2,539	30,271
Bobcat Station Wagon	338	4,386	569	7,456
Zephyr	6,165	53,124	6,652	65,562
Zephyr Station Wagon	1,463	15,779	1,389	15,553
Monarch/'81 Cougar	2,801	23,764	4,289	46,798
Marquis	1,124	11,897	3,271	24,369
Marquis Brougham	1,175	10,208	2,443	20,253
Grand Marquis	1,588	15,272	2,387	24,824
Marquis Station Wagon	509	5,997	1,015	11,499
XR7	3,767	48,080	12,091	104,676
Capri	5,017	53,722	6,668	76,288
Total	27,663	265,366	43,313	427,549
Lincoln-Mercury Division	33,571	325,561	54,257	532,878
Total Ford Motor Co.	116,410	1,198,048	179,227	1,781,345
Buick Skyhawk	162	5,687	1,505	16,000
Skylark	17,026	142,774	11,624	81,972
Century	12,319	102,288	3,956	20,618
Regal	20,869	160,280	19,492	211,807
Century Station Wagon	1,353	14,042	1,944	22,269
LeSabre	3,179	25,415	1,623	24,186
LeSabre Limited	4,061	41,530	7,022	73,785
Electra 225	5,813	48,481	7,506	70,471
Buick Station Wagon	497	7,865	873	13,144
Riviera	3,925	33,751	3,581	41,548
Total	69,204	582,113	59,126	575,800
Cadillac deVille	8,250	81,520	15,625	138,853
Fleetwood & Chassis	2,384	22,853	3,051	28,466
Eldorado	5,149	40,745	4,938	51,173
Seville	3,191	28,641	4,006	34,361
Total	18,974	173,759	27,620	252,853
Chevrolet Chevette	33,614	315,169	28,841	310,372
Camaro	9,135	101,343	15,368	178,522
Monza	14,646	125,550	9,284	108,028
Monza Station Wagon	3	357	497	13,334
Citation	29,596	313,435	29,987	233,859
Sportvan			2,172	26,515
Malibu	18,861	164,393	21,128	207,243
Malibu Station Wagon	5,041	52,312	7,601	80,094
Monte Carlo	15,887	133,383	23,263	228,458
Impala	6,384	72,491	10,747	135,664
Caprice	9,728	99,110	16,806	158,265
Chevrolet Station Wagon	3,350	47,032	6,792	76,477
Corvette	3,241	30,405	3,830	33,524
Total	149,486	1,454,980	176,316	1,790,355
Oldsmobile Starfire	118	5,457	1,252	15,985
Omega	8,156	71,807	4,687	36,910
Cutlass Salon	17,096	141,890	6,592	41,057
Cutlass Supreme/Calais	24,226	215,677	35,447	353,161
Cutlass Station Wagon	2,333	25,957	3,872	39,628
Delta 88	1,576	16,643	2,198	27,852
Delta 88 Royale	9,759	92,083	12,190	140,123
98	7,231	54,771	8,073	75,194
Oldsmobile Station Wagon	806	13,843	1,249	23,444
Toronado	3,118	29,730	3,307	38,256
Total	74,419	667,858	78,867	791,610
Pontiac Sunbird	12,976	108,124	5,985	73,294
Sunbird Station Wagon	3	64	71	2,491
Phoenix	9,147	82,007	7,107	60,717
LeMans	5,309	44,384	6,062	66,014
LeMans Station Wagon	1,713	20,392	3,392	32,343
Catalina	1,128	11,342	1,844	21,557
Bonneville	4,080	40,006	6,895	72,470
Bonneville Brougham	2,633	26,710	3,469	32,276
Pontiac Station Wagon	716	9,591	1,703	19,520
Grand Prix	12,499	94,842	14,540	152,132
Firebird	6,069	73,568	10,973	130,996
Total	56,273	511,030	62,041	663,810
Total General Motors	368,356	3,389,740	403,970	4,074,428
(Checker)	330	2,892	321	3,650
Miscellaneous Domestic Total	355	3,147	353	3,968
Domestic Station Wagon Total	37,466	394,333	65,584	711,450
Domestic Grand Total	550,973	5,225,831	680,801	6,808,864
Import Total	196,107	2,094,566	200,543	1,982,851
Grand Total All Registrations	747,080	7,320,397	890,344	8,791,715

Registrations not available for Oklahoma, delayed for Kentucky.

UAW loses again in vote at GM Alabama plant

DECATUR, Ala. — A third UAW bid to organize the General Motors Saginaw Steering Gear plant here was defeated last week by a vote of 721 to 659.

The union has tried to organize the 1,400 workers at the plant over the last two years but has met with strong opposition from the local community and a group of anti-union workers called the Saginaw Steering Gear Employees for Free Enterprise.

The UAW lost elections in June and November, which were set aside by the National Labor Relations Board after the union filed objections charging both GM and employe interference in the election.

The union will have five working days to challenge the results but if it goes unchallenged, the UAW will have to wait at least a year before another election can be held.

And ditto for February estimate

January output lowest since 1975

By Patricia Hoffman
Staff Writer

There appears to be a long road to recovery for U. S. auto makers with the production figures for the first two months of 1981 looking anything but favorable.

Estimated production for January is the lowest since the recession year of 1975, and the February forecast is also the lowest since 1975.

The auto makers built an estimated 458,888 units in January, down 13.76 percent from the 531,584 cars completed in the comparable month last year. In 1975, the makers assembled 441,010 units in January.

The forecast for February is 477,820 units, down 23.46 percent from the 624,346 cars completed in February, 1980. In 1975, the makers built 369,486 units in February.

Production last week was planned at 119,713 cars, down 16.31 percent from the 143,044 units completed in the comparable week last year, but up 7.33 percent from the 111,530 units built the previous week.

Breakdown by companies for January is: General Motors, 64.16 percent; Ford Motor, 21.18 percent; Chrysler Corp., 9.08 percent; American Motors, 2.85 percent; Volkswagen of America, 2.71 percent, and Checker Motors, 0.02 percent.

Due to a steady increase in sales of the Chrysler K-cars, the Chrysler Jefferson and Newark points, which tentatively scheduled downtime for two weeks beginning Jan. 26, have reduced downtime to just one week beginning today (Feb. 2).

And due to an increase in sales of Omni and Horizon, Chrysler has canceled previously scheduled downtime at its Belvidere plant, which was to go down today.

GM's Baltimore and Pontiac points, both down the week of Jan. 26, will continue downtime this week.

Also at GM, the Leeds and Oklahoma City points will reopen today after closing for one week. Lakewood and Wilmington, both down since Jan. 19, will resume operations today.

Downtime is scheduled this week at Ford's Lorain point, with operations resuming Feb. 23. Also at Ford, the Chicago and Dearborn points closed today for two weeks, and San Jose, which was down the week of Jan. 26, has scheduled downtime for its second straight week.

Checker Motors closed today for one week, and has tentatively scheduled downtime for the week of Feb. 16.

Truck production down for month; Feb. dip seen, too

U. S. truck production for January is estimated as the lowest since 1965, and the projected output for February is the lowest since 1975.

The truck makers assembled an estimated 145,731 units in January, down 16.25 percent from the 165,590 trucks completed the same month last year, and the lowest since the 144,759 trucks assembled in January of 1965.

The February forecast shows only a slight improvement with projected output of 164,020 trucks, down 6.64 percent from the 175,701 units completed in February of 1980.

Planned production last week was 36,846 trucks, a 13.38 percent drop from the 42,538 units completed in the comparable week last year and also down 7.05 percent from the 39,644 completed the week ended Jan. 24, 1981.

Breakdown by companies for January is: General Motors, 80,819 trucks, up 3.30 percent from the 77,654 units completed in January, 1980; Ford Motor Co., 39,781 units, down 28.96 percent from 56,000; Chrysler Corp., with plants having resumed operations late in January, built 5,112 units, down 61.86 percent from the 13,406 in 1980; American Motors Jeep, 6,960, down 28.63 percent from the 9,752 in 1980; AM Corp., 340, down 63.63 percent from 935, and miscellaneous, 3,450, down 44.23 percent from 6,187 trucks in 1980.

International Harvester produced 6,877 units in January. There is no comparison figure for January last year due to a strike which closed International until April, 1980.

Downtime last week was scheduled at Ford's Kentucky plant.

Downtime is scheduled this week at Ford's Norfolk and Twin Cities plants, resuming operations Feb. 16. Also at Ford, Louisville will be down for one week.

January output of cars in Canada lowest since 1962

Canadian auto production for January is estimated as the lowest in 19 years, and planned production last week fell more than 80 percent with four plants down and only three plants working.

January output for 1981 is estimated at 45,822 cars, down 30.34 percent from the 65,781 units completed in the comparable month last year, and the lowest output since the 34,877 built in 1962.

Planned output last week was 2,825 units, down 82.98 percent from the 16,601 cars completed in the comparable week last year and down 80.66 percent from the 14,613 units built the previous week.

Canadian truck production for January was slightly higher than the comparable month last year, and planned production last week was also above that of the year-ago period.

January output for the truck makers is estimated at 45,574 units, a 2.40 percent increase from the 44,502 trucks completed in January, 1980.

Planned production last week was 11,876, up 5.51 percent from the 11,255 trucks built the week ended Feb. 2, 1980, but down 5.68 percent from the 12,592 units completed in the previous week of this year.

Downtime was scheduled last week at four car plants: Ford St. Thomas, General Motors Oshawa and St. Therese and Chrysler Windsor. All are scheduled to reopen today (Feb. 2).

breaking news

Continued from Page 1

No small cars wanted for ex-hostages

NEW YORK.—Nothing but gas guzzlers was good enough for the Manhattan ticker-tape parade which honored the former hostages last week. Five Toyota Sunchasers—convertibles prepared by Griffith Co.—were being driven to New York City from five dealerships in surrounding states when the company got word to pull them back. "Too small," the mayor's Special Events Committee said.

Ford lists sales incentives

DETROIT.—Ford Division's new incentive program offers salesmen $50-$75 for each Bronco, Courier or F-100-300 truck they sell from Jan. 26 to March 20. Sales managers can earn a flat $500, $1,000 or $1,500, depending on their category on an all-truck objective Jan. 21-March 31.

Dealers receive $200-$400 per '80 Fiesta Jan. 26-March 31 and can boost awards to $300 and $500 by hitting an Escort objective. Also, they can earn payments of $150 or $350 on '80-'81 Couriers Jan. 29-March 31. Ford is also doing a massive direct mailing on discounted Explorer packages for dealers, offering option discounts of up to $600.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
CHEVROLET	14,192	12,824	13,640	61,504	62,950	61,504
DODGE/PLYMOUTH	1,650	4,420	1,734	5,112	14,216	5,112
FORD	11,328	16,877	13,657	39,781	59,454	39,781
GMC	5,471	3,347	4,893	19,315	15,786	19,315
INTERNATIONAL	1,730	....	1,717	6,877	....	6,877
MACK	....	620	....	....	2,593	....
WHITE	....	200	....	....	855	....
JEEP	1,740*	2,500*	1,740*	6,960*	11,500*	6,960*
AMC CORP.	85*	450*	85*	340*	2,072*	340*
VOLKSWAGEN	650	500	978	2,392	860	2,392
MISCELLANEOUS	....	800	1,200	3,450	3,740	3,450
Total Trucks, U. S.	36,846	42,538	39,644	145,731	174,026	145,731

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
CHRYSLER CORP.	1,600	1,600	1,507	3,107	1,600	3,107
FORD MOTOR	3,600	3,520	4,148	16,349	15,713	16,349
GENERAL MOTORS	6,406	5,890	6,666	25,010	25,283	25,010
AMERICAN MOTORS	....	....	....	....	2,756	....
INTERNATIONAL	270	120	271	1,108	662	1,108
MACK	....	60	....	....	274	....
WHITE	....	65	....	....	267	....
Total Trucks, Canada	11,876	11,255	12,592	45,574	46,555	45,574
N. American Trucks	48,722	53,793	52,236	191,305	220,581	191,305

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
AMERICAN MOTORS	3,275*	3,800*	3,275*	13,100*	15,200*	13,100*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	17,300	15,610	15,015	41,645	50,547	41,645
Plymouth Total	7,750	6,390	7,080	19,612	22,045	19,612
Horizon	2,400	3,150	2,360	6,841	14,700	6,841
Volare	....	2,700	....	....	5,588	....
Gran Fury	350	400	....	350	1,410	350
Caravelle	100	140	141	241	347	241
Reliant	4,900	....	4,579	12,180	....	12,180
Chrysler Total	2,100	3,100	1,142	3,242	7,361	3,242
Chrysler	900	750	....	900	2,822	900
LeBaron	1,200	2,350	1,142	2,342	4,539	2,342
Dodge Total	7,450	6,120	6,793	18,791	21,141	18,791
Omni	2,400	2,900	2,352	6,647	13,382	6,647
St. Regis	300	400	....	300	1,566	300
Diplomat	850	820	869	1,719	1,768	1,719
Aspen	....	2,000	....	....	4,425	....
Aries	3,900	....	3,572	10,125	....	10,125
FORD MOTOR	35,104	23,411	23,017	97,194	86,380	97,194
Ford Division	23,807	15,769	15,661	66,929	62,525	66,929
Pinto	....	....	....	....	2,262	....
Must./Must. II	4,049	4,039	1,192	5,241	15,445	5,241
Fairmont	3,322	5,868	2,871	13,826	15,438	13,826
Granada	3,614	3,539	1,481	5,095	9,054	5,095
Thunderbird	2,741	2,323	....	2,741	12,572	2,741
Ford	1,686	....	1,692	6,765	7,754	6,765
Escort	8,395	....	8,425	33,261	....	33,261
L-M Division	11,297	7,642	7,356	30,265	23,855	30,265
Mercury Total	9,966	7,442	6,002	26,226	18,881	26,226
Bobcat	....	....	....	....	174	....
Capri	1,390	1,453	478	1,868	2,996	1,868
Zephyr	972	2,671	969	4,292	5,873	4,292
Cougar/Monarch	1,650	1,061	491	2,141	2,853	2,141
XR-7	1,863	2,257	....	1,863	5,434	1,863
Mercury	1,416	....	1,428	5,696	1,551	5,696
Lynx	2,675	....	2,636	10,366	....	10,366
Lincoln Total	1,331	200	1,354	4,039	4,974	4,039
Lincoln	588	....	609	1,813	2,527	1,813
Versailles	....	200	....	....	573	....
Mark VI	743	....	745	2,226	1,874	2,226
GENERAL MOTORS	59,484	96,623	66,163	294,431	399,354	294,431
Buick Division	16,845	17,232	17,806	69,470	74,800	69,470
Skylark	5,445	4,268	4,653	19,727	22,590	19,727
Century	3,511	3,306	3,417	12,995	12,946	12,995
Regal	3,474	4,180	5,267	18,812	16,282	18,812
Buick	3,275	3,990	3,317	13,386	16,804	13,386
Riviera	1,140	1,488	1,152	4,550	6,178	4,550
Cadillac Division	6,420	7,571	6,095	25,662	28,340	25,662
Seville	720	1,367	612	2,910	5,646	2,910
Cadillac	4,240	4,618	4,233	16,875	16,598	16,875
Eldorado	1,460	1,586	1,250	5,877	6,096	5,877
Chevrolet Division	14,720	40,390	17,843	99,715	170,092	99,715
Chevette	....	9,025	....	15,620	41,375	15,620
Monza ('80)	....	3,085	....	....	13,884	....
Camaro	2,630	3,260	....	7,495	12,376	7,495
Citation	2,015	8,565	5,993	24,397	43,127	24,397
Malibu	3,510	5,795	4,413	19,425	20,206	19,425
Monte Carlo	965	3,650	3,234	11,757	12,506	11,757
Chevrolet	4,800	6,120	3,580	18,016	21,980	18,016
Corvette	800	890	623	3,005	4,638	3,005
Oldsmobile Division	18,659	16,245	17,824	73,263	71,075	73,263
Omega	3,034	2,286	2,372	10,991	10,453	10,991
Cutlass	9,375	6,670	9,193	38,253	31,772	38,253
Oldsmobile	5,340	6,050	5,362	20,382	23,884	20,382
Toronado	910	1,239	897	3,637	4,966	3,637
Pontiac Division	2,840	15,185	6,595	26,321	55,047	26,321
Acadian†	....	370	....	694	1,324	694
Sunbird ('80)	....	2,075	....	....	13,179	....
Phoenix	1,005	3,313	2,378	8,147	12,791	8,147
Firebird	1,450	2,483	....	4,466	9,184	4,466
LeMans	....	1,635	1,437	4,364	4,641	4,364
Grand Prix	....	2,589	2,388	6,980	6,433	6,980
Pontiac	385	2,720	392	1,670	7,495	1,670
VOLKSWAGEN	4,550	3,500	3,987	12,430	6,031	12,430
CHECKER	....	100*	73	88	275	88
Total Cars, U. S.	119,713	143,044	111,530	458,888	557,787	458,888

CANADIAN CAR PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
AMERICAN MOTORS	600	....	599	2,371	....	2,371
CHRYSLER CORP.	....	3,200	....	....	10,705	....
FORD MOTOR	800	5,192	865	3,543	10,240	3,543
GENERAL MOTORS	1,200	7,984	12,924	39,008	47,352	39,008
VOLVO	225	225	225	900	1,035	900
Total Cars, Canada	2,825	16,601	14,613	45,822	69,332	45,822
N. American Cars	122,538	159,645	126,143	504,710	627,119	504,710
N. American Trucks	48,722	53,793	52,236	191,305	220,581	191,305
North American Cars and Trucks	171,260	213,438	178,379	696,015	847,700	696,015

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Automotive News.

Detroit, February 9, 1981

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NADA convention opens; survival is the watchword

By Robert M. Lienert
Editor

LOS ANGELES. — NADA members, gathered here for the association's 64th convention and exposition, are taking another crack at discussing and attempting to solve myriad problems that have bedeviled the industry in recent years.

The dominant thrust of this convention is simple: Survival. But the issues refuse to go away.

The import dilemma, which exploded so dramatically at last year's convention, continues to seethe like an angry undercurrent.

In most dealer conversations, however, the No. 1 topic concerns the high interest rate and the business hurdles that spring from it.

All the other prickly problems also remain unresolved. The energy crunch continues unabated and gasoline prices climb ever upward. Inflation grinds onward unchecked despite those high interest rates, which would have shamed a loan shark only a few years ago.

All of these contribute to the retail industry's basic difficulty: Anemic sales.

As one dealer said: "This isn't Las Vegas but we're all playing in the high-low game. High costs and low sales, and the winners are few and far between."

Los Angeles, as he so correctly pointed out, is not Las Vegas. But Southern California and its charms do seem a long way away from high heating bills, empty showrooms and anxious hometown bankers. This is the first year that NADA has convened in Los Angeles, a city obviously sprawled out on the premise that the private automobile will always be with us.

- Early registrations indicate that attendance—not surprisingly—may trail last year's turnout in New Orleans. Mid-week preregistrations last week numbered 2,100 dealers, compared with 2,800 a year earlier.

An NADA spokesman pointed out that there are some 850 dealers in Los Angeles and its environs and that many of these are expected to show up as over-the-counter registrants.

Las year's final count was 12,000 to 13,000 over-all.

"We expect to reach 10,000 this year—and we may go over it," the NADA spokesman said.

George S. Irvin, who will turn over the president's duties to Wendell H. Miller on Tuesday afternoon, is expected to summarize the year's achievements by NADA and its members.

"We have accomplished some steps forward in some areas although this has been a tough year," Irvin told AUTOMOTIVE NEWS as the convention prepared to open. Irvin is a Chevrolet-Subara-BMW and Mercedes-Benz dealer in Denver.

Irvin held out as one of the

Continued on Page 180, Col. 1

Coming from GM

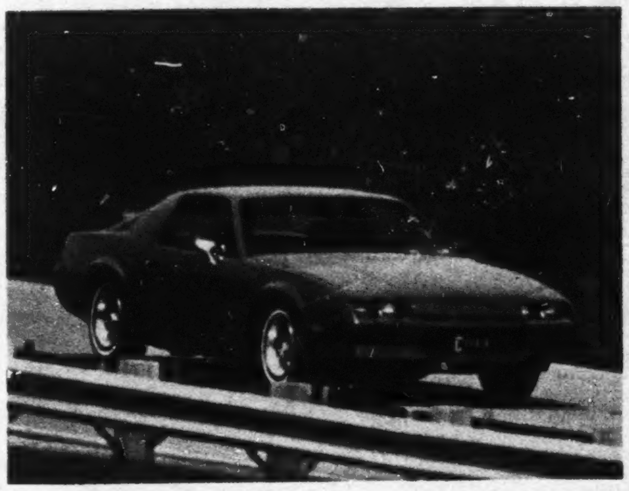
Spring intro for GM J-cars

The first of GM's new front-drive J-car subcompacts—Chevy Cavalier, above, Pontiac J-2000 and Cadillac Cimarron—bow in early May. Sized below the compact X-cars, the J-bodies will be powered by a new 1.8-liter four, with body styles ranging from a coupe and hatchback to a sedan and wagon. Oldsmobile and Buick versions debut as '82½ models.

Pontiac P-car for 82½

Pontiac is wrapping up development work on the sporty mid-engine P-car (pictured here in prototype form), a fiberglass two-seater powered by the 2.5-liter four from the X-cars. Introduction has been moved up six months to mid-1982, according to sources. A new name, possibly Sunfire, will be used on the actual production car.

Due in '82



Camaro revamped for '82

Chevy Camaro, above, and Pontiac Firebird get all-new designs this fall—the first major overhaul for the sporty F-cars since 1970. A rear-wheel drivetrain is carried over, but sheet metal and mechanicals are brand new. Base engine is a 2.5-liter four, with optional V-6 and V-8 engines available.

FWD Cutlass replacement for '82

Sneak photo of the '82 front-drive replacement for the Oldsmobile Cutlass gives an idea of the wedge-shaped styling theme on GM's new mid-size A-cars which bow in November. Coupes and sedans are downsized and share mechanicals with the X-cars, including the base 2.5-liter four. A new Oldsmobile 3.2-liter V-6 diesel will be optional. Some new names, including Chevy Celebrity and Pontiac A-6000, will replace existing badges on the cars.

He is National Representative for Time winners

Shepherd heads Quality Dealers

LOS ANGELES. — Ray Shepherd, president of Ray Shepherd Motors, Inc., Fort Scott, Kans., has been selected as the 1981 National Representative of the Time Magazine Quality Dealer Award (TMQDA) program.

Shepherd handles Ford, Lincoln, Mercury, Chrysler, Plymouth and Dodge.

He will serve as official spokesman throughout the year for all 64 winners of 1981 TMQDA honors. A year ago, 70 dealers were TMQDA winners.

Shepherd's award was announced by Michael N. Carey, director of the TMQDA program for Time. Shepherd and the other winners received their awards at the opening business meeting of the NADA convention here.

The TMQDA program is sponsored by Time in cooperation with NADA. Each year, it honors outstanding new-car dealers for "exceptional performance in their dealerships combined with distinguished community service." This is the 12th year of Time's sponsorship of the program.

The winners were chosen by a panel of judges from the University of Michigan Graduate School of Business Administration.

This same panel of judges named Shepherd as the National Representative from among a group of 11 Regional Representatives selected on the basis of "qualities considered to be most typical of the 64 winners."

The 10 other Regional Representatives are:

C. William Briggs, president and chief executive officer of Anderson Cadillac, Inc., Minneapolis.

Bob Eagle, president of Eagle Lincoln-Mercury/Honda, Inc., Dallas.

Tom Helms, president of Strieter Motor Co. (Lincoln-Mercury), Davenport, Ia.

Howard Johnson, president of E. O. Johnson Motor Co. (Cadillac-Datsun-Oldsmobile), Aberdeen, S. D.

Robert S. (Bobby) Jones, president of Fletcher Motor Co. (Lincoln-Mercury-GMC), Columbus, Miss.

Robert B. Melland, president of Melland, Inc. (Pontiac-GMC-International Harvester), Jamestown, N. D.

Garland G. Powell, president of Brennecke Chevrolet Co., Inc., Jackson, Mo.

Jack L. Rivers, president of Rivers Ford, Inc., Monroe, La.

George Selover, president and general manager of Selover Buick, Inc., (Buick - Honda - Jeep, and Mercedes-Benz), Billings, Mont.

Earl Tindol, president of Earl Tindol Ford, Inc., Gastonia, N.C.,

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Few auto regulations affected

Little help seen in 60-day freeze

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—An auto industry looking for relief from the burden of federal regulation will be hard pressed to find any under the 60-day freeze in regulations ordered by President Reagan.

An Automotive News analysis of the freeze order indicates few auto regulations were caught by it and that those that were are of the type that could be exempted.

At EPA, new emission standards for light and heavy-duty trucks and particulate standards for diesel passenger cars do not take effect until future model years well beyond the 60-day freeze termination date of March 23.

Only three EPA actions might be caught by the freeze, but as mentioned earlier they will probably fall in the exempted category. They are: Waiver from the 1982 carbon monoxide standard for certain General Motors, Ford and Volkswagen vehicles, oxides of nitrogen waivers for certain 1982 Nissan diesel models, and state implementation plans for pollution control (some of which might call for auto inspection and maintenance programs).

According to the memorandum accompanied President Reagan's freeze order, Office of Management and Budget Director David Stockman has the power to grant emergency exemptions to the freeze.

• At presstime, a meeting was being convened at NHTSA to find out exactly what effect the 60-day freeze has on auto regulations coming out of NHTSA. The tentative reading is virtually none.

Responses to petitions from companies that provided relief from nonconsequential compliance would be affected except they are exempt because they give relief rather than add regulation. Generic changes—for example, and changes in tire tables—might also be wiped out but could be reinstated by the agency.

A denial for rulemaking—the IIHS petition for governors on trucks and buses—would be classified as deregulation while a granting of petition—the Nader petition to raise crashworthiness levels in the future—might be affected, but it is essentially meaningless anyway. Even while it appears that petitions for consideration or noncompliance are affected, it is not clear that petitions for rulemaking are.

In any case, most of the so-called "midnight" regulations signed by Joan Claybrook, former NHTSA head, were advanced notices or notices of proposed rules and they are unaffected and can always be merely abandoned by the incoming Administration.

But the important point is that major NHTSA standards (both for safety and for fuel economy) are geared to the model year—Sept. 1—and are consequently not caught in the net.

In any case, it will probably take several months—except possibly in the passive restraint area and bumpers, where the industry wants action and Stockman is sympathetic—to get a handle on where incoming NHTSA head Raymond Peck, who is reputed to be bright and knowledgeable about government, is headed.

• At OSHA, officials are doing their best to fulfill their duties, despite the freeze and the confusion it has caused them.

"OSHA is in a unique position," an OSHA spokesman said. "Currently there is no secretary or head of OSHA (Eule Bingham, the former administrator, went out with the rest of the Carter Administration appointees). Right now we're carrying on normal business, but what will happen to frozen standards, or standards scheduled to come in after the freeze, will be up to the new administrator, whenever he or she is appointed."

Currently, the only new stand-

Continued on Page 180, Col. 2

Peck succeeds Claybrook as head of NHTSA

WASHINGTON.—Raymond A. Peck, Jr. is President Reagan's choice as head of NHTSA.

Although no hearing has yet been scheduled by the Senate Commerce Committee, there is no doubt he will become the successor to Joan Claybrook.

The 41-year-old lawyer has been, since 1978, vice president and director of regulatory affairs for the National Coal Assn. Before that he was a partner in the Washington firm of Cotten, Day and Doyle, litigating energy and environmental matters before the federal bar.

Diane Steed is expected to be named by DOT Secretary Lewis as assistant administrator for NHTSA.

Steed, an administrative specialist out of the Office of Management and Budget, will act as the administrator of NHTSA pending confirmation of Peck.

During the Ford Administration, Peck was deputy assistant secretary for energy and minerals at the Interior Department. In 1974-75, he was at the Treasury Department as director of the Office of Energy Regulatory and Legislative Policy and in 1971-74 he was environmental counsel at the Commerce Department.

After graduation from the College of the Holy Cross, he became a Root-Tilden Scholar at New York University School of Law. From 1964 to 1971 he practiced law with two New York firms—Casey, Lane, and Mittendorf and Norton, Sachs, Molineaux and Pastore.

Peck is married and has one daughter.

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Cabriolet for a K

Roman's Chariot Shop, Cleveland, now offers a K-car cabriolet package which includes a vinyl landau roof, a wide brushed stainless band and special "K" and cabriolet emblems. Cost to the dealer is $295. It is also marketed through body and trim shops.

Chrysler workers OK further concessions

By Marjorie Sorge
Labor Editor

DETROIT. — Chrysler Corp. workers have agreed to further concessions which will enable the company to get $400 million more in federal loan guarantees.

Last week, UAW Vice President Marc Stepp, director of the union's Chrysler Department, said the workers ratified the tentative agreement revising the current contracts in effect between the UAW and Chrysler.

The total vote was 26,942 for ratification and 18,859 against, or 58.82 percent agreement. Acceptance of this contract was much slimmer than for the previous two a year ago.

Only 38 percent of the Chrysler workers voted, and Stepp blamed the poor turnout partially on layoffs and the inability to get workers together to vote.

"We think we have negotiated a viable contract with Chrysler Corp.," he said. "It is not the best agreement we have ever negotiated. It was based on the survival of jobs in this corporation."

Stepp said "we did what we did at Chrysler because Chrysler was on the brink of bankruptcy." He warned other corporations not to try to make the situation work for them to get concessions from the union.

"If any corporations think they can take advantage of the situation and of the UAW workers to get concessions they have a shock coming," he said.

Both Ford Motor Co. and General Motors officials have indicated they will demand concessions from the union because they feel Chrysler now has an unfair labor cost advantage.

Now that the UAW portion of the Chrysler survival pact is in place, Stepp said he is confident the banks and the suppliers will move quickly to get their acts together.

Chrysler has another $300 million in federal loan guarantees which it has not drawn down. The UAW had pressed the company to ask for the entire $700 million remaining in the original $1.5 billion package but the Loan Guarantee Board only approved $400 million.

Stepp said it is his impression the board held back the $300

Continued on Page 6, Col. 1

Union protesters mar ground-breaking

Tennessee buzz-saw rips Datsun

By Jim Plegue
Staff Writer

Groundbreaking ceremonies for Nissan's $300 million truck plant in Smyrna, Tenn., last week were marred by hundreds of protesting building-trade union members who taunted officials during speeches, threw rocks at vehicles and vandalized Datsun trucks at the site.

The protesters, who comprised about half of the 1,200 people attending the event, were condemning Nissan for its selection of an out-of-state "open-shop" contractor to build the plant. The contractor is Daniel Construction Co., Greenville, S. C., which reportedly hires both union and non-union workers.

Boos and cries of "Go Home, Japs," greeted the three principal speakers—Masataka Okuma, executive vice president, Nissan Motor Co., Ltd.; Marvin T. Runyon, president, Nissan Motor Manufacturing Corp., U.S.A., and Lamar Alexander, state governor — as they opened the ceremony with short speeches.

Overhead, an airplane trailed a banner urging, "Boycott Datsun. Put Tennesseans back to work." Union members flaunted signs, saying, "Boycott Datsun." During the governor's speech, the protesters yelled, "Sit down, Rat!"

The schedule called for Okuma to drive a snowplow-equipped Datsun 4x4 to turn the first earth at the site. Instead, Runyon did the driving. A Datsun official said Okuma didn't seem to mind giving up the job.

"When they got outside, the union people just swarmed around the truck—not physically on it—but 10 to 12 deep all around it," said one witness. "They couldn't move the truck more than three or four inches in either direction. State troopers moved them back just a bit and the truck moved about six inches, and that was the groundbreaking."

The groundbreaking vehicle

Continued on Page 181, Col. 1

NISSAN
MOTOR
MANUFACTURING
CORPORATION
U.S.A.

Questions and protests

Answering questions following the Nissan groundbreaking were, from left, Masataka Okuma, executive vice president, Nissan Motor Co. Ltd.; Marvin T. Runyon, president, Nissan Motor Mfg. Corp., U.S.A., and Tennessee Gov. Lamar Alexander. The ceremony was marred by union construction workers protesting Nissan's selection of an "open-shop" contractor.

Chrysler works on compromise with Canada

WINDSOR. — Chrysler Corp. and Canadian officials last week continued to negotiate a compromise which would allow the auto maker to trim part of its $850 million spending commitment here yet keep $170 million in Canadian loan guarantees.

The Canadian arrangement is necessary to the total package required for Chrysler to draw down $400 million in U. S. federal loan guarantees.

Canadian Industry Minister Herb Gray last week indicated he wanted Chrysler to restore small-car output at the Windsor plant. Chrysler had planned to produce only vans in Windsor as part of a manufacturing and

Continued on Page 182, Col. 1

November marks first time for 1980

Month's registrations scrape past 1979 level

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in November topped the year-earlier total—not by much, but it was the first month of 1980 that the count exceeded the year-earlier tally—according to figures compiled by R. L. Polk & Co.

New-car registrations in November totaled 729,719, up 0.08 percent from 729,160 a year earlier. It was the first month in which the preceeding year's count for that month was exceeded since October, 1979.

Although the November total was up from a year earlier, it was not one of the industry's better Novembers. Record for the month is 946,917, posted in 1972.

Pushing the registration total above the year-ago November figure was the import total of 186,869, a record for November and an increase of 10.33 percent over 169,369 a year earlier, the previous record.

Domestic registrations were off 1.47 percent from a year earlier, totaling 542,850, compared with 559,791.

Table on Page 150.

Registrations of new cars in the U. S. for the first 11 months of 1980 totaled 8,050,116, down 15.45 percent from 9,520,682 in 1979.

• Compared with November a year earlier, General Motors and Chrysler Corp. both registered market share gains, albeit tiny.

GM accounted for 48.23 percent of November new-car registrations, up 0.62 of a percentage point, while Chrysler Corp.'s share was up 0.01 of a point to 7.26 percent.

Biggest gain was logged by the imports, which accounted for 25.61 percent of the November market, up 2.38 points from a year earlier.

Ford Motor Co. accounted for 17.11 percent of November registrations, down 2.73 points. American Motors was off 0.28 of a point to 1.75 percent. Miscellaneous lines took 0.04 percent, unchanged from a year earlier.

Excluding imports, domestic-only registrations in November were divided this way: GM, 64.84 percent; Ford Motor Co., 23.00 percent; Chrysler Corp., 9.75 percent; AMC, 2.35 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.01 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 9.44 percent; AMC, 2.65 percent, and miscellaneous, 0.05 percent.

• By size segments, subcompacts and compacts improved their market share over the preceding November among domestic cars. Subcompacts accounted for 14.06 percent of the total, up 3.84 percent, while compacts took 21.21 percent of the market, up 0.71 of a point.

Standards suffered the biggest decline, down 3.25 points to 10.92 percent. Also down were intermediates, of 1.61 points to 23.16 percent, and luxury cars, off 1.42 points to 5.04 percent.

Registrations by size class in September were: Subcompact, 102,630; compact, 154,740; intermediate, 169,014; standard, 79,689; luxury, 36,777, and import, 186,869.

Ford's Escort quickly moved into the top 20 nameplates in registrations, moving into the 11th slot. Standard Ford moved back into the top 20, while Chrysler Corp. found itself again without an entry as Plymouth Horizon was displaced, along with Ford Pinto.

The top 20 domestic nameplates in registration during November were:

1—Chevrolet Chevette	29,218
2—Chevrolet Citation	28,585
3—Chevrolet Malibu	23,889
4—Ford Fairmont	23,664
5—Olds Cutlass Supreme	22,332
6—Standard Oldsmobile	19,816
7—Standard Chevrolet	19,563
8—Buick Regal	18,894
9—Oldsmobile Cutlass	18,671
10—Buick Skylark	15,954
11—Ford Escort	15,801
12—Chevrolet Monte Carlo	15,415
13—Ford Mustang	15,388
14—Buick Century	13,758
15—Chevrolet Monza	13,293
16—Standard Buick	12,977
17—Pontiac Grand Prix	11,664
18—Pontiac Sunbird	11,465
19—Cadillac	10,708
20—Standard Ford	10,616

TOP CARS

U. S. new-car registrations for the first 11 months of 1980. Registrations not available for Oklahoma.

1980 Pos.		Make		1979 Pos.
1—	1,596,349	Chevrolet	1,941,552—	1
2—	961,699	Ford	1,349,521—	2
3—	739,369	Oldsmobile	857,713—	3
4—	647,989	Buick	627,117—	5
5—	564,520	Pontiac	716,485—	4
6—	518,865	Toyota	425,808—	7
7—	472,003	Datsun	403,961—	8
8—	320,924	Honda	308,406—	10
9—	294,952	Mercury	460,334—	6
10—	236,192	VW	266,692—	13
11—	224,811	Dodge	344,563—	9
12—	210,738	Plymouth	303,381—	11
13—	193,494	Cadillac	278,698—	12
14—	143,737	Mazda	131,673—	16
15—	138,776	AMC	140,915—	15
16—	126,276	Chrysler	227,936—	14
17—	115,105	Subaru	88,761—	18
18—	66,263	Lincoln	116,198—	17
19—	63,169	Fiesta	71,062—	19
20—	51,965	Arrow	....	
21—	49,999	Volvo	49,583—	22
22—	47,335	Colt	56,173—	20
	....	Fiat	54,382—	21
	262,141	Other Imports	295,526	
	3,445	Misc. Dom.	4,242	
		Total All Makes		
	8,050,116		9,520,682	

Automotive News anaylsis of new-car registrations based on R. L. Polk & Co. statistical report.

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GM will seek wage break from UAW, McDonald says

DETROIT. — General Motors will seek wage concessions from the UAW before the contract expires in September, 1982, according to F. James McDonald, GM president.

In an interview with the Associated Press, McDonald said, "We don't see how you can have a two-tier or a three-tier wage program in the automotive industry."

He did not say when GM would be talking to the union or what areas would be part of any concession discussions.

McDonald's statement came after the UAW negotiated further concessions with Chrysler Corp., amounting to $622 million. Those concessions will help clear the way for approval of an additional $400 million in federal loan guarantees for Chrysler.

According to some analysts, the cuts in wages and benefits at Chrysler would give the company a $200 a car labor-cost advantage over GM and Ford Motor Co.

Ford has already said it would be very interested in talking with the union about concessions in its contract but has not put the discussions in any time frame.

"Those concessions could lead to a form of union busting," said one UAW official. "People are going to say 'why should I join a union when they can't keep my wages and benefits intact'?"

A UAW spokesman said GM has not contacted the union and "we aren't volunteering for anything. GM's not exactly in the bread line and can't be compared with Chrysler."

He said if GM does seek concessions from the union, the corporation should be prepared to talk about "all the things we got at Chrysler" including profit sharing, open books and a UAW member on the board of directors.

AC-Delco adds 27 new models to fuel pump line

DETROIT. — AC-Delco Division has expanded its AC fuel pump line with the addition of 27 fuel pumps covering late model import and domestic vehicle applications.

Among these are 1980 applications for the Volkswagen Rabbit and Ford Bronco, Fairmont and Mercury models, as well as 1981 applications for GMC trucks, Chevrolet Blazer and all 4.1-liter-engine 1981 GM E-body cars.

The new coverage for foreign-built vehicles also includes applications for Plymouth Arrow and Sapporo models, Dodge Colt, Honda Civic, Toyota Corolla and Land Cruiser models and Datsun.

Other new units cover the Ford Granada and Allis Chalmers 3500 series diesel engine vehicles.

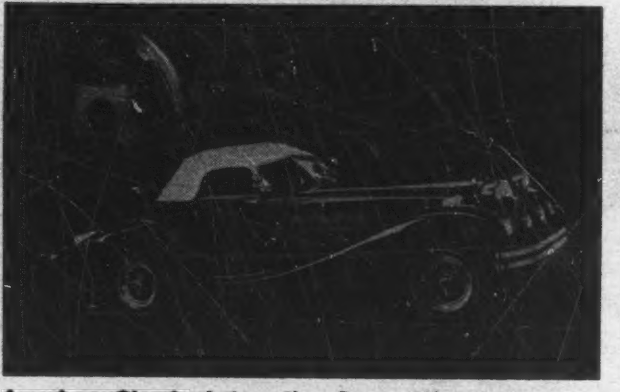
These newest additions, coupled with earlier introductions, including the EP42 universal electric AC fuel pump, have broadened AC-Delco's coverage of replacement units for American passenger cars, import cars, trucks, tractors, commercial and industrial engines and marine engines.

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1980	Percent Share of Market	Regis., Nov., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 11 mos., 1980	Percent Share of Market	Regis., 11 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	141,369	19.37	151,197	20.74	— 1.37	1,596,349	19.83	1,941,552	20.39	— 0.56
Ford	89,215	12.23	101,054	13.86	— 1.63	961,699	11.95	1,349,521	14.17	— 2.22
Oldsmobile	71,511	9.80	66,103	9.07	+ 0.73	739,369	9.18	857,713	9.01	+ 0.17
Buick	65,876	9.03	51,317	7.04	+ 1.99	647,989	8.05	627,177	6.59	+ 1.46
Pontiac	53,490	7.33	52,675	7.22	+ 0.11	564,520	7.01	716,485	7.53	— 0.52
Mercury	29,586	4.05	32,785	4.49	— 0.44	294,952	3.66	460,334	4.84	— 1.18
Dodge	20,845	2.86	19,623	2.69	+ 0.17	224,811	2.79	344,563	3.62	— 0.83
Plymouth	20,115	2.76	17,557	2.41	+ 0.35	210,738	2.62	303,381	3.19	— 0.57
Cadillac	19,735	2.70	25,845	3.54	— 0.84	193,494	2.40	278,698	2.93	— 0.53
AMC	12,782	1.75	14,832	2.03	— 0.28	138,776	1.72	140,915	1.48	+ 0.24
Chrysler	11,960	1.64	15,660	2.15	— 0.51	126,276	1.57	227,936	2.39	— 0.82
Lincoln	6,068	0.83	10,869	1.49	— 0.66	66,262	0.82	116,196	1.22	— 0.40
GENERAL MOTORS	351,981	48.23	347,137	47.61	+ 0.62	3,741,721	46.47	4,421,565	46.45	+ 0.02
FORD MOTOR CO.	124,869	17.11	144,708	19.84	— 2.73	1,322,914	16.43	1,926,053	20.23	— 3.80
CHRYSLER CORP.	52,920	7.26	52,840	7.25	+ 0.01	561,825	6.98	875,880	9.20	— 2.22
AMERICAN MOTORS	12,782	1.75	14,832	2.03	— 0.28	138,776	1.72	140,915	1.48	+ 0.24
IMPORTS	186,869	25.61	169,369	23.23	+ 2.38	2,281,435	28.34	2,152,027	22.60	+ 5.7
MISCELLANEOUS	298	0.04	274	0.04	....	3,445	0.04	4,242	0.04	....
TOTAL	729,719		729,160			8,050,116		9,520,682		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

PRESTIGE DEALERS DESIRED



American Classic Automotive Corporation desires to expand its dealer network for hand-made exotic roadster. The GM based luxury automobile retails for $31,500 FOB Milwaukee. Licensed dealer inquiries only.

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Cash payments and 'free' equipment

Ford Division adds new round of incentives

By Joseph Bohn
Marketing Editor

Ford Division launched a second incentive contest, covering Mustang, Fairmont, Thunderbird and Granada, to go with its previously announced contest on trucks, Escort and Fiesta.

The Mustang, Fairmont, Thunderbird, Granada incentive runs from Jan. 20-March 21. It provides non-retroactive cash payments to dealers for achieving a combined sales objective on these cars. Sales managers also get a retroactive cash payment.

Dealer payoffs are in the following amounts: 0-19 percent pays nothing; 20-59 percent pays $300 per car; 60 percent and over pays $400 per car.

Furthermore, Ford said that any orders written before March 1, but where the car is delivered after March 21, are eligible for the highest payoff level the dealer achieves during the contest.

In the sales manager's portion, managers are assigned a total car objective. If they hit it, they get $10 per car, retroactively, for everything they've sold.

Ford is also giving $300 extra to fleet buyers (daily rental, state and local government purchases, etc.) during the Jan. 30-April 15 period.

Even though dealers don't earn extra money from the fleet provision, they can count the first 10 fleet sales toward attaining their own cash incentive quotas.

Ford is also offering consumers a special value package on Granada which provides $400 worth of "free" equipment when ordered in conjunction with other optional equipment.

Ford is running intermittent advertising on the incentives on radio during the contest period.

The factory ads said: "Special cash incentives to dealers enable you to save hundreds of dollars on any new 1981 Mustang, Fairmont, Thunderbird or Granada."

Its truck incentives, and Fiesta/Escort incentives break down into four different programs, plus a massive direct mailing.

A Jan. 26-March 20 program offers such incentives to salesmen on Bronco, Courier and light-duty trucks from F-100 to F-300 series.

Salesmen must sell one unit to qualify. They receive $50 for each of the second and third units they sell and $75 for the fourth-and-over units.

There's also a Jan. 21-March 31 cash incentive for sales managers, covering all 1980 and 1981 Ford trucks.

Sales managers are grouped into three categories. Category one is made up of those with unit objectives of 1 to 20 units. Managers get $500 for hitting their objective. Group two managers, those with objectives of 21 to 40 units, receive $1,000 for attaining their objective, and group three managers, with unit objectives of 41 and over, receive $1,500.

There is also a Jan. 26-March 31 incentive for dealers on 1980 Fiesta models. Dealers receive no payment on the first unit, $200 for the second and $400 for the third and additional units they sell.

An Escort objective is tied in. If dealers hit their Escort objective, they receive a $100 bonus in each category. Thus, they get $100 for the first Fiesta they sell, $300 for the second and $500 for the third and over.

Another Courier contest for dealers, covering '80s and '81s, runs from Jan. 29 to March 31. Dealers receive nothing for 0-39.9 percent of objective; $150 per vehicle for 40-99 percent and $350 per vehicle for 100 percent and over.

Ford is also making a massive direct mailing for dealers, highlighting a number of Explorer packages, which offer certain options at discounts, ranging up to $600.

Dealer moves six 'clunkers' by sealed bids

ALBUQUERQUE.—On a December Saturday, Ed Black's Chevrolet Center sold by sealed bid six automobiles it advertised as clunkers. Minimum bid for the cars was 98 cents. The highest bidder in attendance bought the car.

Each car sold as a clunker was guaranteed to get off the lot under its own power. After that, the owners were responsible for keeping the cars moving. A tool kit was thrown in with each car to help keep them running.

Sixty bids were received for the six cars. The lowest winning bid was $30 for a 1973 Dodge Polara.

Also sold that day through sealed bids were a 1969 Rambler American, a 1971 Oldsmobile, a 1965 Oldsmobile 98, a 1969 Plymouth station wagon and a 1964 Ford Falcon station wagon. Average selling price for the cars was about $103.

"I think we'll have another such sale in January," said Glenn Fox, used-car sales manager. He added, "Contrary to what people think, it's not that easy to find clunkers for a sale like this."

Have any of the people who bought the clunkers come back with complaints?

"We haven't really heard from any of them," Fox said. "I think all of them were happy."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
NOVEMBER, '80 VS. NOVEMBER, '79

	1980		1979	
	NOV.	YR.	NOV.	YR.
AMX Spirit/AMX	3,359	47,358	4,729	48,593
Concord	4,045	46,598	4,619	61,711
Concord Station Wagon	1,632	14,217	1,397	15,470
Eagle 4 WD	1,162	11,548	1,321	2,462
Eagle Station Wagon	1,239	14,595	2,252	4,147
Eagle SX4 4 WD	1,269	2,192		
Pacer	23	692	122	2,515
Pacer Station Wagon	53	1,576	392	5,533
Matador				348
Matador Station Wagon				136
Total American Motors Corp.	12,782	138,776	14,832	140,915
Chrysler LeBaron	4,892	50,385	5,055	79,900
LeBaron Station Wagon	764	7,705	951	13,851
Cordoba	3,747	40,400	5,562	54,207
Newport	962	11,815	1,314	49,494
New Yorker	1,082	15,089	2,[illegible]	30,484
Imperial	513	882		
Total	11,960	126,276	15,660	227,936
Plymouth Horizon	8,934	118,860	8,421	133,962
Voyager			616	9,323
Reliant	5,486	7,793		
Reliant Station Wagon	1,803	2,474		
Volare	2,809	56,844	6,469	118,777
Volare Station Wagon	724	13,527	1,895	37,908
Fury				3,047
Fury Station Wagon				138
Gran Fury	359	11,240	156	226
Total	20,115	210,738	17,557	303,381
Dodge Omni	7,175	95,611	7,031	113,556
Aries	3,940	5,531		
Aries Station Wagon	1,338	1,803		
Aspen	2,243	43,902	4,337	80,970
Aspen Station Wagon	617	10,268	1,390	29,513
Sportsman			1,593	27,783
Monaco				2,898
Monaco Station Wagon				108
Diplomat	2,188	24,308	2,054	36,791
Diplomat Station Wagon	372	4,049	400	6,332
Magnum XE/Mirada	2,114	24,451	1,634	21,333
St. Regis	858	14,888	1,184	25,279
Total	20,845	224,811	19,623	344,563
Total Chrysler Corp.	52,920	561,825	52,840	875,880
Escort	9,794	15,273		
Escort Station Wagon	6,007	9,157		
Pinto	5,475	108,568	8,155	122,520
Pinto Station Wagon	1,975	30,875	2,600	47,465
Fairmont	18,504	190,322	18,130	222,534
Fairmont Station Wagon	5,160	66,569	5,376	74,798
Granada	8,305	76,472	10,181	130,845
Club Wagon			2,162	35,350
LTD II	44	3,155	887	26,863
LTD	5,394	82,415	10,475	182,097
LTD Crown Victoria	3,473	25,586	178	179
Ford Station Wagon	1,749	22,767	2,739	43,591
Mustang	15,388	209,051	20,778	272,704
Thunderbird	7,947	121,489	19,393	190,575
Total	89,215	961,699	101,054	1,349,521
Lincoln Continental	2,683	28,327	4,225	55,544
Continental Mark	3,255	33,454	5,635	47,983
Versailles	130	4,482	1,009	12,671
Total	6,068	66,263	10,869	116,198
Mercury Lynx	3,022	4,519		
Lynx Station Wagon	1,333	1,900		
Bobcat	1,110	22,183	2,088	32,359
Bobcat Station Wagon	257	4,643	436	7,892
Zephyr	6,129	59,253	5,384	70,946
Zephyr Station Wagon	1,462	17,241	1,264	16,817
Monarch/'81 Cougar	3,421	27,185	3,470	50,268
Marquis	916	12,813	1,841	26,210
Marquis Brougham	1,221	11,429	1,520	21,773
Grand Marquis	1,914	17,186	1,723	26,547
Marquis Station Wagon	577	6,574	710	12,209
XR7	3,547	51,627	8,752	113,428
Capri	4,677	58,399	5,597	81,885
Total	29,586	294,952	32,785	460,334
Lincoln-Mercury Division	35,654	361,215	43,654	576,532
Total Ford Motor Co.	124,869	1,322,914	114,708	1,926,053
Buick Skyhawk	108	5,795	1,231	17,231
Skylark	15,954	158,728	10,040	92,012
Century	12,400	114,688	4,590	25,208
Regal	18,894	179,174	15,452	227,259
Century Station Wagon	1,358	15,400	1,516	23,785
LeSabre	2,557	27,972	1,728	25,914
LeSabre Limited	3,830	45,360	5,822	79,607
Electra 225	5,978	54,459	6,608	77,079
Buick Station Wagon	612	8,477	677	13,821
Riviera	4,185	37,936	3,653	45,201
Total	65,876	647,969	51,317	627,117
Cadillac deVille	7,983	89,503	13,310	152,163
Fleetwood & Chassis	2,725	25,578	3,309	31,775
Eldorado	5,461	46,206	4,718	55,891
Seville	3,566	32,207	4,508	38,869
Total	19,735	193,494	25,845	278,698
Chevrolet Chevette	29,218	344,387	24,862	335,234
Camaro	8,351	109,694	12,662	191,184
Monza	13,286	138,836	8,259	116,287
Monza Station Wagon	7	364	278	13,612
Citation	28,585	342,020	26,260	260,119
Sportvan			1,814	28,329
Malibu	19,285	183,678	17,723	224,966
Malibu Station Wagon	4,604	55,916	6,568	86,662
Monte Carlo	15,415	148,798	18,415	246,873
Impala	6,162	78,653	9,624	145,288
Caprice	9,682	108,792	14,952	173,217
Chevrolet Station Wagon	3,719	50,751	6,496	82,973
Corvette	3,055	33,460	3,284	36,808
Total	141,369	1,596,349	151,197	1,941,552
Oldsmobile Starfire	105	5,562	1,093	17,078
Omega	7,366	79,173	4,248	41,158
Cutlass Salon	16,208	158,098	8,611	49,668
Cutlass Supreme/Calais	22,332	238,009	25,524	378,685
Cutlass Station Wagon	2,463	28,420	3,038	42,666
Delta 88	1,386	18,029	1,823	29,675
Delta 88 Royale	9,244	101,327	9,941	150,064
98	8,000	62,771	7,074	82,268
Oldsmobile Station Wagon	1,186	15,029	1,467	24,911
Toronado	3,221	32,951	3,284	41,540
Total	71,511	739,369	66,103	857,713
Pontiac Sunbird	11,463	119,587	5,180	78,474
Sunbird Station Wagon	2	66	29	2,520
Phoenix	9,190	91,197	6,258	66,975
LeMans	5,178	49,562	5,435	71,449
LeMans Station Wagon	1,872	22,264	2,760	35,103
Catalina	1,050	12,392	1,599	23,156
Bonneville	3,813	43,819	5,504	77,974
Bonneville Brougham	2,852	29,562	3,257	35,533
Pontiac Station Wagon	815	10,406	1,395	20,915
Grand Prix	11,664	106,506	12,063	164,195
Firebird	5,591	79,159	9,195	140,191
Total	53,490	564,520	52,675	716,485
Total General Motors	351,981	3,741,721	347,137	4,421,565
(Checker)	267	3,159	246	3,896
Miscellaneous Domestic Total	298	3,445	274	4,242
Domestic Station Wagon Total	43,700	438,033	52,211	763,661
Domestic Grand Total	542,850	5,768,681	559,791	7,368,655
Import Total	186,869	2,281,435	169,369	2,152,027
Grand Total All Registrations	729,719	8,050,116	729,160	9,520,682

Registrations not available for Oklahoma, delayed for Kentucky.

Honda Accord second, Datsun 210 third in 1980

Toyota Corolla tops import sales

By Richard A. Wright
Assistant Managing Editor

The Toyota Corolla was again the top-selling import model in the U. S. during 1980, an AUTOMOTIVE NEWS survey of imported-car sales by model shows.

Corolla sales of 257,315 were little changed from 257,096 in 1979. Overall Toyota sales surged strongly to a record 582,204 during 1980, compared with the previous record of 507,816 the year before. The gain came from increased sales of the Tercel to 99,067, compared with 17,838 in 1979, and the new Starlet, which sold 6,195 units.

Datsun also had record sales in 1980 of 516,890, up from 472,252 the previous year. Biggest gainer among Datsun models was the 200-SX, with sales of 92,514, up from 30,214. Sales of the 310 were also up to 96,204 from 75,466. Datsun's biggest seller was the 210, but its total was down to 180,220 from 216,812 the year before.

Topping the 210 to take second place among all import models was the Honda Accord, with a total of 185,977, up from 157,919. Honda also sold 138,735 Civics, down from 155,541 the previous year. Prelude sales were up to 50,676 from 39,831. Total Honda sales were a record 375,388, up from 353,291.

In fourth place was another Toyota model, the Celica, with sales of 162,476, down from 172,815 in 1979.

Mazda's record sales total of 161,623, compared with 156,535 in 1979, was spearheaded by its 626 model, sales of which almost doubled to 55,281 compared with 28,684 the preceding year. Mazda GLC sales dipped from 72,601 to 62,593 and RX-7 from 54,853 to 43,743.

The growing popularity of diesel engines was reflected in Mercedes-Benz, Peugeot, Audi and Volvo sales. Mercedes-Benz sold a total of 53,790 new cars in 1980, of which 39,262, or 72.99 percent, were diesel-powered. In the preceding year, 67.46 percent of Mercedes-Benz's 52,819 sales were diesels.

Of Peugeot's 12,930 sales in 1980, diesels accounted for 10,337, or 79.95 percent. Peugeot diesel sales included 623 turbo diesels.

Audi sold 8,035 diesels, 18.91 percent of its 42,843 total, compared with 2,200 in 1979. Volvo unveiled its diesel in 1980 and sold 4,158 diesels, 7.29 percent of its 56,999 total.

Diesel growth was not reflected in Volkswagen import figures because all but 34 Rabbit diesels sold in 1980 were built in the U. S., while in the preceding year 47,996 were imported. As a result, VW diesel import figures for 1980 and 1979 were 23,599 vs. 58,408. However, total VW diesel figures, including import and U. S.-built, were 116,300 vs. 86,005, a 35.22 percent gain. Diesels accounted for 43.38 percent of total U. S. and import VW sales in 1980.

Sales of turbocharged imports in 1980 were up 71.75 percent, totaling 13,852, compared with 8,065 in 1979.

Turbo sales in 1980, with year-earlier figures in parentheses, were: Saab 900 Turbo, 4,537 (4,328); Mercedes 300-TD, 2,803 (2,450); Audi 5000 Turbo, 3,767 (0); Porsche 924 Turbo, 1,925 (635); Peugeot 505 Turbo Diesel, 623 (0), and Porsche 930 Turbo, 197 (652).

Milwaukee's leadership

New officers of the New Car Dealers of Greater Milwaukee are, from left: Walter H. Mossner, Mossner Motors, Inc., vice president; Robert W. Braeger, Braeger Chevrolet, Inc., president, and James E. Renner, Renner Oldsmobile, secretary. Al Padek, NorthShore Dodge, will serve as treasurer.

Reductions only in areas with inspections

Emission systems being violated

WASHINGTON.—Car owners are continuing to tamper with emission control devices at about the same rate as in previous years, but in areas where inspection and maintenance programs are in effect the rate of occurrence is declining, according to a new EPA report.

EPA reported the rate of tampering with the emission control systems on 1973 through 1979 models was 18 percent, essentially the same as the 19 percent tampering rate found in a 1978 survey.

Tampering can cause emissions to increase nearly fourfold. The Clean Air Act prohibits auto makers, new-car dealers, commercial repair facilities and fleet operators from meddling with emission control systems. Maximum fine is $10,000.

EPA recently adopted regulations aimed at making emission controls more tamper resistant but these do not apply to pre-1981 models.

The EPA report also found that fuel switching (using leaded gasoline in cars requiring unleaded) was occurring in 9 percent of the vehicle fleet. It said that figure is close to the 8-percent fuel switching rate EPA has estimated from other ongoing programs.

Fuel switching renders the catalytic converter on an automobile useless and results in eight-fold increases in hydrocarbon and carbon monoxide emissions.

The 1979 survey checked cars in eight geographic areas of the country.

According to the EPA, the level of tampering in areas with inspection and maintenance programs was 13.2 percent, substantially lower than the 19.7 percent tampering level observed in areas without the inspections.

Fuel switching in areas which have inspection and maintenance programs in place occurred on only 2 percent of the cars. The rate compared to 9 percent in non-inspection areas.

The tampering found in the study included exhaust gas recirculation systems, disabled catalysts, filler neck inlets altered to permit the use of leaded gas in cars requiring unleaded, vacuum spark retard disabled.

Only 8 percent of the imported cars showed evidence of tampering, compared with a 20-percent tampering rate seen among domestic vehicles, the EPA said. It said older cars were much more likely to be tampered with than vehicles only one or two years old.

GM's Guide Division names Torrey, Althaus

ANDERSON, Ind. — Norman F. Torrey has been appointed manufacturing manager and Frederick C. Althaus has been named director of production engineering for Guide Division of General Motors.

Torrey formerly was general superintendent of standards and methods for GMC Truck & Coach Division, and Althaus was general superintendent, manufacturing engineering, for Chevrolet's Detroit Gear & Axle Plant.

NEW IMPORTED-CAR SALES BY MODEL, 1980-1979 CALENDAR YEARS

	1980	1979
Alfa Romeo	3,000	4,011
Audi	42,483	42,709
Fox	—	6,151
4000 (4 cyl.)	10,547	8,282
4000 (5 cyl.)	4,134	—
5000	16,000	26,076
5000 diesel	8,035	2,200
5000 turbo	3,767	—
BMW	37,015	34,520
320i	25,786	23,604
528	7,992	6,878
633 csi	1,190	838
733	2,047	3,197
Others	2	3
Chrysler/Mitsubishi	129,350	138,053
Arrow	15,718	21,829
Champ	39,756	27,031
Sapporo	10,263	12,322
Colt	6,734	29,215
Colt Hatchback	43,955	33,490
Challenger	12,924	14,166
Datsun	516,890	472,252
210	180,220	216,812
310	96,204	75,466
510	62,020	53,949
810	9,440	12,116
2000-SX	92,514	30,214
280-ZX	71,533	71,983
Hawaii	4,855	5,968
Misc.	104	5,744
Ferrari	779	679
Fiat	37,184	58,934
128	139	8,439
Strada	12,257	12,285
X-1/9	7,628	9,347
Spider 2000	9,735	14,572
Brava	7,425	14,291
Fiesta	68,595	78,109
Jaguar	3,029	3,748
XJ-6	2,346	2,512
XJ-12	263	542
XJ-S	420	695
Lancia	2,100	1,602
Beta Sedan	216	339
Beta Coupe	1,160	765
Zagato	606	263
Scorpion	4	7
HPE	114	228
Lotus	150	N.A.
Mercedes-Benz	53,790	52,819
240-D	10,649	11,066
300-D	10,007	8,846
300-CD	1,629	2,203
300-TD	2,803	2,450
300-SD	14,174	11,067
280-E	877	1,577
280-CE	640	1,118
280-SE	—	1,080
380/450-SEL	2,777	4,162
380/450-SL	7,287	6,610
380/450-SLC	1,944	1,922
Others	1,001	719
MG	13,730	26,027
MG-B	11,824	16,860
Midget	1,906	9,165
Opel	—	13,815
Peugeot	12,930	11,688
604	1,202	1,088
505/504	1,268	1,951
505/504 diesel	9,714	8,649
505 turbo diesel	623	—
Tourist	123	107
Porsche	10,490	13,818
924	3,443	7,710
924 Turbo	1,925	635
928	1,466	1,554
911	3,459	3,267
930 Turbo	197	652
Renault	25,365	18,862
LeCar	22,955	17,732
R-18	1,735	—
Gordini	675	1,130
Rolls-Royce	942	1,002
Rover	481	—
Saab	13,558	15,142
900 GL	2,662	2,818
900 GLI	1,481	2,440
900 EMS	1,855	2,098
900 GLE	2,978	3,295
900 Turbo	4,537	4,328
Tourist	45	163
Subaru	142,9[illegible]8	127,871
Toyota	582,204	507,816
Starlet	6,195	—
Corolla	257,315	257,096
Corolla Tercel	99,067	17,838
Celica	162,476	172,815
Corona	35,686	26,570
Cressida	11,628	11,910
Land Cruiser	3,058	5,716
Hawaii	6,779	5,871
Triumph	14,939	12,733
TR-8	576	—
TR-7	10,313	4,386
Spitfire	4,050	8,344
Volkswagen*	90,952	125,070
Beetle Convertible	4,575	10,681
Rabbit Convertible	8,819	42
Rabbit diesel	34	47,996
Vanagon	13,169	15,900
Dasher gasoline	7,382	14,055
Dasher diesel	23,565	10,412
Scirocco	22,450	26,014
Volvo	56,999	56,602
GT	2,107	—
DL two-door	12,579	14,641
DL four-door	13,864	15,689
DL wagon	10,306	12,702
GL	5,908	9,479
GLE	6,698	—
GLE wagon	1,565	2,155
Coupe	1,349	1,361
Four-door diesel	2,502	—
Five-door diesel wagon	1,656	—
Tourist	570	575
TOTAL IMPORTS	2,396,934	2,327,708

*—Does not include U.S.-built:

Rabbit gasoline	84,447	139,242
Rabbit diesel	92,693	27,597

Second-Chance winner

Beulah Lucille Eaton, Sacramento, a first-place winner in Chrysler Corp.'s Parts Sales and Service "Second Chance" Super Service Sweepstakes, receives the keys and title to a new Dodge Aries at Swift Dodge, Sacramento. Pictured at the award ceremonies are, from left, T. G. Parzybok, Chrysler Parts Sales and Service market manager; Mrs. Eaton, and Chuck Swift, owner, Swift Dodge, where Eaton deposited her winning ticket.

factories list auction dates

American Motors

Feb. 11—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 12—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 13 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 17—Ohio Auto Auction, Grove City, O.

Feb. 18—Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19—Fresno Auto Dealers Exchange, Fresno, Calif.

Feb. 20—Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Feb. 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 26—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 27 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

Feb. 10—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 11—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Feb. 12 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 13—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridegton, Mo.

Feb. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 18 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19 — Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Feb. 24 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

Feb. 25 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—Concord Auto Auction, Hosmer St., Acton, Mass.

Ford Motor Co.

Feb. 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Feb. 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

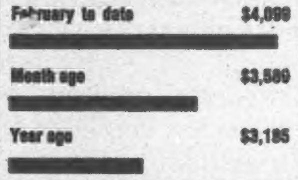
Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Used car sales

Auction averages



Model breakdown

Auction averages

	February to Date	January	December
1981	$9,100	$7,757	
1980	5,506	5,667	$5,576
1979	4,692	4,726	4,706
1978	3,656	3,565	3,610
1977	3,043	3,125	3,034
1976	2,269	2,092	1,991
1975	1,568	1,541	1,626
1974	1,258	1,280	1,146
Overall Average	$4,0[illegible]	$3,961	$3,589

used-car auction directory

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U.S., import sales dip for January

By Jenny L. King
Staff Writer

January new-car sales suffered a severe decline as domestic and import auto makers reported precipitous drops. Total retail sales numbered 647,197, down 19.65 percent from 805,431 in January, 1980.

The five U. S. auto makers sold 469,832 units, down 20.06 percent from 587,741 a year earlier. It was their lowest total since the 462,691 posted in 1975. Imported-car sales numbered 177,365, down 18.52 percent from 217,690 in 1980. Imports accounted for 27.41 percent of the January market.

Chrysler Corp. was the only domestic car maker to beat last year's sales. Chrysler was up 2.02 percent, to 55,452 from 54,355, with improvements during two of the three January selling periods. General Motors reported the biggest drop, its sales tumbling 23.01 percent to 293,219 from 380,848 last year.

Ford Motor Co. sales were down 22.86 percent, to 97,969 from 127,000. Volkswagen of America sold 12,473 new Rabbits, down 8.50 percent from 13,634 a year ago, while American Motors reported sales of 10,719, down 9.95 percent from 11,904.

Chrysler helped itself to 11.81 percent of the domestic market in January, up from 9.25 percent last year. GM earned 62.41 percent, down from 64.80 percent. Ford sales accounted for 20.85 percent, down from 21.61 percent. VWoA earned 2.65 percent, up from 2.32 percent, and AMC had 2.28 percent, up from 2.02 percent.

Domestic daily selling rate averaged 18,070, down 20.06 percent from 22,605 in 1980. There were 26 selling days both years.

- Of the 14 U. S. makes, only two improved on year-ago sales: Plymouth was up 19.40 percent and Dodge was up 6.16 percent. Lincoln took the biggest slide, down 48.98 percent.

Of the 28 makes included in the Automotive News import sales total, five showed improved sales. Honda was the only Japanese make among them, its sales up a modest 2.16 percent over last January. Toyota sales dropped 15.91 percent, Datsun was down 29.66 percent, Mazda was down 6.22 percent and Subaru dropped 16.48 percent.

Volvo was the biggest European import in January, pushing ahead of Fiesta and Volkswagen.

In the total January market, imports accounted for 27.41 percent. U. S. subcompacts were 16.42 percent; compacts were 19.68 percent, intermediates were 21.49 percent, standards were 10.41 percent, and luxury models were 4.59 percent.

Domestic new-car sales during the final 10 days of the month dropped 26.62 percent, to 205,692 from 280,309 a year ago. It was the lowest total for the period since the 203,962 posted in 1967. The daily selling rate was 20,569, down 26.62 percent from 28,031 a year ago.

Top-selling U. S. nameplates in January were Chevrolet Chevette at 28,135, Chevrolet Citation at 23,075, Ford Escort at 21,628, Oldsmobile Cutlass Supreme at 20,443 and Chevrolet Malibu at 18,519.

Where Auto Market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	106,263	16.42
COMPACT	127,370	19.68
INTERMEDIATE	139,072	21.49
STANDARD	67,396	10.41
LUXURY	29,731	4.59
IMPORT	177,365	27.41
TOTAL	647,197	100.00

U.S. CAR SALES BY MARKETING UNITS

	Jan., 1981	Jan., 1980
Chevrolet	114,255	163,993
Ford	75,389	96,934
Oldsmobile	67,902	75,314
Buick	51,448	60,132
Toyota	47,121	56,034
Pontiac	43,020	58,772
Datsun	33,103	47,063
Honda	31,234	30,575
Mercury	22,536	29,347
Plymouth	23,359	19,563
Dodge	23,121	21,780
VW of America	17,994	20,370
Cadillac	16,594	22,637
Mazda	12,868	13,721
Chrysler	8,688	13,012
AMC-Renault	13,488	13,290
Subaru	11,313	13,545
Lincoln	3,966	7,774
Mercedes-Benz	4,097	4,657
Volvo	6,289	6,086
BMW	2,390	2,933
Fiat	1,958	2,783
Jaguar-Rover-Triumph	1,267	1,668
Peugeot	1,006	1,060
Saab	1,063	1,117
Alfa Romeo	55	159
TOTAL	647,197	805,431

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1981	Same Period, 1980	January, 1981	Same Month, 1980
Spirit	....	....	3,003	4,289
Concord	....	....	3,741	4,192
Pacer	....	....	19	374
Eagle	....	....	3,956	3,049
AMERICAN MOTORS*	4,100	7,000†	10,719	11,904
Horizon	2,754	3,329	6,272	6,978
TC3	1,169	2,658	2,739	5,559
Reliant	4,749	....	12,166	....
Volare	694	2,698	1,749	6,528
Plymouth	148	174	379	498
Total Plymouth	9,514	8,859	23,359	19,563
LeBaron	1,793	2,618	4,074	4,884
Cordoba	1,316	1,931	2,928	5,071
Chrysler	651	1,447	1,686	3,057
Total Chrysler	3,760	5,996	8,688	13,012
Total Imperial	154	....	338	....
Omni	2,219	2,503	4,976	5,630
024	1,090	2,032	2,468	4,506
Aries	3,605	....	9,710	....
Aspen	506	2,301	1,452	5,318
Diplomat	1,144	1,126	2,384	2,129
Mirada/Magnum	649	996	1,556	2,652
Dodge	234	614	575	1,545
Total Dodge	9,447	9,572	23,121	21,780
CHRYSLER CORP.	22,875	24,427	55,452	54,355
Pinto	1,113	5,543	2,831	13,733
Escort	9,914	....	21,628	....
Mustang	4,989	8,956	11,490	20,068
Fairmont	5,291	9,387	13,913	22,580
Granada	3,791	2,972	7,614	7,096
LTD II	....	234	....	583
Thunderbird	2,719	5,777	6,299	12,396
Ford	3,251	6,043	7,692	13,403
Ford Division	31,068	38,912	71,467	89,879
Bobcat	279	1,245	644	2,790
Lynx	2,697	....	6,051	....
Zephyr	1,710	2,882	3,932	6,823
Cougar/Monarch	1,353	1,264	2,847	2,972
XR-7	1,006	2,809	2,265	5,941
Capri	1,365	2,298	3,106	5,528
Mercury	1,576	1,961	3,691	5,293
Total Mercury	9,986	12,459	22,536	29,347
Versailles	....	278	....	581
Lincoln	754	1,248	1,861	2,978
Mark VI	923	1,675	2,105	4,215
Total Lincoln	1,677	3,201	3,966	7,774
L-M Division	11,663	15,660	26,502	37,121
FORD MOTOR	42,731	54,572	97,969	127,000
Skyhawk	....	450	....	1,067
Skylark	7,389	5,933	14,111	14,903
Century	4,958	3,893	10,198	10,752
Regal	6,704	5,880	13,933	15,964
LeSabre	2,682	2,114	5,671	7,164
Electra	1,970	3,039	4,165	6,508
Riviera	1,678	1,290	3,370	3,774
Buick Division	25,381	22,599	51,448	60,132
Seville	987	1,635	2,253	3,892
Cadillac	4,277	5,547	10,294	14,127
Eldorado	1,723	1,994	4,047	4,618
Cadillac Division	6,987	9,176	16,594	22,637
Chevette	13,018	19,593	28,135	34,261
Monza	2,281	6,969	5,969	12,117
Citation/Nova	10,128	19,229	23,075	32,857
Camaro	2,658	6,602	6,378	11,081
Malibu	8,083	13,231	18,519	22,663
Monte Carlo	5,581	9,352	12,483	16,133
Chevrolet	7,566	19,176	17,187	31,707
Corvette	1,134	1,769	2,509	3,174
Chevrolet Division	50,449	95,921	114,255	163,993
Starfire	....	582	....	1,415
Omega	3,141	2,998	7,827	6,801
Cutlass	6,854	8,461	18,015	18,092
Supreme	8,338	10,022	20,443	23,590
Olds 88	4,802	5,751	11,911	14,393
Olds 98	2,788	2,915	6,752	6,962
Toronado	1,138	1,636	2,954	4,061
Oldsmobile Division	27,061	32,365	67,902	75,314
Sunbird	3,913	5,228	9,074	9,865
Phoenix/Ventura	2,733	5,634	6,442	9,753
Firebird	1,921	4,318	4,303	8,619
LeMans	2,625	3,718	6,387	8,314
Grand Prix	3,926	4,933	9,127	10,976
Pontiac	3,402	5,056	7,687	11,245
Pontiac Division	18,520	28,887	43,020	58,772
GENERAL MOTORS	128,398	188,948	293,219	380,848
VOLKSWAGEN	5,844	5,362	12,473	13,634
DOMESTIC TOTAL	205,692	280,309	469,832	587,741
IMPORT TOTAL	....	....	177,365	217,690
INDUSTRY TOTAL	....	....	647,197	805,431

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Tennessee buzz-saw rips Datsun at groundbreaking

Continued from Page 3

had three flat tires and "Boycott Datsun" bumper stickers plastered on its windshield. Other Datsun trucks on display had slashed tires and scratched paint. One Rutherford County police officer was hurt when he was struck in the head by a rock. No arrests were reported.

"I don't think the Datsun officials had any idea what they were getting into," said a reporter at the site. "I don't think anybody . . . expected that many people to come out and be that loud and that disruptive."

A Datsun spokesman said the company had been warned of a possible protest "but they had no idea how big it would be." Security had been beefed up for the event.

"I'll say this about Mr. Okuma," the spokesman added, "he sure played it cool."

Despite the violent protest, Okuma said later he had "no second thoughts at all" about building the plant. "This is the ideal location for Nissan."

The plant, Datsun's largest assembly venture outside Japan, is expected to employ 2,200 workers and build 10,000 Datsun trucks per month (the entire U.S. truck line) when it opens on a one-shift schedule in August, 1983. Another 6,800 local jobs will be created, Datsun said, through support operations. Annual plant payroll is estimated at $40 million.

- Okuma said the recent decline in small truck sales is due to the 25-percent duty and noted that import sales on a whole are suffering because of the troubled U.S. economy. He did not rule out the possibility of building Datsun cars at the Smyrna plant.

"However, as far as cars go, it really depends on the future market situation," Okuma said. "In fact, before cars would ever be produced here, we would probably first consider building other commercial vehicles."

During his speech, Runyon assured the audience that Daniel would employ large numbers of Tennesseans during the construction. Runyon said Daniel was selected for the job because it is reliable and "stood out among its competitors."

"People just don't believe that," a source said. "They're convinced that Daniel is going to come in and hire nothing but non-union people and bring in about 70 percent of their own people in."

The building tradesmen — about a dozen unions in all — reportedly may attempt to block, through state lobbyists, certain proposals aimed at helping Nissan locate in the area. Among them is a tax break proposal and the establishment of a duty-free trade zone.

The Nissan spokesman said it is "very unlikely" that the proposal for a duty-free trade zone "would be put in jeopardy."

Steel fabrication and foundation work at the plant will begin around April 1. Steel erection will begin in early summer. Smyrna is about 15 miles southeast of downtown Nashville.

IMPORTED CAR SALES

	Jan., 1981	Jan., 1980
Alfa Romo	55	159
Arrow	106	2,177
Audi	3,121	3,445
BMW	2,390	2,933
Challenger	947	1,229
Champ	2,808	5,009
Colt	99	871
Colt Hatchback	2,680	6,362
Datsun	33,103	47,063
Fiat	1,874	2,653
Fiesta	3,922	7,055
Honda	31,234	30,575
Jaguar	284	281
Lancia	84	130
Mazda	12,868	13,721
Mercedes-Benz	4,097	4,657
MG	299	702
Peugeot	1,006	1,060
Porsche	706	1,061
Renault	2,769	1,386
Rover	81	....
Saab	1,063	1,117
Sapporo	922	958
Subaru	11,313	13,545
Toyota	47,121	56,034
Triumph	603	685
Volkswagen	5,521	6,736
Volvo	6,289	6,086
TOTAL	177,365	217,690

Richardson president of Pennsylvania group

WILKES-BARRE, Pa.—James Richardson, president of L. L. Richardson Dodge here, has been installed as president of the Wyoming Valley New Car Dealers Assn. He succeeds Joseph Bonomo, of Barber Ford.

Other officers are Gene Gabor, of Gabes Motors, vice president, and Carl Kasper, of M. E. Moore & Son, secretary-treasurer.

California hearing set to consider eased diesel rules

WASHINGTON.—EPA says it will hold a hearing March 5 in San Francisco to consider the State of California's request to ease slightly its 1982 emission standards for diesel-powered passenger cars.

California wants to adopt the federal diesel particulate standard of —.6 grams per mile, change one of its optional 1982 model year oxides of nitrogen (NOx) emission standards to 1.5 grams per mile for 100,000 miles diesel passenger car certification and eliminate the hydrocarbon exhaust emissions allowance granted vehicles with low evaporation emissions for 1982 and later model years.

EPA must determine, under provisions of the Clean Air Act, that these actions will be as protective of public health and welfare as applicable federal standards, which for diesel powered cars will be .41 gpm HC, 3.4 CO, 1.0 NOx and 0.6 particulate.

But week's total is 13 pct. below last year's

Auto production shows slight gain

By Patricia Hoffman
Staff Writer

U.S. auto production last week showed an improvement over the previous week's output, but it still trailed the year-ago week.

Last week's output was planned at 122,345 units, an increase of 3.81 percent from the 117,851 units completed the previous week, but down 13.75 percent from the 141,860 cars built in the comparable week of 1980.

The January total was 432,284 units, down 18.68 percent from the 531,584 cars completed in January, 1980, and the lowest total for the month since the 416,111 units assembled in January, 1961.

So far this year, the auto makers have completed 554,629 units, a decrease of 21.04 percent from the 702,471 units built through Feb. 9, 1980.

General Motors accounted for 66.18 percent of last week's total. American Motors trailed farther behind than usual with just 0.39 percent.

The other companies' shares for the week were: Chrysler Corp, 12.38 percent; Ford Motor, 17.26 percent; Volkswagen of America, 3.72 percent, and Checker Motors, 0.07 percent.

Downtime was scheduled last week at 6 plants. GM's Wilmington and Lakewood points were down for one week. GM's Pontiac plant, which closed Jan. 26, will continue down this week making it the third week of downtime.

Ford's Lorain and Chicago points, both down since Feb. 2, will continue down this week, resuming operations Feb. 23.

Ford's Dearborn point, also down last week, will remain idle until Feb. 16, and Ford Kansas City goes down today for two weeks.

GM's Baltimore point has scheduled downtime for two weeks beginning Feb. 16, and GM's Janesville point will close Feb. 16 for one week.

Chrysler Corp. has scheduled a week of downtime for Lynch Rd. beginning today.

Chrysler, Canada work deal

Continued from Page 3

assembly operations consolidation.

Chrysler officials also continued to discuss the possible sale of part of its Chrysler Financial Corp. unit last week.

Chrysler Treasurer Robert Miller said the company had completed all of the necessary paperwork with its banks concerning their part in the current drawdown proposal. He said 100-page "final documents" were couriered to 150 banks last Wednesday.

Miller said he expects all the banks to respond by today (Feb. 9). "No bank has told me they will not participate," he said.

Miller said the Canadian situation could be settled quickly. He also said the company's cash flow has stabilized and he expected it to remain stable until the company can draw down the loan guarantees.

"We hope then to pay our suppliers and get on an even keel with them," Miller said.

breaking news

Continued from Page 1

Mitsubishi boosts output for Chrysler

TOKYO.—Mitsubishi Motors Corp. has scheduled March assembly of about 9,000 cars and trucks for sale by Chrysler Corp. in the U.S. Output had been curtailed due to rising inventories in the U.S. About 4,000 units are due to arrive in the U.S. in March. Future shipment schedules will depend on sales and inventory levels, Mitsubishi said.

Renault names Hanon director-general

PARIS.—Bernard Hanon, 48, has been promoted to director-general of Renault of France, the No. 2 post in the company.

TRUCK PRODUCTION IN U.S.†

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
CHEVROLET	14,580	11,292	14,174	57,413	76,570	71,993
DODGE/PLYMOUTH	....	3,200	1,686	5,148	17,507	5,148
FORD	8,139	11,143	11,482	39,935	70,506	48,074
GMC	5,002	4,002	5,523	19,315	20,109	24,317
INTERNATIONAL	....	....	1,690	6,830	....	6,830
MACK	....	620	....	....	3,349	....
WHITE	....	200	....	....	1,053	....
JEEP	1,740*	2,620*	1,740*	8,616	12,876	10,356*
AMC CORP.	85*	430*	85*	340*	1,454	425*
VOLKSWAGEN	650	687	1,245	2,987	1,659	3,637
MISCELLANEOUS	1,200*	800	1,200*	3,700*	4,560	4,900*
Total Trucks, U. S.	31,396	34,994	38,825	144,284	209,643	175,680

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
CHRYSLER CORP.	....	1,600	1,334	2,841	3,175	2,841
FORD MOTOR	1,250	4,482	3,897	14,666	20,459	15,916
GENERAL MOTORS	6,454	6,154	6,399	25,003	31,397	31,457
AMERICAN MOTORS	270	....	....	....	2,756	270
INTERNATIONAL	270	290	272	1,110	945	1,380
MACK	....	60	....	....	334	....
WHITE	....	65	....	....	330	....
Total Trucks, Canada	8,244	12,651	11,902	43,620	59,396	51,864
N. American Trucks	39,640	47,645	50,727	187,904	1,058,541	227,544

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production falls 19 pct. from previous week

U.S. truck production last week trailed the previous week's level. It was the largest week-to-week drop this year, and the total was also below the comparable week of 1980.

Planned production last week was 31,396 units, a 19.31 percent drop from the previous week's 38,825 trucks, and down 10.28 percent from the 34,994 units built in the comparable week last year.

In January, truck production totaled 144,284 units, down 12.87 percent from the 165,590 trucks assembled in 1980, and the lowest output for the month since the 140,170 units completed in January, 1964.

Downtime is continuing at the Ford Norfolk and Twin Cities plants. Both went down Feb. 2, and are scheduled to resume operations Feb. 16.

Ford's Louisville point, also down last week, resumes operations today (Feb. 9).

General Motors has scheduled downtime at its St. Louis and Flint points for the week of Feb. 16.

No overtime was scheduled last week.

Canadian output climbs for week as 3 plants return

Canadian auto production increased substantially last week over the previous week's output as all but one assembly plant were working. Four plants were down and only three were working the previous week.

Resuming operations last week were General Motors Oshawa and St. Therese and Chrysler Windsor. Ford St. Thomas is still down for changeover.

Planned output last week was 16,609 units, up considerably from the 3,461 cars built the previous week, but down 7.18 percent from the 17,871 units completed in the comparable week last year.

In January, the auto makers completed 46,423 units, a 29.42 percent drop from the January, 1980, output of 65,781. It was the lowest total for the month since the 34,877 cars built in 1962.

Canadian truck production dropped again last week with a planned output of 8,244 units, down 30.73 percent from the 11,902 trucks built the previous week and off 34.83 percent from the 12,651 units assembled in the comparable week last year.

For January, the truck makers assembled 43,620 units, a 1.98 percent decrease from the 44,502 trucks assembled in the comparable month last year. It was the lowest output for the month since the 38,454 units completed in January, 1976.

Year-to-date output for the truck makers is 51,864 units, down 12.68 percent from the 59,396 trucks completed in the comparable period last year.

Downtime was scheduled last week at Ford Motor's Oakville truck and Chrysler's Pillette plant, with operations resuming today (Feb. 9).

Ford St. Thomas will resume operations today with assembly of the sporty versions of the Escort and Lynx, (the EXP and the LN7). The plant closed last Dec. 5 for the changeover from Fairmont and Zephyr.

Downtime is scheduled this week at General Motors' Oshawa car point, with operations resuming Feb. 16. Also down this week is Chrysler's Windsor car plant, scheduled to resume operations Feb. 23.

U. S. CAR PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
AMERICAN MOTORS	475*	4,760*	475*	9,465	22,246	9,940*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	15,150	14,470	17,380	41,725	65,500	56,875
Plymouth Total	8,400	6,310	8,342	20,204	28,921	28,604
Horizon	2,800	3,080	2,784	7,225	17,824	10,025
Volare	....	3,130	....	....	8,966	....
Gran Fury	700	....	489	489	1,660	1,189
Caravelle	....	100	83	224	471	224
Reliant	4,900	....	4,986	12,266	....	17,166
Chrysler Total	500	1,920	2,157	3,299	8,859	3,799
Chrysler	500	....	802	802	2,636	1,302
LeBaron	....	1,920	1,355	2,497	6,223	2,497
Dodge Total	6,250	6,240	6,881	18,222	27,720	24,472
Omni	2,100	2,930	2,080	6,327	16,337	8,427
St. Regis	350	....	309	309	1,635	659
Diplomat	....	1,020	753	1,622	2,759	1,622
Aspen	....	2,290	....	....	6,989	....
Aries	3,800	....	3,739	9,964	....	13,764
FORD MOTOR	21,114	15,915	35,606	67,698	102,392	88,812
Ford Division	14,246	10,007	24,507	37,629	73,721	51,875
Pinto	....	3,032	....	....	5,294	....
Must./Must. II	....	4,012	4,207	5,399	19,609	5,399
Fairmont	4,018	2,963	3,376	13,880	18,895	17,898
Granada	286	....	3,685	5,166	9,395	5,452
Thunderbird	....	....	3,025	3,025	12,774	3,025
Ford	1,686	....	1,695	6,774	7,754	8,460
Escort	8,256	....	8,519	3,385	....	11,641
L-M Division	6,868	5,908	11,101	30,069	28,671	36,937
Mercury Total	5,537	5,908	9,753	26,013	25,055	31,550
Bobcat	....	968	....	....	1,142	....
Capri	....	1,492	1,249	1,727	5,707	1,727
Zephyr	1,233	877	1,034	4,354	6,234	5,587
Cougar/Monarch	192	....	1,721	2,212	2,591	2,404
XR-7	....	....	1,645	1,645	5,259	1,645
Mercury	1,292	2,571	1,428	5,708	4,122	7,000
Lynx	2,820	....	2,676	10,367	....	13,187
Lincoln Total	1,331	....	1,348	4,056	3,616	5,387
Lincoln	611	....	522	1,747	1,248	2,358
Versailles	....	....	....	....	494	....
Mark VI	720	....	826	2,309	1,874	3,029
GENERAL MOTORS	80,974	101,806	59,273	300,313	500,383	381,287
Buick Division	18,822	18,307	16,638	69,263	92,343	88,085
Skylark	5,827	4,762	5,113	19,395	27,164	25,222
Century	3,398	3,765	3,474	12,958	16,635	16,356
Regal	5,192	4,595	3,596	18,936	20,703	24,128
Buick	3,150	3,990	3,307	13,418	20,638	16,568
Riviera	1,255	1,195	1,146	4,556	7,203	5,811
Cadillac Division	6,436	7,266	6,212	25,377	35,239	31,813
Seville	812	1,103	603	2,771	6,591	3,583
Cadillac	4,251	4,636	4,305	16,896	21,273	21,147
Eldorado	1,373	1,537	1,304	5,710	7,375	7,083
Chevrolet Division	32,930	43,586	15,411	104,122	213,076	137,052
Chevette	9,030	10,810	....	15,620	52,080	24,650
Monza ('80)	....	3,055	....	....	16,724	....
Camaro	2,960	3,270	2,456	7,319	15,097	10,279
Citation	7,020	9,631	2,124	25,962	52,772	32,982
Malibu	5,200	5,855	4,282	20,555	26,143	25,755
Monte Carlo	3,120	3,845	932	12,508	16,354	15,628
Chevrolet	4,800	6,120	4,817	18,993	28,168	23,793
Corvette	800	1,000	800	3,165	5,738	3,965
Oldsmobile Division	18,266	17,217	18,592	75,262	89,242	93,528
Omega	3,256	3,012	3,102	11,668	13,725	14,924
Cutlass	8,520	6,670	9,206	38,524	38,668	47,044
Oldsmobile	5,530	6,450	5,372	21,431	31,002	26,961
Toronado	960	1,085	912	3,639	5,847	4,599
Pontiac Division	4,520	15,430	2,420	26,289	70,483	30,809
Acadian†	250	450	....	694	1,852	944
Sunbird ('80)	....	3,345	....	....	17,889	....
Phoenix	2,835	2,715	1,001	8,148	14,853	10,983
Firebird	1,115	2,490	1,419	4,428	11,306	5,543
LeMans	....	1,635	....	4,364	6,194	4,364
Grand Prix	....	2,075	....	6,980	8,086	6,980
Pontiac	320	2,720	390	1,675	10,303	1,995
VOLKSWAGEN	4,550	4,809	5,033	12,913	11,606	17,463
CHECKER	82*	100*	82	170	344	252
Total Cars, U. S.	122,345	141,860	117,851	432,284	702,471	554,629

CANADIAN CAR PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
AMERICAN MOTORS	600	....	599	2,370	....	2,970
CHRYSLER CORP.	1,800	....	....	....	10,755	1,800
FORD MOTOR	1,232	6,520	1,414	4,157	16,699	5,389
GENERAL MOTORS	12,752	11,126	1,200	39,006	58,317	51,760
VOLVO	225	225	248	88	1,260	1,113
Total Cars, Canada	16,609	17,871	3,461	46,423	87,031	63,032
N. American Cars	138,954	159,731	121,312	478,707	789,502	617,661
N. American Trucks	39,640	47,645	50,727	187,904	269,039	227,544
North American Cars and Trucks	178,594	207,376	172,039	666,611	1,058,541	845,205

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Toyo Kogyo set to build front-wheel-drive model for its U. S. partner

Ford Motor plans to import new minicar from Japan in '84

By Paul Lienert
Contributing Editor

DEARBORN. — Ford Motor Co., the most strident of the domestic auto makers in calling for tough new anti-import curbs, has enlisted two major Japanese auto firms, Toyota Motor Co. and Toyo Kogyo, to help it develop small, fuel-efficient vehicles for the American market in the mid-1980s.

Despite repeated calls by Ford's top officials for stricter sanctions on Japanese imports, the No. 2 U. S. auto maker now plans to import a high-mileage, front-drive minicar from Toyo Kogyo, its Japanese affiliate, in 1984. Ford also plans to jointly produce a minivan in the U. S., in conjunction with Toyota, using some parts imported from Japan.

Harold A. Poling, executive vice president of Ford's North American Automotive Operations, did not deny the minicar report, but said:

"Obviously, I am not going to comment on speculation regarding our future products. I will say that Ford, which has a 25-percent equity interest in Toyo Kogyo, is discussing a number of projects with Toyo Kogyo, both for our overseas and North American operations . . .

"How Toyo Kogyo could be involved in . . . future product plans has not been established or decided, in spite of any rumors. And since discussions with Toyo Kogyo are ongoing, I don't want to speculate as to whether it would wind up playing a role."

Even as Ford Chairman Philip Caldwell was decrying the flood of Japanese imports in the U. S. in his NADA keynote address, Ford President Donald Petersen confirmed his company's plans to set up a joint manufacturing venture in this country with

Continued on Page 47, Col. 3

'A' bodies shrink again

FWD, new names for '82 GM intermediates

General Motors' regular A-body intermediates—Malibu, Century, LeMans and Cutlass—will shrink again in '82, sporting front-drive and new nameplates when they bow this fall. Drivetrain will be the 2.5-liter four and four-speed gearbox from GM's front-drive X-body compacts. Here are the Olds Cutlass (it will have a new name), above, and the Buick Century replacement. The new Chevy intermediate will be called the Celebrity, and the Pontiac LeMans will be renamed the A-6000.

U.S. new-car inventory trimmed to 78½ days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to carry a heavy stockpile of new cars into February, although the inventory was down slightly from Jan. 1.

The industry opened February with 1,421,023 new cars in stock, a 78½-day supply, compared with 1,448,450 on Jan. 1, an 80-day supply. A year ago, the industry had 1,598,548 cars in inventory, a 71-day supply.

All the U. S. makers trimmed their unit counts during January except General Motors. But because of an improved selling rate, GM's days-supply figure dropped to 72 from 77 a month earlier.

Ford Motor Co. had a 93-day supply Feb. 1, compared with an 82-day supply a month earlier. Ford was the only maker to in-

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'White-knuckle' dealers seek rollback of prices

By Robert M. Lienert
Editor

LOS ANGELES.—Drew Lewis, newly named Transportation Secretary, told the 64th NADA convention here he considers the health of the auto industry to be the single most pressing problem in transportation.

Dealers attending this subdued and somber convention, drew a somewhat finer bead. They zeroed in on high prices and high interest rates as the two demons that have thrown the retail industry into a tailspin.

The import issue, which exploded to dominate last year's meeting, was downplayed considerably here in Southern California, where the usual sunny weather turned cheerless and damp as the dealers arrived.

Attendance was down about 25 percent this year, with 2,500 dealers and a total turnout of about 10,000, according to NADA.

Lewis, while telling dealers he realized they had tough problems, admitted he didn't have any ready solutions. At the same time, he assured dealers they had his "concern, attention and support," as well as the realization that past government efforts "to reverse the misfortunes of the automobile industry have been slow and have not come to grips with the crucial issues."

Lewis said he realized that when Americans defer new-car purchases it is bad for labor, bad for the manufacturers, bad for auto dealers and very bad for the economy in general.

Throughout most of the convention, the price issue was paramount.

It clearly split dealers and manufacturers, with dealers calling for a rollback and spokesmen for the makers replying that such a move would patently be impossible.

Both the incoming NADA president, Wendell H. Miller, and the retiring president, George S. Irvin, identified high prices and high interest rates as the two most pressing problems dealers currently face.

Wendell H. Miller

George S. Irvin

All the other problems stem directly from those two vexations, they said.

They blamed the two issues for a dealer situation which Irvin described as "white-knuckle" and Miller called "marginal."

At the convention's start, NADA directors unanimously passed a resolution calling on auto makers to roll back prices to levels of last October when '81 models were introduced.

"That created tremendous controversy," Miller said, but he added that dealers have been concerned over high prices and regular hikes for a considerable period of time.

"The rapid series of price rises since last fall in the face of a declining market and rising interest rates doesn't make economic sense," he told AUTOMOTIVE NEWS.

"Dealers feel incentives by manufacturers in the range of $500 to $600 have proved this amount of money can move a stagnant market," Miller said.

"Manufacturers must understand that this request for a price reduction is a reflection of the opinion of all dealers, not just of 57 guys (NADA directors) gathered in a room."

The directors' plea for a rollback was termed as "unreason-

Continued on Page 47, Col. 1

F. James McDonald

Philip Caldwell

breaking news

DeLorean names ad agency

NEW YORK. — John Z. DeLorean has selected Avrett, Free & Fisher, Inc., as the advertising agency for his sporty DeLorean automobile. The account will add $5 million to the agency's annual billings of $60 million. Among its clients are Dana Perfumes and Lord & Taylor.

Peugeot to close Talbot plant

PARIS.—Peugeot SA said it plans to close its Talbot plant in Linwood, Scotland, because of heavy operating losses. It said it would continue to build cars in the UK in its Midlands plants and denied Labor charges that it plans a gradual withdrawal from manufacturing in the UK.

Halifax 'front runner' for Niva assembly

HALIFAX, N. S. — A site near the Autoport here is the "front runner" in the search for an assembly location for the Lada Niva 4WD model, according to Peter Dennis, president, Lada Cars of Canada. When completed in mid-1982, the plant will employ 300 people and build 5,000 of the Russian-designed vehicles annually.

Yugoslav cars to enter British market

LONDON.—A Yugoslavian-built version of the Fiat 128 will be launched in the British market this spring. Called the Zastava 101, it is expected to retail at about $6,000, or $1,000 less than a comparable Fiat 128. Other East European cars

See BREAKING NEWS, Page 48, Col. 1

Hoglund: 'What the hell did we do in the '70s to get it all screwed up?'

Pontiac seeks market clout with small, sporty cars

By Robert M. Lienert
Editor

LOS ANGELES. — Pontiac is in the throes of building a new identity in the market—an identity that has its roots based in the sort of cars that led to the division's glory years in the 1960s.

William E. Hoglund, Pontiac's freshman general manager, examined in some detail Pontiac's concept of its automotive mission and at the same time analyzed what had dropped Pontiac out of its onetime lofty No. 3 ranking in sales.

As Hoglund put it so bluntly: "What the hell did we do in the '70s to get it all screwed up?"

Hoglund is doing his best to get it un-screwed and he is convinced that Pontiac still enjoys the market strengths of innovation, excitement and value . . . "the things we had when we were strong."

Hoglund told a group of auto writers here that Pontiac's major entries for the year ahead are firmly positioned in the small and sporty segment of the market.

He mentioned the T-1000 (a "graphics version" of the Chevette), the J-2000 (Pontiac's subcompact J-car, due to arrive this spring) and the A-6000 (the Bonneville replacment which will be sized in the intermediate field). He declined to discuss the sporty P-car, but that obviously will play a major role.

These cars will have the formidable task of restoring Pontiac's market clout.

Hoglund said that Pontiac people started talking about "what we really wanted to be" about two weeks after the introduction of the 1981 models, which, in turn, was about two weeks after Hoglund came aboard as general manager of the division from his previous position as corporate comptroller.

"We got all the people involved—development, engineering, marketing, advertising and promotion—to make sure that we all understood what we were going to do," he said.

At key discussions in January, he said, "we talked about where we had been and what the market looked like and what kind of cars people bought."

After examining and classifying cars and buyers, Hoglund said, it was determined that Pontiac's image was still "youth, performance and style."

"Nobody is going to sell cars in the '80s without quality and fuel economy," he said, "but the market wants the kinds of things we have . . . where we

Continued on Page 7, Col. 1

Avoid trade restraints, Import dealers urge

By John A. Russell
New York Staff Writer

LOS ANGELES. — Charging that the problems of the U. S. auto industry are self inflicted rather than caused by outside forces, the American International Automobile Dealers Assn. called for abandonment of a trend toward trade restrictions and the adoption of a cooperative policy between government and industry to cure the industry's ills.

Robert McElwaine, president of the organization, told the annual meeting of members that any consideration of trade restrictions would be a "patchwork" approach to solving the industry's problems and not attack what he claimed were the deep structural difficulties the domestic auto industry faces.

While the AIADA won an important battle before the International Trade Commission late last year when that agency declared imports were not the cause of the domestic auto industry's sales problems, the AIADA president told the gathering of imported auto dealers and manufacturers that the threat of trade restrictions has not diminished. Instead, it has become stronger and more pervasive.

Legislation introduced recently by Senators John Danforth and Lloyd Bentsen backed up his point. This bill proposes to restrict Japanese imports to the 1.6-million level.

McElwaine said, "The domestic industry problems stem from decades of neglect of capital investment requirements that have led to an industry that is non competitive in terms of technology, product and productivity. The solution to the industry's problems can be found in the acquisition of needed capital and the investment of that capital within the borders of the United States."

McElwaine went on to cite what he considered examples of this neglect by the domestic industry.

He said more than $1 million was paid in salaries to executives instead of investing in new factories. He went on to attack the wage structure of the domestic industry, the dividends paid to shareholders and the fact that U. S. car makers have invested heavily in factories overseas instead of modernizing old or building new facilities in the U. S.

"Now, the U. S. manufacturers are forced to make a decade's worth of capital investment in a few years to make up for their past profligacy," he said.

Last month, the AIADA made a proposal to the Senate Finance Committee and while McElwaine did not go into depth on this proposal, he did make several references to it during the course of his address.

This was a seven-point proposal calling on the committee to provide direct assistance to the domestic industry through the tax system and increased assistance to unemployed auto workers.

AIADA's proposal included: A special refundable 10 percent investment tax credit for investments by auto manufacturers for investments in new plants and equipment, research and development within the U. S.

It also called for the extension of the 10 percent energy tax credit to investments by auto makers in energy related capital equipment.

The plan also suggested faster depreciation for investments in new plants and equipment; temporary tax moratoriums on federal income taxes for foreign earnings repatriated to the U. S.; specific reduction of regulatory burdens on U. S. auto makers, and, direct assistance to unemployed auto workers.

Finally, the plan also included a proposal to increase the scrappage rate of old cars on the road today.

But the proposal all boiled down to an alternative to trade restrictions now being considered in Washington. McElwaine termed any type of restrictions as "cosmetic."

McElwaine added that the association has called on President Reagan to convene an automotive summit conference.

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56th year — No. 4849

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Allard begins its 'J' series

Allard Motor Co., Ltd., Mississauga, Ont., plans production of 250 "J" series two-seaters, the Allard J2X2. In its standard form, the J2X2 will be powered by a 318-CID V-8 with a four-speed transmission. A turbocharger will be offered as an option. Standard features include an aluminum and reinforced-plastic body, leather interior, full instrumentation and five knock-off wire wheels.

14 cars will debut at Chicago auto show

By Nancy I. Phillips
Staff Correspondent

CHICAGO. — Fourteen cars will make their public debut when the Chicago Auto Show opens Saturday (Feb. 21) for a nine-day run at McCormick Place here.

The Ford EXP and Mercury LN7, Ford Motor Co.'s first two-seater sporty coupes since the 1955 Thunderbird, will be previewed for the press on Thursday, Feb. 19, when Harold A. Poling, executive vice president —Ford North American Automotive Operations, will talk with the automotive press corps.

The cars are built on the Escort-Lynx platform, but there are technical differences in the suspension and driveline which are significant enough to make them different cars, a company spokesman told AUTOMOTIVE NEWS.

Ford representatives said they expect the cars to capture the magic of the '55 Thunderbird with the affordability of the original Mustang.

They are designed to appeal to the growing singles market, including both men and women as car purchasers, that Ford's researchers found.

Pontiac will debut its T-1000 —the division's entry into the subcompact field—at the show. The T-1000 is a remake of the Chevrolet Chevette.

Targeted at the price-conscious family in need of a fuel-efficient second car or the young single buyer in need of inexpensive, entry-level transportation, the T-1000 models will be available as three-door and five-door hatchbacks.

The three-door model is built on a 94.3-inch wheelbase; the five-door's wheelbase is four inches longer. Both models are accented with black rocker moldings, black upper-door and window frames and a wide body side molding.

Standard powerplant for Pontiac T-1000 models is a 1.6-liter four-cylinder engine with two-barrel carburetor and four-speed manual transmission. A three-speed automatic is optional. A 3.70 axle ratio is standard with either transmission.

Datsun's first diesel-powered vehicles in the U. S. versions of its minipickup trucks—will be previewed at the show.

The four-cylinder diesel engine has a displacement of 2,164cc and produces 61 HP. The EPA mileage estimates for the pickups are 33 MPG city, 41 MPG highway.

Other cars to bow at the show include the Datsun 280 Z Turbo; Chevy's prototype Turbo Corvette; Saab 900 two-door hatchback; Jeep Scrambler; Renault five-door LeCar; York; Dodge Aries limousine and convertible, and two new Toyotas, a diesel pickup and the Corolla hardtop sedan.

The show usually attracts more than 900,000 persons. It is sponsored by the 700-member Chicago Automobile Trade Assn. Some 700 vehicles are scheduled to be shown.

Show chairman is David Rick, a Volkswagen dealer.

On the committee are Al Adduci, Chrysler-Plymouth Everette Ahlgrim, Cadillac, Joe Bidro, Ford; Robert Foley, Buick; John Gerald, Lincoln-Mercury, James McInerney, Chevrolet, Clyde Metzley, American Motors, John Weinberger, imports, and John Wright, Oldsmobile.

Russia granted U.S. patent on 1-rotor Wankel

WASHINGTON. — The U. S. Patent Office has granted a patent (4,237,848) to a group of Russian engineers covering a 1-rotor Wankel type engine claimed to be of a unique design.

The granting of this patent came shortly after news of field testing of 1-rotor Wankel-powered cars which started last year.

About 200 of these cars are said to be in the field test stage and, if successful, will be released to production which is expected to begin in about 1½ years.

According to Robert Brooks, U. S. representative for Wankel Entwicklugen GmbH, the patent granted to Russia appears to cover only a certain arrangement of the engine accessories and the separate shaft arrangement that drives the lubrication system.

There is no way, Brooks said, that a patent could be granted on the idea of a 1-rotor Wankel since engines of this type were first produced for use in cars in the early 1960s.

The first Wankel-powered car ever made was the NSU Spider which had a 1-rotor engine, Brooks said. Other of his company's licensees have designed and built 1-rotor engines for a variety of uses, he said.

Related story on Page 32.

Chrysler boosts import-car prices; trucks unchanged

DETROIT. — Chrysler Corp. last week announced a price increase of $53 on its average-equipped imported passenger cars. Imported pickup truck prices are unchanged.

Prices of optional equipment were not changed except for a $6 boost on a Dodge Colt and Plymouth Champ trim package.

There were no changes in destination charges.

On the imported cars, increases ranged from $65 to $72.

New prices are: Plymouth Champ and Dodge Colt — Two-door hatchback, $5,053 (up $65); Deluxe two-door hatchback, $5,339 (up $68); Custom two-door hatchback, $5,591 (up $72).

Plymouth Sapporo coupe, $7,314 (up $65); Dodge Challenger coupe, $7,397 (up $66).

Pickup truck prices are: Plymouth Arrow and Dodge Ram 50 Custom, $6,145; Arrow Custom and Ram 50 Royal, $6,550; Arrow Sport and Ram 50 Sport, $7,022.

January's total of 166,698 units is lowest since 1975

Truck sales down for 23rd month

Continued from Page 6

percent from the year-earlier 728,838. Unsold mediums were off 32 percent, from 33,277 on Feb. 1, 1980, to 22,622, and the heavies were down 20.5 percent to 43,250 units, compared with 54,411 at the end of January a year ago.

• January sales by Big Three dealers totaled only 130,878 units, a decline of 30.5 percent from last year's 188,331 and the lowest count for the month since 1975, when 126,834 vehicles were retailed.

Chevrolet was No. 1 in sales in January, outselling Ford by almost 6,000 units. It marked the first time since last September that Chevrolet's monthly sales exceeded the Ford total.

During the month, Chevrolet dealers retailed 54,580 vehicles, down 27 percent from the year-earlier 74,761. The total included 6,366 LUV pickups, off almost 33 percent from last year's 9,487.

Ford reported that its dealers sold 48,846 trucks in January, a decline of 34.4 percent from the year-ago 74,419. Courier sales were down 40.2 percent, from 7,791 last year to 4,659.

Chrysler-Plymouth and Dodge dealers retailed only 12,201 trucks during the month, off 40.4 percent from last year's 20,477. Sales of the imported compacts—the Dodge Ram 50 and the Plymouth Arrow—declined 45.1 percent to 2,902 units, compared with 5,287 in the first month of 1980.

GMC's January sales were down the least of any of the Big Three producers from a percentage standpoint. Dealers sold 15,251 trucks during the month, off 18.3 percent from the 18,674 retailed in the same month in 1980.

American Motors reported that sales of Jeep four-wheel-drive vehicles in January were 51.6 percent lower than a year ago. Dealers sold 4,437 units, compared with 9,171 in January, 1980.

Sales of Mercedes-Benz medium and light-heavy mid-range diesel trucks in January totaled 273 units, an increase of 21.9 percent over the 224 retailed in the first month a year ago.

Volkswagen of America reported that dealers sold 2,049 compact pickups during the month, compared with 954 in the same month a year ago. January 1980 was the first month of volume sales of the vehicle, which is manufactured in the U. S.

All three distributors of the non-captive Japanese-built compact pickups reported lower sales in January than a year ago.

Toyota dealers retailed 9,658 units during the month, down 26 percent from the year-earlier 12,894, the alltime January high.

Datsun sales plunged 31 percent in January, from the record 10,503 retailed in the first month of 1980 to 7,250 units.

Mazda dealers sold 690 pickups during the month, a decline of 17 percent from the 830 retailed in January a year ago.

Big Three January truck sales

	JANUARY	
	1981	1980
FORD		
Vans	6,041	8,935
Club Wagon	1,361	2,329
Courier	4,659	7,791
Bronco	2,777	4,415
Conventional Pickups	30,759	45,243
Mediums	2,731	4,248
Heavies	518	1,458
CHEVROLET		
Vans	5,933	9,312
Sportvan	1,075	1,813
LUV	6,366	9,487
El Camino	2,670	4,007
Blazer	1,889	3,276
Suburban	2,056	2,052
Conventional Pickups	33,021	41,635
Mediums	1,564	2,937
Heavies	6	242
CHRYSLER		
Vans	2,610	5,414
Voyager	360	445
Ram Wagon	1,174	1,482
Arrow	720	1,708
Ram D-50	2,182	3,579
Trail Duster	199	303
Ramcharger	513	851
Conventional Pickups	4,443	6,695
GMC		
Vans	1,604	2,415
Caballero	422	408
Jimmy	439	753
Suburban	495	495
Conventional Pickups	8,911	10,874
P Models	291	165
Mediums	1,819	1,997
Heavies	1,270	1,567

Soft U.S. market to bring slight dip in Japan's exports

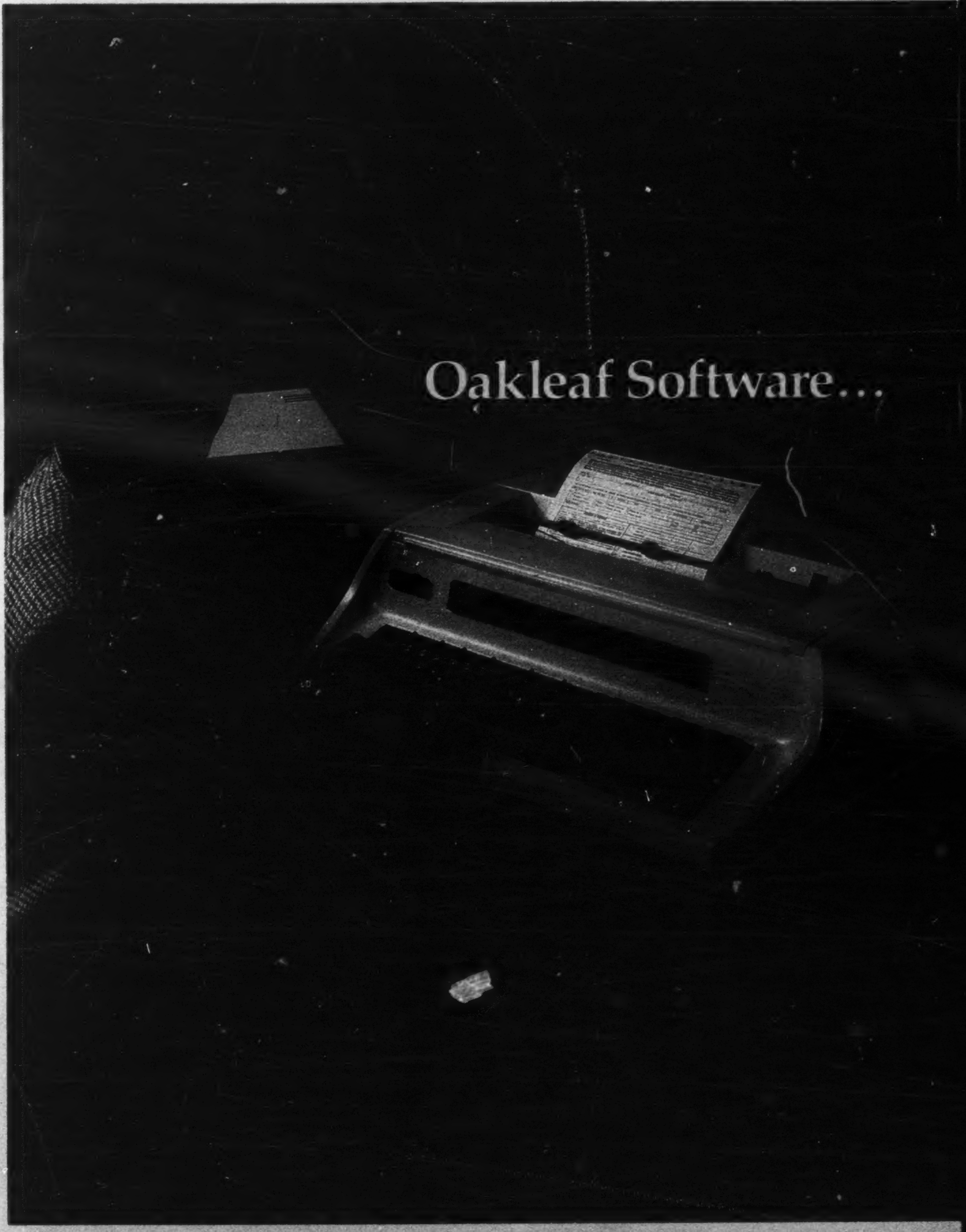
TOKYO. — The Japanese government said auto exports to the U. S. in the first quarter of 1981 will drop under 450,000 units, compared with the 461,000 units of a year before.

Trade officials also said Japanese companies will more than double their purchases of parts from U. S. firms this year. That will move total purchases of parts to about $300 million, they said.

The falloff in exports to the U. S. is being caused by a drop in U. S. sales and not by any type of voluntary restraint, the officials said.

Silver service

Bud Erwin, right, Erwin Buick, Muscoutah, Ill., is presented with a silver tray marking his 25th year as a Buick dealer by P. J. Britton, St. Louis zone manager.



More increases in levies expected

40 states consider fuel tax boosts

WASHINGTON. — Bucking what some call a national tax-cutting trend, 40 states are expected to seek ways to raise motor fuel taxes this year to keep pace with the mounting costs of road work, according to information compiled by the Highway Users Federation.

The only states not seeking to boost motor fuel taxes are Alabama, Delaware, Georgia, Kentucky, Louisiana, Nebraska, South Dakota, Tennessee, Texas and Virginia.

Of the 40 other states, 26 are expected to consider legislation to hike the cents-per-gallon tax on gasoline and diesel fuel. Bills will be introduced in the legislatures of 35 states to impose a variable or percentage tax on motor fuel or to increase existing variable taxes. Sixteen of the 40 will consider both cents-per-gallon and variable tax increases.

Additionally, Vermont is expected to consider including diesel fuel for the first time in a variable percentage tax and a cents-per-gallon tax. Arkansas, Florida, Utah and Wyoming will consider legislation to repeal their fuel sales tax exemptions.

This 1981 legislative projection is based on information gathered by the Highway Users Federation's 22 regional directors located around the country. Their sources are legislative pre-filing statements, press reports, discussions with state officials and proposals already made by legislators and governors.

• Nearly half the states have increased motor fuel taxes in the last three years alone. In 1980, at least 31 state legislatures considered bills to raise the state motor fuel tax, and 10 states—Alabama, Indiana, Kentucky, Massachusetts, Minnesota, Nebraska, South Carolina, South Dakota, Virginia and Wisconsin—actually raised them. In 1979, 10 states hiked motor fuel taxes compared to four in 1978.

A variable tax rate pegs the tax-per-gallon to a percentage of the average wholesale or retail sales price, which may be adjusted periodically within limits prescribed by law. Six states — Washington, New Mexico, Massachusetts, Kentucky, Indiana and Nebraska—currently use the variable tax.

Eight states currently place a sales tax on motor fuel in addition to a cents-per-gallon or variable tax. They are Mississippi, California, Hawaii, Illinois, Michigan, Georgia, New York and Indiana.

The remaining states impose the cents-per-gallon tax, ranging from a high of 12 cents in South Dakota to a low of 5 cents in Texas.

By calculating the cents-per-gallon tax, variable rates and retail sales tax rates on the average retail price of gasoline, an effective state gas tax can be determined for each state.

The following state-by-state effective tax rates were based on the national average price of $1.068 for a gallon of regular gasoline, exclusive of taxes, as of the end of 1980. The calculations were made by the North Carolina Blue Ribbon Study Commission on Transportation Needs and Financing.

Michigan	15.3
Mississippi	14.3
Nebraska	13.6
Hawaii	12.8
Indiana	12.8
New York	12.3
California	12.1
Washington	12.0
South Dakota	12.0
Illinois	11.8
Minnesota	11.0
Virginia	11.0
Pennsylvania	11.0
New Hampshire	11.0
Connecticut	11.0
South Carolina	11.0
Alabama	11.0
Georgia	10.7
West Virginia	10.5
District of Columbia	10.0
Iowa	10.0
Rhode Island	10.0
Massachusetts	9.8
Kentucky	9.6
Idaho	9.5
Arkansas	9.5
North Carolina	9.25
Montana	9.0
Utah	9.0
Wisconsin	9.0
Maine	9.0
Vermont	9.0
Delaware	9.0
Maryland	9.0
Wyoming	8.0
Arizona	8.0
New Mexico	8.0
Louisiana	8.0
Florida	8.0
New Jersey	8.0
Kansas	8.0
North Dakota	8.0
Alaska	8.0
Colorado	7.0
Tennessee	7.0
Missouri	7.0
Oregon	7.0
Ohio	7.0
Oklahoma	6.58
Nevada	6.0
Texas	5.0

In the area of highway-related energy legislation, 17 states will grapple with gasohol tax proposals, four will consider bills to impose a state tax on gasohol, while exemptions from current state taxes will be sought in 13 states.

Legislation on the 55-MPH speed limit is expected to come up for action in several states, with 8 expected to consider bills which would strengthen enforcement.

Half a dozen states—Colorado, Delaware, Indiana, Iowa, Nebraska and Wyoming—will see legislative attempts to weaken enforcement of the 55-MPH national speed limit.

Hovell appointed head of Leyland Australia

LIVERPOOL, NSW, Australia. — Leyland Australia has appointed Philip C. Hovell managing director, effective from February 7th, 1981.

He replaces Ron Hancock, who has returned to England to head the Commercial Vehicles Division of BL Ltd., Leyland Vehicles, Ltd., as chairman.

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Month's registrations reach 186,869

Another record for imported cars

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars set a record for November, the sixth month in 1980 in which a new high was logged, according to figures compiled by R. L. Polk & Co.

New import registrations in November totaled 186,869, off a bit from the October tally of 196,107, but up 10.33 percent from the previous November high of 169,369 in 1979.

Despite the record-breaking pace, the share of total registrations taken by imports continued to slide. Import penetration was 25.61 percent, compared with 26.25 percent in October and over 30 percent in July, August and September. But it was still above the year-earlier level of 23.23 percent in November.

Import registrations for the first 11 months of 1980 totaled a record 2,281,435, up 6.01 percent from 2,152,027 in 1979. This indicates a 1980 total of close to 2.5 million. The any-year record, set in 1979, is 2,339,004.

Imports accounted for 28.34 percent of U. S. new-car registrations in the first 11 months, compared with 22.60 percent in 1979.

- For the third consecutive month, Subaru achieved the largest gain of any nameplate in share of import registrations compared with a year earlier. Subaru accounted for 5.88 percent of import registrations in November, up 2.10 percentage points from the year-ago month.

Front-running Toyota also improved its share, taking 20.68 percent, up 1.17 points. Other gainers were Honda, up 1.38 points to 15.40 percent; Mazda, up 0.32 of a point to 8.12 percent, and Volvo, up 0.65 of a point to 2.65 percent.

Datsun, which took the top spot in November import registrations a year earlier, suffered the biggest decline, down 2.55 points to 19.24 percent and second place.

Volkswagen dropped 0.95 of a point to 10.87 percent, while Fiesta was off 0.21 of a point to 2.79 percent and Mercedes-Benz dipped 0.07 of a point to 2.09 percent.

Rounding out the top 10 was Audi, which took 1.88 percent of the November market. It was not among the top 10 a year earlier.

The top 10 imports accounted for 89.60 percent of import registrations in November, up from 87.88 percent a year earlier. For the first 11 months, the top 10 accounted for 88.51 percent, compared with 86.27 percent the year before.

November registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 136,818 (120,966); West Germany, 36,782 (35,670); Sweden, 6,118 (4,612); France, 2,687 (2,096); Italy, 2,587 (3,503), and United Kingdom, 1,877 (2,522).

Registrations of imported cars by country of origin for the first 11 months of 1980, with year-earlier figures in parentheses, were: Japan, 1,690,315 (1,495,420); West Germany, 426,693 (465,905); Sweden, 61,908 (63,539); Italy, 39,873 (60,023); France, 32,696 (26,879); UK, 29,942 (40,260), and others, 8 (1).

Registrations of imported trucks in November totaled 38,548, up 4.38 percent from 36,931 a year earlier.

Registrations of imported trucks in November, with year-earlier figures in parentheses, were: Chevrolet LUV, 8,677 (7,122); Toyota, 7,703 (10,228); Datsun, 7,574 (8,443); Ford Courier, 5,285 (5,244), and others, 9,309 (5,894).

The truck import total for the first 11 months of 1980 was 489,736, up 11.12 percent from 440,734 in 1979.

Registrations of imported trucks in the first 11 months, with year-earlier figures in parentheses, were: Toyota, 125,359 (118,558); Datsun, 101,322 (91,013); Chevrolet LUV, 80,996 (88,883); Ford Courier, 69,489 (69,037), and others, 112,570 (73,243).

Chrysler, states discuss workmen's comp coverage

DETROIT. — Chrysler Corp. says its insurance unit is financially sound, but several states with heavy Chrysler work forces want assurance the company can continue to be self-insured for workmen's compensation claims.

Currently, Chrysler insures itself through Chrysler Insurance Co., a unit of Chrysler Financial Corp., an unconsolidated Chrysler subsidiary. Some states are worried the company won't be able to continue to pay its workers for job-related injuries and illnesses and in the past few weeks have threatened to make Chrysler buy expensive commercial insurance.

In Michigan, alone, buying such insurance would cost Chrysler $50 million to $100 million a year, a lot more than the $35 million a year in actual claims currently being paid.

Chrysler has agreed to create a trust fund in Michigan amounting to $5 million over the next 12 months which will cover future liabilities. The same agreement is currently under discussion in Delaware and Illinois.

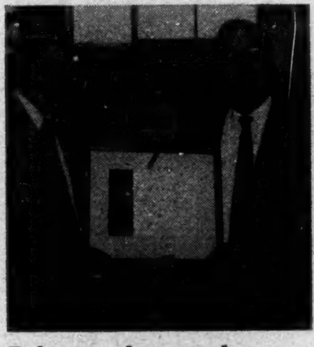
Missouri wants Chrysler to buy excess insurance to cover claims over a certain amount and to boost its surety bond from $50,000, but officials would not say how much.

According to a Chrysler spokesman, discussions are still underway with Delaware, Illinois and Missouri and until a decision is reached Chrysler will not have any report to make.

In a hearing in Ohio recently, state commission officials said they were pleased with the financial situation of Chrysler Insurance Co. Chrysler said the insurance unit's net worth was $29.3 million at the end of 1979 and would be higher for 1980.

The board gave the company until Feb. 28 to turn in the unit's 1980 financial statement and give assurance it would not be tied up in any bankruptcy proceedings.

A Chrysler spokesman said there have been no conversations with officials in Indiana or New York, which also have many Chrysler workers.



Fuhrman honored

Kenneth A. Fuhrman, right, president, Fuhrman's Ford Sales, Inc., West Salem, O., receives a plaque from Richard L. Fenstermacher, Cleveland Ford district sales manager, honoring the dealership's 25th anniversary.

New quarters

WALLINGFORD, Conn.— Max's Subaru has moved into a new location at 809 N. Colony Rd.

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER				
	Regis., Nov., 1980	Percent Share of Market	Regis., Nov., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	38,650	20.68	33,046	19.51	+ 1.17
Datsun	35,947	19.24	36,910	21.79	− 2.55
Honda	28,786	15.40	23,735	14.02	+ 1.38
Volkswagen	20,303	10.87	20,021	11.82	− 0.95
Mazda	15,181	8.12	13,212	7.80	+ 0.32
Subaru	10,995	5.88	6,408	3.78	+ 2.10
Fiesta	5,208	2.79	5,078	3.00	− 0.21
Volvo	4,953	2.65	3,385	2.00	+ 0.65
Mercedes	3,905	2.09	3,650	2.16	− 0.07
Audi	3,507	1.88	....	....	....
Colt	....	....	3,392	2.00	....
All Others	19,434	10.40	20,532	12.12	− 1.72
TOTAL	186,869		169,369		
Share of U.S. Total		25.61		23.23	+ 2.38

	11 MONTHS				
	Regis., 11 mos., 1980	Percent Share of Market	Regis., 11 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	518,865	22.74	425,808	19.79	+ 2.95
Datsun	472,003	20.69	403,961	18.77	+ 1.92
Honda	320,924	14.07	308,406	14.33	− 0.26
Volkswagen	236,192	10.35	266,692	12.39	− 2.04
Mazda	143,737	6.30	131,673	6.12	+ 0.18
Subaru	115,105	5.05	88,761	4.13	+ 0.92
Fiesta	63,169	2.77	71,062	3.30	− 0.53
Arrow	51,965	2.28	....	....	....
Volvo	49,999	2.19	49,583	2.30	− 0.11
Colt	47,335	2.07	56,173	2.61	− 0.54
Fiat	....	....	54,382	2.53	....
All Others	262,141	11.49	295,526	13.73	− 2.24
TOTAL	2,281,435		2,152,027		
Share of U.S. Total		28.34		22.60	+ 5.74

Registrations not available for Oklahoma.

In which industry likes rules

Book of regulations gets another odd tale

WASHINGTON. — A strange thing is happening with the Noise Control Act, according to Senator Robert Stafford, Vermont Republican: The businesses being regulated — not the public, environmental or consumer groups—are fighting against repeal.

Speaking before the annual meeting of the Society of the Plastics Industry at the Mayflower Hotel here, Stafford said that regulatory programs "are likely to remain a part of the national fabric, not just because of public support for them, but because of significant industry support."

"It is my experience that some of the most vigorous and vocal opponents of attempts to eliminate regulation are the industries that are regulated," Stafford added.

As an example, Stafford talked about the Noise Control Act, which Congress enacted several years ago to regulate noise from garbage trucks and other heavy-duty trucks, trains and other sources.

A few years after enactment, Stafford said, a federal court ruled that the Noise Control Act was preemptive, meaning that the federal government alone has the right to make noise-control standards.

"If the federal government is . . . actively regulating an activity, an argument can be made that preemption isn't that bad an idea," Stafford said.

"In the case of the Noise Control Act, however, the federal government was doing virtually nothing at the time. The result was a situation that defies logic —but is all too characteristic of regulatory laws."

Eventually, Stafford added, industry became so content with the lethargic movement of federal noise-control laws that they fought against any changes.

Stafford told of one senator who received complaints from constituents about the noise from a railroad switching station in one town.

"I am not exaggerating when I tell you the local citizens were so enraged that some of them tried to sabotage some trains," he said.

The senator suggested that, since the Noise Control Act was doing no good, perhaps it should be repealed to allow the states to act.

"Within 48 hours . . . the senator was engulfed by tidal waves of protest," Stafford said. "The opposition was not from environmentalists. Nor was it from his suffering constituents. The protests came from the railroad industry."

Since Stafford's speech, EPA has ruled that federal noise standards for heavy-duty trucks should be delayed one year.

DOMESTIC SALES BY NAMEPLATE

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	374,706	Citation	308,437	6
2	373,988	Chevette	375,724	3
3	285,272	Fairmont	338,819	5
4	267,732	Malibu	344,233	4
5	261,819	Chevrolet	449,001	1
6	258,789	Cutlass Sup.	404,088	2
7	225,290	Mustang	304,053	7
8	210,784	Cutlass	114,092	30
9	199,207	Regal	249,379	9
10	177,140	VW Rabbit	166,839	19
11	175,741	Skylark	115,000	28
12	165,638	Monte Carlo	265,877	8
13	150,320	Monza	141,564	23
14	147,997	Olds 88	223,699	*
15	145,894	Century	62,210	41
16	142,819	Ford	245,565	10
17	142,467	Pinto	187,708	15
18	132,630	Sunbird	89,107	35
19	127,248	Thunderbird	215,698	12
20	126,151	Cadillac	206,164	13
21	118,414	Grand Prix	175,573	16
22	116,824	Camaro	204,742	14
23	105,398	Pontiac	171,301	17
24	98,952	Phoenix	80,857	39
25	89,429	LeSabre	129,554	24
26	88,371	Granada	141,737	22
27	87,262	Omega	50,098	48
28	87,032	Zephyr	99,335	32
29	81,592	Firebird	149,211	20
30	78,823	Horizon	84,668	†
31	77,911	LeMans	114,993	29
32	73,464	Olds 98	92,075	*
33	72,116	Volare	167,091	18
34	65,519	LeBaron	99,588	31
35	64,991	Concord	85,432	38
36	62,592	Capri	90,850	34
37	61,792	Electra	88,195	36
38	61,240	Omni	69,888	††
39	60,196	Escort	....	....
40	50,092	Aspen	117,777	27
41	53,971	TC3	62,072	†
42	52,645	Mercury	94,654	33
43	51,857	XR-7	121,184	26
44	49,723	Spirit	54,356	46
45	46,658	024	54,490	††
46	44,908	Cordoba	61,801	42
47	42,917	Riviera	42,917	47
48	37,051	Toronado	46,845	49
49	36,507	Corvette	38,631	53
50	34,709	Seville	45,317	50
51	33,157	Diplomat	45,131	51
52	32,720	Reliant	....	....
53	32,641	Eagle	14,101	62
54	31,710	Cougar/ Monarch	55,347	45
55	30,144	Lincoln	60,797	43
56	29,321	Chrysler	87,451	37
57	27,595	Mirada	24,784	58
58	26,821	Bobcat	44,674	52
58	25,784	Aries	....	....
60	18,196	Lynx	....	....
61	16,934	Dodge	28,303	55
62	13,682	Plymouth	746	69
63	5,388	Skyhawk	18,768	60
64	5,334	Starfire	18,611	61
65	4,219	Versailles	13,586	63
66	3,012	LTD II	26,700	56
67	2,497	Imperial	....	....
68	2,083	Pacer	8,168	65

*—Olds 88 and 98 were reported together in 1979: 223,699 (11).

†—Horizon and TC3 were reported together in 1979: 146,740 (21).

††—Omni and 024 were reported together in 1979: 124,378 (26).

Saab adopts 'beauty' theme for 1981 ads

Beauty is the theme of Saab's '81 ad campaign which emphasizes the Saab 900 notchback.

"From 0-115 MPH, it's one of the most beautiful cars in the world," proclaims copy headline for the new 900 model.

Two-page advertising spreads have been running in some 24 publications, with strong positive response in dealerships, according to Peter A. Berla, ad manager for Saab-Scania of America.

Berla noted that Saab's traditional hatchback styling "has been less than acceptable . . . to many Americans."

But with the new four-door notchback, "Saab now has a product which is instantly more acceptable to the American eye," he said.

And because Saab's reputation has been that it is an "unusual car," he added, the new appearance has become the focus of the '81 campaign's headlines which draw attention to beauty in various ways and conclude:

"When you consider what you get in a Saab, its price may be the most beautiful thing about it."

The '81 effort also extends last year's "intelligent car" theme. It emphasizes Saab's performance, comfort, safety, quality and economy characteristics, with the appearance element added.

The '81 media emphasis has shifted from local newspapers to a full schedule of national magazines, including major news weeklies, business and financial publications and a number of special interest publications.

Ally & Gargaro Advertising, New York, is Saab's agency.

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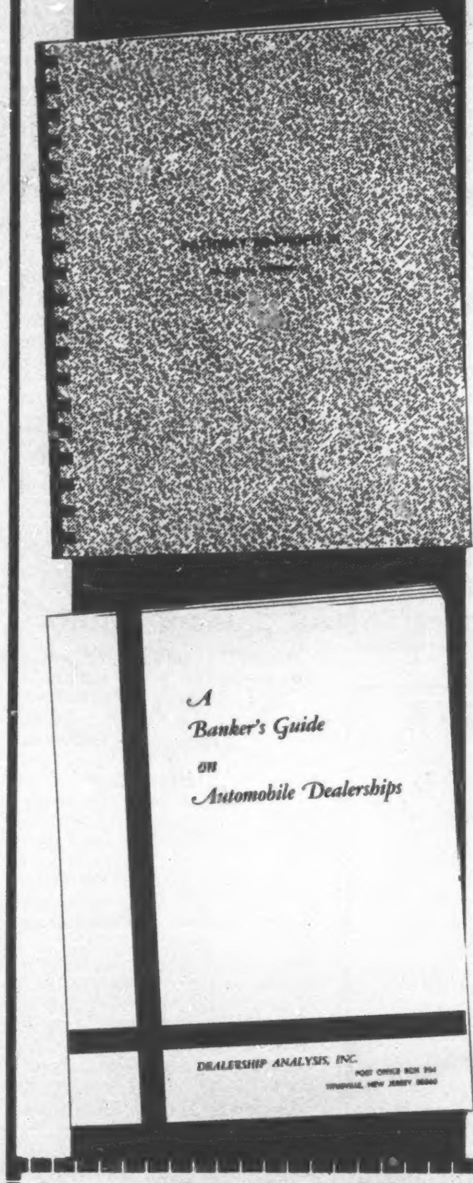
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American Motors

Feb. 17—Ohio Auto Auction, Grove City, O.

Feb. 18—Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19—Fresno Auto Dealers Exchange, Fresno, Calif.

Feb. 20—Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Feb. 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 26—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 27 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

Feb. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 18 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19 — Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Feb. 24 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

Feb. 25 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—Concord Auto Auction, Hosmer St., Acton, Mass.

Ford Motor Co.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

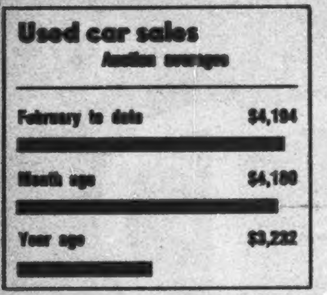
Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Used car sales

Auction averages



Model breakdown

Auction averages

	February to Date	January	December
1981	$7,922	$7,767	
1980	5,777	5,067	$5,578
1979	4,884	4,728	4,708
1978	3,821	3,585	3,810
1977	2,974	3,125	3,634
1976	2,357	2,852	1,991
1975	1,830	1,541	1,826
1974	1,249	1,288	1,146
Overall Average	$4,194	$3,961	$3,569

25th anniversary

Marguerite Baer, Baer Ford, Inc., Huntington Mills, Pa., is presented with a silver anniversary plaque by Phil Novell, Ford Division Newark district sales manager.

With 22-percent share for imports

Datsun VP sees 10-million year

LOS ANGELES. — Combined U. S. and imported new-car sales should hit 10 million in 1981, with imports accounting for 2.2 million units, or 22 percent of the market, Robert Kent, Datsun vice president of marketing, told the Newspaper Advertising Sales Assn. here.

The 22 percent import share reflects a drop from 26.7 percent in 1980, Kent said.

Kent said it was not fair to blame imports for the decline in Detroit's market share last year.

He noted that import sales "were up barely 80,000 units in 1980 versus 1979," while Detroit's sales falloff totaled about 1,700,000 units in 1980.

While 10 million new-car sales for 1981 may sound good, "for an industry that's geared to break even on 12 million (it) is nearly disastrous," he added.

Kent said that the imported-car industry was important to holding down car prices to consumers and providing jobs to the U. S. economy.

Import distributors and dealers, for example, employ more than 150,000 people and their total assets are over $5 billion, he said.

Kent predicted that limiting imports, as has been proposed, would drive up "the price of all cars . . . substantially. Our estimate is that small cars could increase in price by as much as $800 dollars."

He added that the car market has changed in recent months so that "interest in fuel economy, which is still strong, is no longer the key to the buying decision."

"Front-wheel-drive, diesel engines, choice of models, price and quality have all become major purchasing factors," Kent said. "And these are no longer the exclusive domain of imports. Detroit is making incredible inroads into these areas."

He predicted "the next five years are going to be hard ones for Detroit . . . (but) imports will still be here when Detroit gets back on its feet . . . We'll be standing there eyeball to eyeball fighting for sales just like we always have."

used-car auction directory

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Use Automotive News Classified Section

Group holds first meeting

NAMAD works for minority dealers

By John A. Russell
New York Staff Writer

LOS ANGELES. — More than $21 million in federal direct loans has been funneled to minority dealers throughout the nation through the efforts of an infant dealer organization which held its first general meeting here last week.

The National Assn. of Minority Auto Dealers was formed last May to meet the specific needs of black, Hispanic, American Indian and other minority dealers throughout the country.

Charles Patrick, executive director of the Detroit-based association stressed it is not a "splinter" or "radical" group. Rather, it was founded to address the specific problems of minority dealers.

All of its members, he noted, are also members of NADA. While some of the problems faced by minority dealers in the current economic downturn are the same as those faced by others, many are not.

There are 65 NAMAD members from approximately 250 identified minority dealers in the U. S. Members represent all makes, according to Patrick.

The organization was founded with a grant from the U. S. Department of Commerce. Patrick said it set to work immediately to streamline procedures and expedite the process for minority dealers to obtain direct federal financial assistance.

- To date, nearly 100 minority dealers have obtained either direct assistance or federal loan guarantees which "kept them in business," Patrick said.

Jesse Jones, a Dodge dealer from the Detroit area and a director of the association, said that 60 percent of all minority business is auto-related. Minority dealers make up less than 1 percent of the dealer total.

These dealers, for the most part, are new in business and don't have the capital necessary to withstand a severe economic downturn.

According to a report prepared for the Department of Commerce, minority dealers face "unique" situations.

Insufficient equity capital and greater reliance on loans is typical of most minority dealers, particularly in periods of economic decline, according to the report. The erosion of sales causes more of the dealer's profits to be consumed by interest expenses.

Also, most minority dealerships have been in operation for a limited amount of time. This means minority dealers couldn't set aside profits from past good sales years to weather the current storm.

Because of their limited time in business and their lack of capital, minority dealers are perceived by the lending community as being at the high end of the risk spectrum. They are charged the highest interest rates, the report stated.

- Minority dealers are forced to use financial avenues other than commercial banks. Only by paying higher interest rates can these dealers stay in business.

The final disadvantage found in the report is the location of minority dealer points. Most tend to be in urban areas, usually in deprived sectors, which are the hardest hit during an economic recession through high unemployment and curtailment of retail credit.

Bill Schach, a Ford dealer from California and a director of the association, noted that minority dealer clientele is the first hurt by a recession.

But the problem of location goes deeper than that. Usually, because of their lack of capital, minority dealers are forced to obtain points that no one else wants. Many of these points were bankrupt at the time of purchase and the minority dealer has the job of turning the business around.

Rarely, because of the cost, does the minority dealer have the ability to obtain an on-going established point that may come on the market.

- This first general meeting, Schach said, had a threefold purpose. Basically, the directors wanted to get the members together, as well as solicit new members and emphasize why the organization exists.

All three directors, throughout the interview with AUTOMOTIVE NEWS, stressed this was not a splinter, faction organization but rather one founded to meet the particular needs of the minority dealer.

A three-point plan to meet the immediate needs of the minority dealer has been developed. This includes federal economic assistance through long-term, low-interest loans to supplement capital needs; cash flow aids from the manufacturers, and cash flow help through better business practices.

The association is working through the Department of Commerce, the Small Business Administration and the Minority Business Development Agency to obtain federal loans.

The association proposed that manufacturers put a moratorium on dealer development debt, to expire at the end of a transition period (target October, 1982). It also asked for warranty payment and increased management assistance, from the manufacturers at the point of sale.

For the dealer, the plan aims at better business practices, stronger inventory controls and a better overall approach to the business.

Patrick said that since the organization is still young, it has attacked the federal financial assistance first. Later, the association will move into the other areas, including management training assistance and business practices.

Schach said the goals are to improve the quality and quantity of minority dealers in the nation.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Feb. 1, 1981	Jan. 1, 1981	Feb. 1980
Spirit	95	136	94½
Concord	86	110	109
Eagle	85	92	107
AMERICAN MTRS.	88	108	104
Horizon	91½	87½	72½
Reliant	50½	66	......
Volare	82	105	143½
Gran Fury	74	70½	142
Plymouth	69	77	98
Imperial	213	130	......
LeBaron	97	77	145
Cordoba	107	120½	154
Chrysler	70	66	163
Chrysler	96	87	153
Omni	91½	93	74
Aries	68	66	......
Aspen	87	102½	150
Diplomat	102	92	221
Mirada	142	151	163
St. Regis	94	109	115
Dodge	86	86½	109
CHRYSLER CORP.	81	83	120
Escort	58	47	......
Pinto	68	84	80
Mustang	110	112	84
Fairmont	101	73	63
Granada	135	149	106
Thunderbird	107	107	108
Ford	100	86	103
Ford	94	87	84
Lynx	76	52	......
Bobcat	59	80	79
Capri	107	93	79
Zephyr	93	52	58
Cougar	118	120	85
XR-7	111	90	101
Mercury	77	62	63
Mercury	92	71	77
Lincoln	94	72	120
Mark VI	106	79	86
Lincoln	100	76	100
FORD MOTOR CO.	93	82	83
Skylark	53	50½	16
Century	65	62	40
Regal	70½	61	57½
LeSabre	57	51	100
Electra	61	47	68½
Riviera	48½	41	63
Buick	61	55	51½
Seville	69½	57	62
Cadillac	47	31	59
Eldorado	50	39	36½
Cadillac	51	37	55
Chevette	81	125	43
Monza	32	48	60
Citation	98	85	29
Camaro	95	92	95½
Malibu	87½	90	75
Monte Carlo	117½	110½	99
Chevrolet	79½	67½	94
Corvette	85	79	47
Chevrolet	87½	91	65
Omega	59	77	22
Cutlass	47	65	40
Supreme	66	80	54
Olds 88	42	47	50
Olds 98	40	43	51
Toronado	44	47	46
Oldsmobile	52	64	47
Sunbird	47	88	59
Phoenix	92	95	13
Firebird	114	138½	101
LeMans	94	121½	81½
Grand Prix	103	102½	95½
Pontiac	87	95	80
Pontiac	86½	103	72
GENERAL MTRS.	72	77	60
VOLKSWAGEN	76	95	29
TOTAL	78½	80	71

Chrysler expects loan OK, but suppliers get restless

By Edward Lapham
Financial Editor

DETROIT. — Chrysler Corp. officials last week expected to receive final, formal approval for $400 million in new federal loan guarantees this Wednesday, Feb. 18, barring any last-minute difficulties.

Late last week the auto maker was still collecting various documents from many of its lenders as well as seeking required approval from the Canadian Government to reduce its Canadian spending plans without forfeiting $200 million in loans. An agreement is necessary to win federal loan guarantee board approval of the drawdown request.

A Chrysler Canada spokesman in Windsor said he expected the company and the government to reach agreement by the Wednesday target.

Elsewhere, however, there seemed to be some financial backsliding by parties already involved in the latest drawdown plan.

Following a meeting with securities analysts in Chicago, Borg-Warner Corp. chairman James Bere told reporters his company is not acquiescing to Chrysler's demands for a price cut from its suppliers, and was in fact "strategically withdrawing" as a supplier to the beleagured auto maker.

Bere said his company "would not be the one to put Chrysler under" but that a price cut would be unfair to other customers. He said Borg-Warner is continuing to ship components to Chrysler but will not increase the present level of Chrysler's receivables.

Bere's comments were the first public utterings of this type by a supplier, although privately some have been skeptical since Chrysler Chairman Lee Iacocca announced his price-cut, delayed-payment plan in December.

Other suppliers began to grumble louder following Bere's comments.

"There is no doubt the suppliers are becoming more and more sullen every day," said John Muir & Co. vice president and auto analyst Arvid Jouppi. "The loan guarantee board must act quickly to keep the deal from falling apart."

A Chrysler official here said Bere's remarks were a rather isolated incident. "We've seen no sign of a supplier insurgency," he said.

Meanwhile in Washington, Treasury Secretary Donald T. Regan told the National Press Club that while the Reagan Administration does not look with favor on subsidies to weak companies, it does acknowledge the existence of the Chrysler aid law.

Regan, the new chairman of the Chrysler Loan Guarantee Board, said he will certify the current $400-million drawdown request once Chrysler has met all of the specified conditions.

He added, however, that this does not bind the Administration to any additional drawdowns ($300 million would be left of the authorized $1.5 billion total) or anything beyond that amount if it is totally used.

1,421,023 units in Feb. 1 domestic inventory

New-car stock slips to 78½ days

Continued from Page 1

crease its days-supply figure during the month.

Chrysler Corp. opened February with an 81-day supply, compared with an 83-day stockpile on Jan. 1.

American Motors whittled its inventory from a 108-day supply to 88 days. Volkswagen of America had a 76-day stock Feb. 1, down from 95 days.

The Feb. 1 domestic new-car inventory was divided this way: GM, 57.43 percent; Ford Motor Co., 24.62 percent; Chrysler Corp., 12.82 percent; VWoA, 2.58 percent, and AMC, 2.55 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.75 percent; Ford Motor Co., 24.72 percent; Chrysler Corp., 13.95 percent; VWoA, 2.81 percent, and AMC, 2.77 percent.

- By size class, stocks of subcompacts and intermediates declined during January, while other segments grew. Small cars were still in heavier supply than big cars.

The industry had a 71½-day supply of subcompacts and an 86-day stock of compacts Feb. 1, compared with an 83-day supply of subcompacts and an 81-day stock of compacts a month earlier.

The supply of intermediates dipped from 91½ days to 86 days, while the inventory of standards rose from 65 to 68½ days and the supply of luxury cars jumped from 44 to 61 days.

The Feb. 1 inventory was divided this way by market class: Subcompact, 20.60 percent; compact, 29.65 percent; intermediate, 32.32 percent; standard, 12.50 percent, and luxury, 4.93 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 22.26 percent; compact, 29.82 percent; intermediate, 31.90 percent; standard, 11.76 percent, and luxury, 4.26 percent.

The Feb. 1 days-supply figures by market class were:

Subcompact—Monza, 32; Sunbird, 47; Escort, 58; Bobcat, 59; Pinto, 68; Rabbit, 76; Lynx, 76; Chevette, 81; Horizon, 91½; Omni, 91½, and Spirit, 95.

Compact—Reliant, 50½; Skylark, 53; Omega, 59; Aries, 68; Volare, 82; Eagle, 85; Concord, 86; Aspen, 87; Phoenix, 92; Zephyr, 93; Camaro, 95; Citation, 98; Fairmont, 101; Capri, 107; Mustang, 110, and Firebird, 114.

Intermediate — Cutlass, 47; Century, 65; Supreme, 66; Regal, 70½; Malibu, 87½; LeMans, 94; LeBaron, 97; Diplomat, 102; Grand Prix, 103; Cordoba, 107; Thunderbird, 107; XR-7, 111; Monte Carlo, 117½; Cougar, 118; Granada, 135, and Mirada, 142.

Standard — Olds 98, 40; Olds 88, 42; LeSabre, 57; Electra, 61; Chrysler, 70; Gran Fury, 106; Mercury, 77; Chevrolet, 79½; Pontiac, 87; St. Regis, 94, and Ford, 100.

Luxury—Toronado, 44; Cadillac, 47; Riviera, 48½; Eldorado, 50; Seville, 69½; Corvette, 85; Lincoln, 94; Mark VI, 106 and Imperial, 213.

Silver for Corazza

Theodore R. Corazza, left, of Riviera Volkswagen, Inc., Manhattan Beach, Calif., receives his 25th anniversary award from Ron Beaman, former regional manager for Volkswagen of Angeles in Los Angeles.

Week's output sags to 101,054 units

Car production slump continues

By Patricia Hoffman
Staff Writer

U. S. auto production last week was still trailing far behind year-ago levels as many of the auto makers continue to feel the sting of slumping sales in the 1981 recession period.

Production last week was slated at 101,054 units, a 28.40 percent drop from the 141,153 cars assembled in the year-ago week and a decrease of 16.25 percent from the 120,670 units built in the previous week this year.

So far this year, the auto makers have completed 654,008 units, down 22.28 percent from the 841,413 cars built in the comparable period last year.

Breakdown by companies for the year-to-date total is: General Motors, 67.92 percent; Ford Motor, 16.43 percent; Chrysler Corp., 10.79 percent; American Motors, 1.59 percent; Volkswagen of America, 3.24 percent, and Checker Motor, 0.03 percent.

Downtime was scheduled last week at five assembly points.

Ford Motor's Chicago and Dearborn points, both down since Feb. 2, continued down last week. They are slated to resume operations today (Feb. 16).

Ford's Lorain plant, down since Feb. 2, and Ford's Kansas City plant, down since Feb. 9, will both remain idle through the week beginning Feb. 23.

Chrysler Corp.'s Lynch Road facility, also down last week, will resume operations today. It will work at full schedule for the remainder of February and through March, Chrysler said. Due to a heavy increase in fleet orders for the Plymouth Gran Fury, Dodge St. Regis and Chrysler Newport, Chrysler has canceled its scheduled down periods for the weeks of Feb. 16 and March 23.

General Motors has scheduled downtime for two weeks at Baltimore, beginning today, and for one week at Janesville.

Also at GM, the Leeds plant will be down for one week beginning Feb. 23.

Saturday overtime was slated last week at GM's Tarrytown facility.

Conference slated March 6

Lemon law parley set

WASHINGTON. — A March 6 "Lemon Law Conference," sponsored by the Center for Auto Safety, will feature a keynote address by FTC's Michael Pertschuk.

In a session called "Point/Counterpoint," Irving J. Rubin, of Ford Motor Co.'s Government Affairs Planning, will debate Herbert Denenberg, a consumer advocate and journalist.

Other sessions for lawyers include individual plaintiff actions (Mark Silber, discussing his litigation against Ford and Chrysler Corp.): joinder actions (including successful actions against BL and Ford and the piston-scuffing case) and class actions (including Firestone 500 and General Motors automatic transmission cases).

The NHTSA defect and recall program will also be discussed. The public interest movement will be covered by Joyce Kinnard, of the Center for Auto Safety, and Archie Richardson, of the Automobile Owners Action Council.

The concluding address will be given by Harry M. Philo, president of Association of Trial Lawyers of America.

The meeting is scheduled for the New Sheraton Washington Hotel.

breaking news

Continued from Page 1

sold in the UK — Lada, Polski-Fiat and Skoda — saw their market share decline last year.

VW rocks with Santana

WOLFSBURG, West Germany.—Scuttlebutt here is that Volkswagen will introduce a new two-door notchback sedan this fall called Santana. Developed under the codename Korsar, the car is based on the new Passat/Dasher and is to be positioned as an up-market model for VW. Santana, like Scirocco and Passat, is another "wind" name. But it's also the name of one of America's top rock groups, posing a potential identity problem if the car is exported to the U. S.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
CHEVROLET	13,000*	15,509	12,487*	25,487*	94,979	82,900
DODGE/PLYMOUTH	1,700	120	48	1,748	17,749	6,896
FORD	7,512	9,018	8,254	15,766	78,893	55,701
GMC	5,118	3,501	5,222	10,340	23,364	29,655
INTERNATIONAL	1,690	....	....	1,690	....	8,520
MACK	....	620	....	....	3,984	....
WHITE	....	200	....	....	1,253	....
JEEP	1,740*	2,620*	1,740*	3,480*	15,400	12,096*
AMC CORP.	85*	430*	85*	170*	1,900	510*
VOLKSWAGEN	1,040	687	1,022	2,062	2,219	5,049
MISCELLANEOUS	1,200*	800	1,200*	2,400*	5,360	6,100*
Total Trucks, U. S.	33,085	33,505	30,058	63,143	245,101	207,427

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
CHRYSLER CORP.	1,600	....	172	1,772	3,097	4,613
FORD MOTOR	3,280	3,204	846	4,126	23,659	18,792
GENERAL MOTORS	6,382	4,278	6,538	12,920	35,594	37,923
AMERICAN MOTORS	....	502	....	....	3,258	....
INTERNATIONAL	245	465	273	518	1,419	1,628
MACK	....	60	....	....	396	....
WHITE	....	65	....	....	395	....
Total Trucks, Canada	11,507	8,574	7,829	19,336	67,818	62,956
N. American Trucks	44,592	42,079	37,887	82,479	312,919	270,383

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production rises for week; 33,085 assembled

U. S. truck production last week jumped ahead of the previous week's total, and the output for the week showed only a slight decrease from the comparable week in 1980.

Planned truck production last week was 33,085 units, an increase of 10.07 percent from the 30,058 units assembled in the previous week, and down 1.25 percent from the 33,505 trucks built in the week ended Feb. 16, 1980.

So far this year, the truck makers have completed 207,427 units, down 15.37 percent from the 245,101 trucks built in the comparable period last year.

Downtime was scheduled last week at five plants.

Ford's Kansas City and San Jose points were down for one week. Ford's Norfolk and Twin Cities plants were closed last week for the second week of downtime. All are scheduled to resume operations today (Feb. 16).

American Motors scheduled downtime last week at its Jeep facility due to a suppliers strike.

Downtime is scheduled this week at General Motors' St. Louis point. It is slated to reopen Feb. 23.

Also down this week are General Motors Flint (light-truck, Blazer and Suburban lines) and the GMC plant in Pontiac. The Flint point will remain idle through the week of Feb. 23.

Canadian output cut in half by plant closings

Because of plant closings, Canadian auto production last week was less than half of the previous week's output, and the week's total plunged far below the comparable 1980 week.

General Motors' Oshawa car point, which closed last week for inventory adjustment, will resume operations today (Feb. 16).

Chrysler's Windsor car point, also down the week ended Feb. 14, will continue downtime this week, resuming operations Feb. 23.

Planned production last week for the auto makers was 6,569 units, a 59.82 percent decrease from the previous week's output of 16,351 units, and down 48.10 percent from the 12,659 cars completed in the week ended Feb. 16, 1980.

The year-to-date output is 69,343 units, down 30.68 percent from the 100,045 units assembled in the comparable period in 1980.

Canadian truck production last week took a turn for the better as the planned output rose far above the comparable 1980 week and the previous week's totals.

Truck assembly was planned at 11,507 units last week, an increase of 46.97 percent from the 7,829 trucks completed the previous week, and up 34.20 percent from the 8,574 units built in the comparable week last year.

So far this year the truck makers have completed 62,956 units, a decrease of 7.16 percent from the 67,818 trucks completed through Feb. 16, 1980.

U. S. CAR PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
AMERICAN MOTORS	475*	4,760	475*	950*	27,006	10,415
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	13,550	11,860	15,293	28,843	77,503	70,568
Plymouth Total	6,750	6,160	8,077	14,827	35,335	35,031
Horizon	2,100	3,150	2,529	4,629	20,972	11,854
Volare	....	2,200	....	....	11,388	....
Gran Fury	....	780	788	788	2,440	1,277
Caravelle	50	30	....	50	535	274
Reliant	4,600	....	4,760	9,360	....	21,626
Chrysler Total	1,100	490	474	1,574	9,512	4,873
Chrysler	....	190	474	474	2,826	1,276
LeBaron	1,100	300	....	1,100	6,686	3,597
Dodge Total	5,700	5,210	6,742	12,442	32,656	30,664
Omni	1,300	2,860	2,308	3,608	19,309	9,935
St. Regis	....	630	360	360	2,265	669
Diplomat	600	140	....	600	2,845	2,222
Aspen	....	1,580	....	....	8,237	....
Aries	3,800	....	4,074	7,874	....	17,838
FORD MOTOR	18,387	24,683	21,323	39,710	127,071	107,408
Ford Division	11,913	18,023	14,491	26,404	92,088	64,033
Pinto	....	....	....	....	5,456	....
Must./Must. II	1,116	5,552	....	1,116	25,355	6,515
Fairmont	1,056	6,650	4,150	5,206	25,533	19,086
Granada	312	....	299	611	9,395	5,777
Thunderbird	....	3,821	....	....	16,595	3,025
Ford	1,686	2,000	1,695	3,381	9,754	10,155
Escort	7,743	....	8,347	16,090	....	19,475
L-M Division	6,474	6,660	6,832	13,306	34,983	43,375
Mercury Total	5,148	6,660	5,483	10,631	31,367	36,644
Bobcat	....	....	....	....	980	....
Capri	475	2,112	....	475	7,721	2,202
Zephyr	447	1,978	1,156	1,603	8,126	5,957
Cougar/Monarch	193	....	189	382	2,591	2,594
XR-7	....	....	....	....	5,259	1,645
Mercury	1,295	2,570	1,313	2,608	6,690	8,316
Lynx	2,738	....	2,825	5,563	....	15,930
Lincoln Total	1,326	....	1,349	2,675	3,616	6,731
Lincoln	616	....	626	1,242	1,248	2,969
Versailles	....	....	....	....	494	....
Mark VI	710	....	723	1,433	1,874	3,742
GENERAL MOTORS	64,482	94,941	79,435	143,917	593,221	444,230
Buick Division	17,731	18,334	18,869	36,600	110,296	105,863
Skylark	5,716	4,389	5,894	11,610	31,681	31,005
Century	3,880	3,743	3,576	7,456	20,105	[illegible]
Regal	3,730	5,017	5,114	8,844	25,614	[illegible]
Buick	3,150	3,990	3,129	6,279	24,511	[illegible]
Riviera	1,255	1,195	1,156	2,411	8,385	[illegible]
Cadillac Division	6,646	7,264	5,905	1,255	42,403	[illegible]
Seville	890	1,100	576	1,466	7,686	4,237
Cadillac	4,251	4,626	4,210	8,461	25,817	35,357
Eldorado	1,505	1,538	1,119	2,624	8,900	8,334
Chevrolet Division	19,555	36,972	32,212	51,767	248,388	155,889
Chevette	....	9,690	8,930	8,930	61,347	24,550
Monza ('80)	....	3,055	....	....	19,771	....
Camaro	2,965	3,270	2,949	5,914	17,799	13,233
Citation	6,945	9,337	6,458	13,403	62,051	39,365
Malibu	2,090	6,080	5,451	7,541	31,816	28,096
Monte Carlo	1,955	3,220	2,863	4,818	19,348	17,326
Chevrolet	4,800	1,320	4,770	9,570	29,536	28,563
Corvette	800	1,000	791	1,591	6,720	4,756
Oldsmobile Division	15,831	16,989	18,208	34,039	106,623	109,301
Omega	3,256	2,542	3,270	6,526	16,314	18,194
Cutlass	6,085	6,670	8,559	14,644	45,188	53,168
Oldsmobile	5,530	6,690	5,498	11,028	37,978	32,459
Toronado	960	1,087	881	1,841	7,143	5,480
Pontiac Division	4,719	15,382	4,241	8,960	85,511	35,249
Acadian†	....	450	259	259	2,310	953
Sunbird ('80)	....	3,345	....	....	21,150	....
Phoenix	2,784	2,667	2,573	5,357	17,536	13,505
Firebird	1,115	2,490	1,100	2,215	13,377	6,643
LeMans	500	1,635	....	500	7,819	4,864
Grand Prix	....	2,075	....	....	10,174	6,980
Pontiac	320	[illegible]	309	629	13,136	2,304
VOLKSWAGEN	4,160	[illegible]	4,144	8,304	16,298	21,217
CHECKER	....	[illegible]	....	....	414	170
Total Cars, U. S.	101,054	141,153	120,670	221,724	841,513	654,008

CANADIAN CAR PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
AMERICAN MOTORS	600	....	587	1,187	....	3,557
CHRYSLER CORP.	....	....	1,732	1,732	10,755	1,732
FORD MOTOR	992	648	1,152	2,144	16,999	6,301
GENERAL MOTORS	4,752	11,786	12,678	17,430	70,806	56,438
VOLVO	225	225	202	427	1,485	1,315
Total Cars, Canada	6,569	12,659	16,351	22,920	100,045	69,343
N. American Cars	107,623	153,812	137,021	244,644	941,558	723,351
N. American Trucks	44,592	42,079	37,887	82,479	312,919	270,383
North American Cars and Trucks	152,215	195,891	174,908	327,123	1,254,477	993,734

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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AN census shows attrition is worst since the year Studebaker folded

1,607 U. S.-line dealerships vanish in 1980

By John K. Teahen Jr.
Managing Editor

Added to the many problems of the auto industry in 1980 was a startling decline in the number of dealerships handling domestic makes of passenger cars.

The annual AUTOMOTIVE NEWS census found 21,772 outlets in operation on Jan. 1 of this year, a decline of 1,607 from the 23,379 counted at the beginning of 1980.

The 1979 loss was 672 dealerships, and 1978's was only 96.

The 1981 drop was the steepest since 1966 when 1,856 establishments departed. But 1966 is one of those years that is marked with an asterisk in the record books—it saw the end of Studebaker as an auto maker and some 1,300 of the 1,856 were Studebaker outlets.

Except for that situation, the 1980 downturn was the worst since 1958, which saw a loss of 2,111 outlets.

The 1980 dip was severe for each of the Big Three (if the domestic auto industry still has a "Big Three").

Chrysler Corp. suffered a dip of 596 car dealers, which was 13.5 percent of its total, and Ford Motor Co.'s fall was 553, a slip of 8.5 percent. The General Motors drop was 365 outlets, 3.2 percent.

U. S. CAR OUTLETS

	Jan. 1, 1981	Jan. 1, 1980
American Motors	1,663	1,701
Chrysler Corp.	3,823	4,419
Ford Motor Co.	5,961	6,514
General Motors	11,060	11,425
TOTALS	22,507	24,059
Minus Intercorporate Duals	735	680
NET OUTLETS	21,772	23,379

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American Motors fared better, going down 38 outlets. AMC also increased its dualing with GM-Ford-Chrysler stores, so the AMC contribution to the industry's decline was really greater than 38. When AMC adds a dual, it does not increase the industry's count. There are fewer AMC-only points than there were a year ago.

• The aggregate loss for the four companies was 1,552 outlets. A change in the number of intercorporate duals raised the overall falloff to 1,607.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the industry as a whole.

That means that a lot more than 1,607 domestic dealerships left the business last year, since some of those departing were replaced by the manufacturers. The 1,607 is the number which faded away and had not been replaced at the end of 1980.

Imports are much maligned in the domestic industry these days, but import franchises probably kept the 1980 dealership decline from being even worse. An estimated 12,000 of the 21,779 domestic outlets also carry an import, and the foreign-car portion of the business may well have helped some of them keep their heads above water.

Last year was the 25th con-

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Spying on Ranger

First look at Ford's '82½ mini-truck

Here's an early look at Ford's new Ranger mini-pickup, which will replace the Toyo Kogyo-built Courier as a mid-1982 model. The rear-drive Ranger, to be built at Ford's Louisville truck plant, will be offered initially with a Ford four-cylinder engine and four-speed transmission. An optional Toyo Kogyo diesel and five-speed gearbox, as well as a 4WD version, will be added later. The Ranger will debut six months after GM's S-10 mini-pickup is introduced.

Reagan tax cut-budget plan contains goodies for Detroit

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The auto industry got a large measure of what it wanted in the first phase of President Reagan's proposed tax cuts and budget reductions.

But it did not get special treatment in terms of tax credits made refundable to help firms that are losing money, or separate treatment for special tools, or the extension of energy tax credits to cover equipment for making more-fuel-efficient cars. Nor did the industry get any reduction in the corporate tax rate.

Wiped out from the budget are the entire electric and hybrid car programs along with the Stirling and Brayton engine programs. The cooperative Auto Research Program, a shared program dealing with basic research, was also scrubbed.

Other areas of interest tangentially affecting the auto industry are cuts being proposed in federal highway aid, mass transit, synthetic fuels, alcohol fuels, vocational education, highway safety programs and changes in unemployment benefits and trade readjustment assistance.

Further recommendations from the White House are expected by March 10. These follow earlier actions involving a 60-day freeze on pending and new regulations that barely touched the auto industry.

But two administrative initiatives did—one from the Transportation Department stalling passive restraints on 1982 large cars while the entire questions of air bags and automatic belts is reconsidered, and one from EPA to reconsider noise standards for garbage trucks.

• The President's comprehensive economic program includes a three-year program to reduce personal income taxes by 30 percent (starting July 1, 1981), an Accelerated Cost Recovery System for business (a variation of the popular 10-5-3 bill with wide support in Congress), a "new" commitment to stable monetary policy and wide cuts in the budget to reduce the fiscal '82 budget by $41.4 billion.

Another $6 billion is expected to be lopped off when full details of the fiscal '82 and '83 budgets are sent to Congress in March. These do not include another $2.0 billion in fees being returned to the users and $5.7 billion in cuts in off-budget outlays.

Separate and in addition to taxes and budget items is the Reagan Administration plan to get a handle on regulation. Specifically noted in one fact sheet is that "at least five Federal agencies directly regulate the auto industry and these five agencies are now considering more than 50 significant new auto rules."

The recovery of investment or what can be written off taxes is the approach taken by the new Administration to spur recovery of business.

The three-year class includes autos and light trucks and machinery and equipment used for R&D — an item which should improve vehicle sales for com-

Continued on Page 41, Col. 1

breaking news

More aluminum usage due at GM

DETROIT.—General Motors will be using an aluminum tailpipe on some 1982 Chevrolet trucks, according to sources. Also, there will be aluminum cross supports in GM's S-10 mini-pickup truck due to arrive in 1982. One supplier, Reynolds Metals Co., has developed a new aluminum alloy for automotive body sheet applications. According to sources, the alloy will be used in some Oldsmobile inner and outer hoods and will be introduced soon as a running change, replacing current aluminum and steel hoods.

New Ford due in Brazil

SAO PAULO, Brazil.—A new Ford model, known as "Del Rey," will go into production in Brazil in May. The body shell was designed and engineered by Chausson Carrosserie

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Hard times set mood at SAE show

By Roger Rowand
Engineering Editor

Hard times, such as those in which the industry finds itself today, normally bring two reactions at industrial shows, conventions and seminars.

One: Attendance doesn't skyrocket. Two: A lean, down-to-earth, value-for-the-money ambience becomes apparent.

That is expected to hold true this week as the Society of Automotive Engineers' International Congress and Exposition runs its course at Detroit's riverfront Cobo Hall.

Attendance should be in the range of 30,000 compared with registered attendance in 1980 of 30,548. It should be a no-nonsense crowd although one tinged, to be sure, with the usual hail-fellow-well-met approach that's the usual at such affairs.

No segment of the automotive industry is exempt from problems in these times, and one would be hard put to find any segment not eager for some of the technological treasure to be found at any SAE Show—and this year's in particular.

Internationalism is the overriding theme of the show even as it probably is the most important overriding factor in the automotive world at large.

SAE has designated 1981 as an international year. That means technical sessions and educational exhibits have been beefed up with material from Europe and Japan. Also, exhibition material from U. S. firms has more international flavor than in some other years.

The auto industry has been an international one for decades, of course, and for years the SAE has given internationalism the recognition it deserves. With an official designation, however, the international flavor gains a bit of formality and added attention.

In the realm of international business, few firms can hold a candle to General Motors, and that company's new president, F. James McDonald, will be the speaker at the sold-out banquet.

The Wednesday night banquet

Continued on Page 45, Col. 5

Ford offers plan; Chrysler, AMC extend theirs

GM touches off round of rebates

By Joseph Bohn
Marketing Editor

General Motors ended several weeks of rumor in announcing a fairly extensive consumer rebate of $500 and $700 on '81 small and medium-sized cars.

The cars involved have accounted for almost 50 percent of GM's total calendar year-to-date sales.

GM's action triggered a round of reciprocal moves by domestic competitors.

Ford announced its own 10 percent price reduction, or rebate program, which replaces a $300-$400 cash incentive on car lines involved, if dealers opt for it. However, Ford's previously announced Fiesta, truck and salesperson incentive programs all continue, along with the new rebates.

Meanwhile, American Motors and Chrysler Corp. both announced extensions of their previous price reduction and rebate program, respectively.

All in all, Detroit is giving away quite a chunk of cash to move merchandise. And, if no strong spring upturn develops, they could see a sales falloff after March, when the new programs end.

Under the GM program, being promoted as "Let's Get America Rolling" in corporate advertising (and backed by divisional ads), a customer must take delivery of the rebate-eligible vehicle during the Feb. 18-March 19 period to get the discount.

Cars ordered, but not delivered, during the rebate period don't qualify for the factory program.

Essentially, customers get $700 rebates on Chevrolet Camaro and Monte Carlo, Pontiac Firebird and Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal.

GM pays $400 of that and dealers $300 to make up the $700.

Additionally, the program provides $500 rebates on Chevrolet Chevette, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark. Again, the factory pays $300 of the cost, the dealers $200.

However, on any orders written prior to Feb. 18, where a customer takes delivery during the rebate period, the factory picks up the full cost of the rebate, a GM spokesman said.

Thus, dealers who participate in the rebate program are price-protected.

GM's spokesman expected the majority of company dealers to participate. Competitive pressures are likely to leave dealers little choice.

NADA said the GM and Ford rebate programs will stimulate sales in a market that has been extremely price resistant.

NADA President Wendell H. Miller said, however, that dealers are upset about the rebate programs' requirement that dealers assume part of the rebates' cost, particularly since dealers already took a substantial reduction in dealer markup at the time of new-model introduction and many dealers are in a precarious financial position because of continuing inflation and abnormally high interest rates.

Because of dealers' cash flow problems, Miller said, dealers also are unhappy that they have to put the manufacturers' share of the rebates up front if the rebate is used for a downpayment.

GM fleet buyers will get the GM portion of the discounts, i.e., $400 on mid-size and $300 on smaller models.

GM's program covers only '81

Continued on Page 44, Col. 1

Premier Laser produced in Australia

The first regular production front-wheel-drive Ford Laser was given an international welcome when it rolled off the assembly line at Ford Australia's Homebush assembly plant in Sydney. Production start-up marks the successful completion of a $13.1 million retooling program at the facility. The Laser goes on sale in late March.

118,686 total is lowest for period since 1961

Feb. 1-10 new-car sales slump

By Jenny L. King
Staff Writer

Early February domestic new-car sales dipped 7.69 percent to their lowest total since the 118,686 units sold back in 1961. Feb. 1-10, sales this year numbered 135,554, down from last year's 146,847.

Ford Motor Co. and Volkswagen of America reported sales increases for the period, while General Motors, Chrysler Corp. and American Motors suffered setbacks.

Ford sales were up 25.97 percent, to 35,294 from 28,018 last year. VWoA reported sales of 3,345 U. S.-built Rabbits, up 72.25 percent from 1,942. Ford attributed its success to the "excellent consumer benefits of our new incentive programs."

GM sales plunged 19.15 percent, to 78,674 from 97,303 a year ago. Chrysler was down 8.65 percent, to 15,241 from 16,684, and estimated AMC sales numbered 3,000, down 3.33 percent from 2,900.

Ford's sales gain was GM's loss in terms of market share. GM slipped to 58.04 percent from 66.26 percent a year ago and Ford climbed to 26.04 percent from 19.08 percent. Chrysler sales accounted for 11.24 percent, down from 11.36 percent; VWoA had 2.47 percent, up from 1.32 percent, and AMC earned 2.21 percent, up from 1.98 percent.

Daily selling rate for the period was 16,944, down 7.69 percent from 18,356. There were eight selling days this year and last.

- Four U. S. makes were up from year-ago levels. Mercury recorded a 39.25-percent increase, Ford was up 24.42 percent, Plymouth was up 1.75 percent and VW was up 72.25 percent.

Chrysler sales fell 40.25 percent and Dodge missed its 1980 mark by 1.99 percent. Lincoln sales were down 8.20 percent.

Buick, GM's most successful division in 1980 in keeping its sales on an even keel, reported the corporation's worst early-February drop. Buick sales were down 33.53 percent from last year; Chevrolet was down 23.26 percent; Pontiac was down 12.16 percent; Oldsmobile was down 9.14 percent, and Cadillac was down 2.56 percent.

Top-selling nameplates for the Feb. 1-10 period were: Ford Escort, 9,080; Chevrolet Chevette, 8,128; Oldsmobile Cutlass Supreme, 6,314; Chevrolet Citation, 5,412, and Oldsmobile Cutlass, 5,327.

Year-to-date sales through Feb. 10 totaled 605,386, down 17.59 percent from 734,586 last year.

DOMESTIC SALES

	Feb. 1, 1981	Feb. 1, 1980
AMERICAN MOTORS	3,000†	2,900†
Chrysler	2,218	3,712
Imperial	70	—
Plymouth	6,496	6,386
Dodge	6,455	6,586
CHRYSLER CORP.	15,241	16,684
Ford	25,439	20,446
Mercury	8,522	6,120
Lincoln	1,333	1,452
FORD MOTOR	35,294	28,018
Buick	11,736	17,657
Cadillac	5,206	5,343
Chevrolet	29,043	37,887
Oldsmobile	21,088	23,209
Pontiac	11,601	13,207
GENERAL MOTORS	78,674	97,303
VOLKSWAGEN	3,345	1,942
INDUSTRY TOTAL	135,554	146,847

†—Estimate.

Don't participate, Ford, Chevy alliances urge

Rebate plans irk dealer groups

By John A. Russell
New York Staff Writer

NEW YORK. — Strong protests against the General Motors and Ford Motor Co. rebate programs have been lodged by the Ford Dealers Alliance and Chevrolet Dealer Alliance.

The groups urged dealers not to participate, calling the programs not a true factory rebate.

Ed Mullane, president of the Ford Dealers Alliance, in a telegram to Ford Chairman Philip Caldwell, noted that the Ford rebate of 10 percent includes a $200 participation by the dealer.

"Such a stipulation would mean that instead of a honest sale, we would end up with a phony program," Mullane said. "In the real world the dealer, out of economic necessity with his markup already cut to the bone, is going to add the $200 back into the deal he negotiates with his customer."

For the Chevrolet dealers, this was also a sore point. Jack Mark, director of the Chevrolet Dealers Alliance, said this represents an additional cost to the dealer and is not a true factory rebate.

The GM program calls for $500 to $700 rebates on selected models with the dealer contributing $200 and $300, respectively.

Mark said this means the cost to the dealer for the vehicle has been increased.

The CDA, in a telegram to both GM and Chevrolet executives, outlined several other objections to the GM program.

The CDA said that the time frame, Feb. 18 to March 19 is not long enough. He noted that any cars ordered during this period, but not delivered, would not be included in the rebate program. The rebate should cover orders during this period, Mark said, and he added that cars ordered before the rebate went into effect and delivered during the rebate period are included in the program.

- The CDA said the factory's theory was to have customers buy out of stock, but on certain models there is little inventory. Also, he said, dealers have been cutting their inventories because of high floor-planning costs, and the rebate program does not address this problem.

Another point the CDA called to the attention of GM was the method of payment to the customers. The CDA feels the check should come directly from GM to the customer within a reasonable amount of time.

But Mark said under the GM program the customer can put the rebate toward the downpayment which will create a negative cash flow situation for the dealer since GM has not said when the dealer would be paid.

He added that the CDA called for the program to cover all cars

Continued on Page 44, Col. 5

Automatic transaxles, diesel engines ordered

Ford to buy more from Toyo Kogyo

By John Hartley
Staff Correspondent

TOKYO.—Ford is to buy more transaxles from Toyo Kogyo, in which it has a 25-percent stake.

The announcement came after John McDougall, executive vice president of International Automotive Operations, and Harold A. Poling, executive vice president of North American Automotive Operations, met Toyo Kogyo executives in Hiroshima.

TK is already supplying manual four-speed transaxles—MTX—to Ford for the Escort and Lynx built in the U. S.

Although based on the design of the GLC transaxle, this unit has very wide ratios and is built in a separate plant.

Industry sources say volume is about 300,000 units a year, about 10 percent lower than the production rate of TK's own transaxle which is also being fitted to the Ford Laser, which is sold in eastern markets.

Under the new deal, TK is to supply an automatic transaxle—ATX—also at about 300,000 units a year, while the two companies are negotiating over a second manual transaxle.

Finally, Ford has asked TK to supply it with diesels in the 1.0 to 2.0-liter (60 to 121-CID) class, a field in which the Japanese company has no experience.

- It has been confirmed that the new MTX will be larger than the Escort unit, so it is presumably intended for one of Ford's cars in the 1.6 to 2.0 liter (97 to 121-CID) class. It has not been confirmed that the MTX will be used in the U. S., and it could in fact be destined for Europe.

However, the ATX will go into production this summer, with deliveries to the U. S. due to start in the autumn. This also is presumably larger than the Escort unit, now made in an ultra-modern plant at Battavia.

In view of this investment, and the fact that TK does not make its own ATXs, this move is surprising. In fact, it is likely that the torque converters, controls and gear sets will be made by JATCO, the company which started off with a Ford license, and in which Ford has a stake until recently. Now the equity is split between Nissan and TK.

Ford's aim in this move is clearly to cut costs and its investment in new plant.

Ford's motives in asking TK to supply small diesels—there is already a deal for TK to supply 2.2-liter (134-CID) units — are also to cut costs.

TK's diesels are all based on designs of Perkins Co., of England, with whom TK has a license. However, TK also supplies Perkins with some diesels.

Currently, TK is making diesels in small volume—about 5,000 a month. So if it is to supply Ford, it will need to invest in a new plant.

Kelsey acquires engine maker

ROMULUS, Mich. — Kelsey-Hayes Co., a subsidiary of Fruehauf Corp., has acquired Clifford Mfg. Co. of Marlette, Mich.

Clifford produces four-, six- and eight-cylinder engines and engine components for the industrial market and the automotive aftermarket. Ford Motor Co. is its largest customer.

But some holes remain

Reagan economic plan plays well in Detroit

By Edward Lapham
Financial Editor

Auto industry reaction to President Reagan's economic package last week was generally favorable, although there was less than total enthusiasm in some sectors of the industry.

The President's program, which did not include a tax credit plan for purchase of U. S.-built autos or any mention of other specific industry benefits, was called "constructive" by General Motors Chairman Roger B. Smith, "balanced" by Ford Motor Co. President Donald E. Petersen and "needed" by NADA President Wendell Miller.

Spokesmen for American Motors, Chrysler Corp. and Volkswagen of America said their companies had no immediate public reaction.

Privately, one auto official told AUTOMOTIVE NEWS he thought auto executives would discuss the "missing" programs with Transportation Secretary Drew Lewis, who was due to make a whirlwind tour of Detroit late last week.

"President Reagan presented Congress and the American public with the details of a constructive, comprehensive program for dealing with the twin problems facing our economy—high inflation and economic stagnation," Smith said.

"I think he caught the mood of the country," said Petersen. "We need confidence to get the economy back on track."

NADA's Miller was a bit more specific. "President Reagan's endorsement of the NADA-backed 10-5-3 accelerated depreciation program and the proposed spending cuts should strengthen the economy and boost the automotive industry," he said. He also said NADA supports the budget program and "applauds cutbacks in unnecessary regulations."

Wall Street analysts were generally favorable, although some suggested President Reagan's program did not do enough.

Arthur Davis, Prescott, Ball & Turben auto analyst, said the exclusion of the tax credit and import restrictions was proper.

"If the program had offered a plum to just the auto industry then there is no credibility to supply-side economics," Davis said. "What Reagan has to do is use Nixon-Eisenhower big-stick foreign policy to get the Japanese to increase their local content and/or build plants here."

The UAW will take "great exception" to any reduction in Trade Readjustment Assistance benefits which Reagan recommended be cut by $1.1 billion. In testimony in Washington last Thursday before the House Ways and Means Committee, the union called for a continuance of "adequate funding" and a resumption of training and job search and relocation, which have been suspended since March, 1980.

"Without TRA, the economies

Continued on Page 42, Col. 3

'Competition' Porsche 928 bows

Porsche's flagship model, the 928, is available with a new "Competition Package" option for 1981. It features front and rear spoilers, leather seats, forged alloy wheels and sport shock absorbers. The 928 is powered by a 4.5-liter (273-CID) overhead-cam V-8 engine.

Dealer incentives stress non-rebate models

Chevy, Pontiac offer vacation trips

By Joseph Bohn
Marketing Editor

Chevrolet and Pontiac have launched major dealer trip incentives partially designed to help promote sales of models ineligible for rebates.

The divisions are pushing non-rebate cars and trucks by offering double points toward attainment of the trips during a fast-start period that coincides with the General Motors rebate period.

Chevrolet calls its contest "Let's Get America Rolling" (the same as the GM rebate theme). It runs from Feb. 18 to May 24.

The number of trips to be awarded is highly tentative, due to dealers competing in open and grouped competition. But Chevrolet projects that as many as 1,500 of its 5,600 dealers will win one of the three major destination awards.

There is an enrollment fee of $465 for the larger dealers who compete against a total unit objective and a fee of $265 for smaller dealers who compete in groups.

Dealers have a choice of an eight-days/seven night safari in Kenya, Africa, or an eight-day/seven-night Paris trip with a choice of Dublin, Munich, Paris, Amsterdam, etc., as part of the excursion; or seven days/six nights in Maui, Hawaii.

The fast-start double credit period runs from Feb. 18 to March 19, and bonus points are awarded on Impala/Caprice, Malibu, Corvette and all truck sales.

The contest itself is based on a total car/truck combined unit objective.

Dealers can also purchase prize-point certificates for salespeople or "All American holidays" for destinations within the U. S.

• Pontiac's contest is called "Winning Combination." It runs from Feb. 17 to June 3. Eligible units include all 1980 and 1981 cars.

There is a special fast-start emphasis from Feb. 17 to March 18 on 1981 LeMans, Catalina and Bonneville models and the 1980 Sunbird. Dealers selling these cars during this time period get double credit toward completion of their objectives.

Pontiac projects a total of 350 trips being awarded to dealers and 305 to sales managers of winning dealerships.

Dealers compete against objectives (if they're a larger dealer) or in groups for trips of eight days/seven nights to Europe, eight days/seven nights to Hawaii or five days/four nights to Vancouver or Montreal.

The destinations are awarded depending on high achievement over objective. A dealer who hits his objective, for example, may be automatically guaranteed a trip if he's a large dealer. But then, depending on how high he ends up in his zone, he

Continued on Page 42, Col. 5

Service gripe program established by VWoA

ENGLEWOOD CLIFFS, N. J. —Volkswagen, Porsche and Audi owners who have unresolvable differences with their dealers in service matters will be able to submit them to binding arbitration under a plan announced by Volkswagen of America.

According to Hans-Joerg Hungerland, general manager, corporate services, the arbitration program, which has already proved successful in eight test areas, will be under the auspices of the Council of Better Business Bureaus in Washington, which coordinates it with the BBBs in dealership communities.

VWoA has tested the program in Minnesota, Des Moines, Milwaukee, Colorado, Houston, Kentucky and in regions of Southern and Northern California. On March 1, VWoA will expand the program to Oregon and Washington.

VWoA joins General Motors Co., Ford Motor Co., and Chrysler Corp. in offering customer third-party arbitration in disputes involving service.

With the addition of the New Orleans metropolitan area, this week, GM has the program in 17 major areas, Ford has programs in seven areas, and Chrysler's program is active in 45 states.

Franz Doerr, VWoA customer assistance manager, said, "Most questions between customers and dealers are settled amicably right in the dealership. But there are times when the two parties reach an impasse and it can be beneficial to have an impartial third party weigh the merits of the arguments."

Under the VWoA plan, when the two parties agree to arbitration, each is given a list of independent area residents from which to select a trained, volunteer arbitrator.

Before going to the final step in the process—binding arbitration—the BBB tries mediation—to get the two to talk out their differences and reach a mutually satisfactory solution. If they say they cannot, the arbitrator makes a ruling by which both parties are bound.

Doerr said VWoA has had

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Kit car from Hathaway

The all-fiberglass body of the Hathaway is designed to be built on chassis of Triumphs manufactured from 1954 to 1976. According to the kit manufacturer, neither the stripping of the Triumph nor the assembling of the fiberglass body requires torch cutting or welding. The kit alone is $5,989; fully assembled and trimmed. Hathaways have a base of $17,890, from Hathaway Motor Co., Santee, Calif.

Fiat unveils Turbo Spider at NADA show

LOS ANGELES. — Fiat unveiled its Turbo Spider at the NADA convention here.

The Turbo Spider 2000 is expected to be available at dealers by April 1, according to a spokesman for Fiat Motors of North America.

One unusual aspect is that the Japanese - made turbocharger will be installed at the port of entry rather than at the factory. Fiat executives decided it was simpler and less expensive to install the unit in the U. S. rather than in Italy.

The system will be instaled by Legend Industries, of New York, at the three Fiat ports of Jacksonville, Fla.; Long Beach, Calif., and Wilmington, Del. According to Fiat, the company will build or lease facilities at the ports for the installations.

A Fiat spokesman said installations by Legend Industries will enable quick reactions to demands of the marketplace. The sourcing method will give customers the option of a turbocharger without the customary pipeline delays.

The first delivery to dealers will be in the 1,200 range, according to the Fiat spokesman. Price of the Turbo Spider will be around $13,000.

The unit, manufactured by I.H.I. in Japan, was made to Legend specifications for the Spider. The Fiat spokesman said offerings of six firms were studied before the decision was made to install the units at the port.

Legend did development work for the unit. The company is active in the auto aftermarket, and this is one of its first ventures into the OFM sector.

Fiat noted that the unit will be covered under the standard of Fiat warranty. Legend is now training Fiat service personnel who will train dealership personnel.

The goal in developing the unit was to eliminate turbo lag. It is connected to the Bosch L-Jetronic fuel injection system and develops 6 PSI of pressure.

The turbo unit begins to provide boost at 1,400 RPM and develops peak compressor efficiency of 73 percent at 3,000 RPM while maintaining 60 percent efficiency at 6,000 RPM.

At its peak, the turbocharged engine delivers approximately 120 HP (at 6,000 RPM) and 130 pounds of torque (at 3,600 RPM). According to Fiat this is an 18-percent gain in power.

Legend will be responsible for putting the new Spider through emission and durability tests required by the federal government.

Fiat's turbocharging of the Spider is part of its recent move to stress its sports-car image. The company spokesman noted that once this project is off the ground, there is thought of turbocharging the X 1/9 model.

The car will be sold only in the U. S.

Spiders — even normally aspirated versions—have been developed solely for the U. S. market.

The engine is the standard 2-liter, but the turbo model will be equipped with Pirelli P6 radials and Cromodora alloy wheels. Power windows, leather seats and an automatic transmission will be offered as options.

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56th year — No. 4850

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Attrition worst since the year Studebaker folded

U.S.-line dealership total off 1,607

Continued from Page 1

secutive year that the domestic dealer count has declined. During that period, the total has dived from 41,018 to the current 21,772, a dip of 47 percent.

The most significant thing about those numbers is the continuing drop, not the totals themselves. The industry was vastly different in the mid-1950s. There were more makes of cars, and there thousands of the so-called "mom 'n' pop shops" — the trend toward fewer but larger dealerships hadn't begun.

Also, many feel that the industry was overdealered a quarter-century ago as the result of extensive signings after World War II. Overdealering is not prevalent today—just the opposite.

As bad as 1980 was, there was a bright spot: The fourth quarter of the year was not as awful as the first three.

The industry lost 173 dealerships in the October-December period, following plunges of 258 in the first quarter, a staggering 672 in the second and 504 in the third.

The fourth quarter was the least horrendous of the year for Chrysler and Ford, while AMC showed a slight upturn.

Here are the AUTOMOTIVE NEWS quarterly census figures for 1980:

Jan. 1, 1980	23,379
April 1, 1980	23,121
July 1, 1980	22,449
Oct. 1, 1980	21,945
Jan. 1, 1981	21,772

- Franchise totals were down for all GM, Ford Motor and Chrysler Corp. makes.

Biggest dip was at Ford Division, which has 417 fewer car franchises than a year ago. Mercury is off 219, and Lincoln is down 135.

At Chrysler Corp., Chrysler was hardest hit with a loss of 403 points. There were downturns of 311 for Plymouth and 293 for Dodge. Imperial, which rejoined the corporation's family as a separate franchise, had 411 agreements in effect on Jan. 1.

Chevrolet, down 200 franchises, was the biggest loser at GM. Pontiac has 105 fewer points than it had a year ago, and there were dips of 65 apiece for Buick and Oldsmobile and 25 for Cadillac.

Chevrolet has the most franchises, with 5,675. Ford Division is next with 5,070.

In dealership totals, 1980 was an up-and-down year for American Motors, while each quarter saw a downturn for the other three corporations.

AMC added 36 outlets in the first quarter, lost 42 and 43 in the next two periods, then added 11 in the fourth quarter for a net drop of 38. AMC had 1,663 dealers on Jan. 1, compared with 1,701 a year earlier. In 1979, AMC showed a gain of 40 outlets, so it has just two less than it had two years ago.

AMC's duals with GM - Ford-Chrysler rose by the same number that its overall total declined—38. The company has 706 such duals, up from 668 a year ago.

As noted, the rise in AMC's intercorporate duals doesn't enhance the industry's overall dealership total. The point was already in operation before taking on AMC. The company's current total was 706 duals in its highest since July, 1971, when it had 708.

- Chrysler Corp. ended 1980 with 3,823 passenger-car outlets, a drop of 596 from the 4,419 it had a year ago. By quarters, Chrysler's dips were 152-261-135-48. The reduced rate in the fourth quarter is a hopeful sign. The year's loss of 596 followed a 1979 decline of 367.

The corporation's Jan. 1 franchise totals were: Chrysler, 2,668; Plymouth, 2,482; Dodge, 2,351, and Imperial, 411.

In addition to its 3,823 car outlets, Chysler Corp. has 11 that handle only Dodge trucks. They are not included in the corporate car-dealer total or the Dodge car-franchise total.

Ford Motor Co. had a difficult year in every respect—including dealership totals. Its count slipped to 5,961, down 553 from the beginning of 1980. That compares with a loss of 125 in 1979.

By quarters, Ford Motor's 1980 drops were 97-234-181-41. As with Chrysler, the fourth-quarter moderation supplies hope that stability may be returning.

The company's franchise counts at the beginning of this year were Ford, 5,070; Mercury, 2,716, and Lincoln, 1,477.

Ford Motor has 92 dealerships that handle only the company's heavy-duty trucks. They are not included in the corporate car-dealer total or the Ford Division car-franchise total.

At GM, the year's loss of 365 car outlets was 30-155-105-75 on a quarterly basis. GM wound up 1980 with 11,060 car dealers, down from 11,425 a year earlier. In 1979, GM's drop was 140.

Franchise totals on Jan. 1, 1981 were: Chevrolet, 5,675; Oldsmobile, 3,250; Pontiac, 3,115; Buick, 2,985, and Cadillac, 1,605.

RETAIL OUTLETS

U. S. CARS, 1947-1981

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87

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RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS

1981 VS. 1980

(Estimated by Automotive News)

	Jan. 1, 1981				Jan. 1, 1980			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,663	0	1,663	1,663	1,701	0	1,701	1,701
CHRYSLER CORP.	1,153	6,759	7,912	3,823	1,346	7,162	8,508	4,419
Chrysler	0	2,668	2,668		0	3,071	3,071	
Dodge	1,130	1,221	2,351		1,314	1,330	2,644	
Imperial	0	411	411		0	0	0	
Plymouth	23	2,459	2,482		32	2,761	2,793	
FORD MOTOR CO.	3,267	5,996	9,263	5,961	3,604	6,430	10,034	6,514
Ford	3,245	1,825	5,070		3,578	1,909	5,487	
Lincoln	0	1,477	1,477		0	1,612	1,612	
Mercury	22	2,694	2,716		26	2,909	2,935	
GENERAL MOTORS	6,185	10,445	16,630	11,060	6,470	10,620	17,090	11,425
Buick	845	2,140	2,985		865	2,185	3,050	
Cadillac	280	1,325	1,605		285	1,345	1,630	
Chevrolet	3,585	2,090	5,675		3,785	2,090	5,875	
Oldsmobile	725	2,525	3,250		740	2,575	3,315	
Pontiac	750	2,365	3,115		795	2,425	3,220	
TOTALS	12,266	23,200	35,466	22,507	13,121	24,212	37,333	24,059
Minus Intercorporate Duals				735				680
NET DEALERS				21,772				23,379

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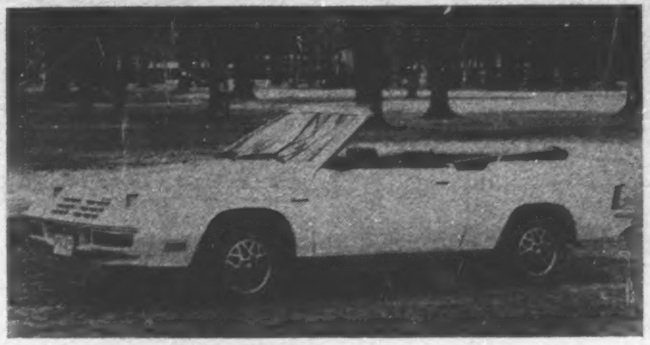
Boston Ford dealer switching to Datsun

BOSTON. — Another Boston-area Ford dealership is closing, but its owner is not giving up the retail auto business.

Richard Goode, who has operated a Ford outlet in Dedham for 25 years, will shift his allegiance to Datsun and be in business with his new line by late March.



Soft top for a fastback

A.H.A. Mfg. Co. Ltd., Mississauga, Ont., now offers the Pony convertible conversion on the Plymouth TC3 and Dodge 024. It is designed to retain the cars' original lines and is fully warranted by A.H.A. There is no loss of seating front and rear and no loss of storage, the company said. A.H.A. said the car can be sold for the same price as a VW Rabbit.

Ford updates and expands video program for dealers

By Joseph Bohn
Marketing Editor

Ford Motor is planning to update its dealers' video systems with a new video disk that does everything from helping to prescreen and pre-sell customers on product to training service technicians.

About 3,100-3,200 Ford and Lincoln - Mercury dealers now use video tape players that were introduced in 1973.

The new systems have a greater flexibiilty to help qualify customers, for example, on the specific product (car line) they may be interested in and provide detailed information to help sell the product.

Beginning with '82 introductions, there will be special two-minute tapes on each of the company's car lines, specially geared to customers.

Of course, the video disk systems also have a greater flexibility in their function of training sales and service people within dealerships. For example, they have the capability of freezing specific frames that explain complicated service repair procedures, thus allowing technicians to go through a step-by-step learning process.

- The video disk systems are comparable to those already in use by General Motors dealers but have more up-to-date state-of-the-art features, such as a superior memory bank, quicker braking, etc.

The systems, designed by Sony specifically for Ford, will also carry Ford's private name label, rather than the Sony name.

Ford is hopeful that as many as 4,000 dealers will subscribe to the new systems, said James Miller, manager of training and communications department, merchandising office, Ford Division.

The video disk systems will be competitively priced with those at General Motors.

To make them more affordable, Ford is offering a five-year lease option on all the hardware. With the previous video tape units, dealers were required to purchase part of the equipment, a TV and stand and were given the option of leasing only the video tape player itself.

Meanwhile, Ford will sell dealers for $1 the older video tape players they had been leasing. Dealers can still use them to rerun commercials and for other internal purposes since they will own all the older equipment outright.

None of the new tapes being developed by Ford is adaptable to it, however.

Hard times set no-nonsense mood at SAE show

Continued from Page 1

is a traditional highlight of the society's meeting. All seats are reserved and, as usual, were sold out well in advance.

The SAE Show keynote session today, titled The '80s—Decisive Decade for Global Automotive Technology—Are World Cars the Answer? clearly is in tune with the show's theme.

The keynote session will include looks at things from the standpoints of purchasing and manufacturing and from the suppliers' point of view.

Some one-third of the 150 technical sessions at this year's event will be international in subject matter or author participation.

At least 25 percent of the space occupied by the approximately 275 exhibitors will include products and services from countries other than the U. S.

New Oshkosh snow blower

A new generation high-speed rotary snow-removal vehicle being built by Oshkosh Truck Corp. for highway and airport-runway use has an output capacity of 40 tons of snow a minute at 20 MPH. The Model H-2218 chassis is powered by the Detroit Diesel 8.2-liter naturally aspirated engine rated at 165 HP and is equipped with the Allison AT-545 four-speed automatic transmission.

1980 was a tough year for most truck points

With sales of new trucks last year down almost 30 percent from 1979 and used trucks soft in many markets throughout the U. S., it isn't surprising that most dealers had a tough time making ends meet in 1980.

A few dealers, according to an AUTOMOTIVE NEWS survey, made more money in 1980 than the previous year, but far more said their profits had slumped drastically and many of them were in the red at the end of the year.

Only 7.35 percent of the survey respondents reported an increase in profits and the majority were in areas least affected by the slump in the economy or whose customers are in thriving industries, like energy-related projects, electronics and aerospace.

The overwhelming majority, 85.3 percent, said their profits were lower in 1980 than the year earlier, while the remainder, another 7.35 percent, reported little or no difference in profits for the two years.

One dealer, who handles the International line in a small Midwest city said he had a profit of about $50,000 in 1979 and end-1980 with a loss of $60,000. He called the outlook for the first six months of 1981 "bad."

- He was just one of many dealers who expect prospects to be grim in the first half. A decline in profits from a year ago is anticipated by 57.4 percent of the survey respondents.

"We'll be lucky to break even," said a Midwest dealer who reported a 70 percent drop in profits in 1980. Another dealer in the same section of the country, who was in the red last year, noted that "a break-even would be an accomplishment."

A first-half improvement is expected by 20.6 percent of the dealers responding to the questionnaire, while the remaining 22 percent look for the six-month results to be about the same as last year.

A Rocky Mountain Ford dealer, who reported his profits were 25 percent higher in 1980, said the six-month outlook is "fair, with profits coming mostly from sales of mid-range diesels."

Commented a Southern-based Chevrolet-GMC-Mercedes dealer who reported a profits increase of 20 percent in 1980: "Any profits (in the first half) will come from used trucks and special allowances on new ones."

A decline in interest rates would help most in turning the market around, the dealers agreed.

"The prime rate must go down to build confidence among truck buyers," said a Northeast GMC dealer who reported that 1980 profits were down 70 percent.

"President Reagan has a golden opportunity to instill confidence in the public," he continued, "but action must come soon

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Firm that woos White reports drop in earnings

SAN FRANCISCO.—Consolidated Freightways, Inc., which recently terminated talks with Daimler-Benz AG over sale of its Freightliner Corp. and then began bidding for most of the U. S. and Canadian truck assets of White Motor Corp., has reported a drop in both earnings and revenues for 1980.

Raymond F. O'Brien, chairman, said net income for the year plunged from $65.9 million in 1979 to $9.8 million, while revenues and sales for the year totaled $1.85 billion, down 4 percent from the year-earlier $1.72 billion.

He blamed the huge drop in net earnings on the recession and high interest rates, as well as a $32 million write-off of its U. S. motor-carrier operating rights resulting from the federal government's deregulation of the trucking industry.

O'Brien noted fourth-quarter volume improvements and a return to profitability by the company's manufacturing units, notably Freightliner. Operating earnings, he said, were the highest of any quarter of the year. Fourth-quarter net income totaled $14.6 million, he added, down from $18.2 million in 1979.

O'Brien said 1980 "proved even more difficult than we had expected, as North American heavy-truck factory sales fell an estimated 41 percent." The company had anticipated a decline of 25 percent.

But he said Freightliner improved its market share during the year, holding the factory-sales decline to 34 percent, from 16,336 units sold in 1979 to 10,724 in 1980.

truck industry news

Non-captive imports, Group 7 units only gainers

Registrations dip in 1980

Registrations of new trucks of all types in the U. S. in 1980 slumped to their lowest mark since 1975, with losses in all three market segments.

During the year, according to R. L. Polk & Co. statistics, 2,476,777 trucks were registered in the 49 states which report the figures, a decline of 28.7 percent from the previous year's 3,472,209. In 1975, the 12-month total was 2,397,417.

Non-captive imports and Group 7 heavy trucks were the only gainers in 1980, but the increase for the latter is somewhat tainted since it came at the expense of Group 6, which lost significant ground due to reclassification of vehicles previously registered as Group 6 units.

Because of this reclassification and the continued slump in production and sales of recreation vehicles, the medium-truck market was the biggest loser in 1980 from a percentage standpoint.

The 12-month registrations of Groups 4-through-6 trucks totaled only 66,282 units, down 56.3 percent from the year-earlier 151,527.

Reflecting the RV slump, only 203 Group 4 vehicles were registered in the last year, off 95.9 percent from the previous year's 4,942. The Group 6 count dropped 55.6 percent, from 143,724 in 1979 to 63,790. Group 5 had 2,289 tallies, down 20 percent from the year-earlier 2,861.

- Light-truck registrations dropped 28.7 percent, from 3,107,415 in 1979 to 2,217,085, and the count would have been lower had it not been for the increase in non-captive import tallies.

The total for Group 1, where the imports are positioned, was 1,130,942, a decline of 11.3 percent from the previous year's 1,275,531. The light imports were up 14 percent, from 258,003 in 1979 to 294,199. Across the board, the import total was 298,932, a gain of 13.5 percent over the year-earlier 263,322.

Group 2 tallies dropped 39.9 percent to 1,078,067 units, compared with 1,792,546 in 1979. The Group 3 count was only 8,076, a decrease of 79.5 percent from the year-earlier 39,338. The heavy losses were due mainly to the RV slump and the public's reluctance to buy the less fuel-efficient pickups, vans and sports utility vehicles.

Group 7 was the only one of the eight weight classes to show a gain in registrations during the year. The total soared to 79,719 units, an increase of 68.3 percent over the previous year's 47,358.

The Group 8 total was down 31.5 percent, from a record 165,909 units in 1979 to 113,691. It was the lowest count for this group since 1976, when only 91,973 vehicles were registered.

- In the final month of 1980, registrations totaled 191,073 units, a decline of 28.2 percent from the 266,020 tallied in December 1979.

Ford, which was No. 1 in retail truck sales in 1980, also was the winner in registrations. It marked the fourth consecutive year that Ford has been No. 1 in truck tallies.

Over the 12-month span, 784,132 Ford trucks were registered, compared with 737,788 for second-place Chevrolet. Both lost penetration during the year, however.

Ford's share of the industry total dropped from 32.36 percent in 1979 to 31.66 percent, a decline of 0.70 points. Chevrolet's penetration slipped 1.48 points, from 31.27 percent in the previous year to 29.79.

The biggest increase in penetration during the year was scored by the miscellaneous group, which includes the imports. The total for this group was 301,223 units, an increase of 13.5 percent over the year-earlier 265,445.

The miscellaneous group's share of the industry total was up 4.51 percentage points to 12.16 percent, compared with 7.65 percent in 1979.

Group 7 trucks registered in '80 hit alltime high

Heavy-truck registrations in 1980 dropped below the previous year's record level, but the number of Group 7 vehicles registered during the year soared to an alltime high.

R. L. Polk & Co. reported that 193,410 Groups 7 and 8 trucks were tallied in the last year, a decline of 9.3 percent from the year-earlier 213,267. The Group 7 count, however, was up 68.3 percent, from 47,358 in 1979 to 79,719 last year.

At the start of 1980, Ford,

Continued on Page 40, Col. 1

Dealer charges IH with fraud in Scout closeout

CAMDEN, N. J.—An exclusive Scout dealer in nearby Hopewell Township has filed suit against International Harvester charging that the company "materially and fraudulently misrepresented its intentions and its activities and facts" relating to its plans to discontinue that vehicle.

The suit, asking for $1 million in damages, interest and costs, was filed in U. S. District Court here by John Montana, individually, and for Montana Motors.

Montana said he entered into an agreement with IH in 1977 to market exclusively the four-wheel drive Scout. Montana Motors was limited to the sale of the Scout, even though other Scout dealers had the right to market other vehicles.

In order to conclude the

Continued on Page 33, Col. 1

U. S. TRUCK REGISTRATIONS

12 MONTHS, 1980 VS. 1979★
Based on R. L. Polk & Co. statistical report

	12 mos., 1980	Percent Share of '80 market	12 mos., 1979	Percent Share of '79 market	Pct. pt. Change, '80-'79
Ford	784,132	31.66	1,123,605	32.36	− 0.70
Chevrolet	737,788	29.79	1,085,855	31.27	− 1.48
Dodge	228,500	9.23	352,292	10.15	− 0.92
GMC	181,252	7.32	283,329	8.16	− 0.84
Jeep	81,923	3.31	145,583	4.19	− 0.88
International	74,484	3.01	116,739	3.36	− 0.35
Plymouth*	28,329	1.14	19,678	0.57	+ 0.57
Mack	21,743	0.88	29,265	0.84	+ 0.04
Kenworth	11,165	0.45	14,902	0.43	+ 0.02
Freightliner	10,465	0.42	13,636	0.39	+ 0.03
Peterbilt	7,008	0.28	8,696	0.25	+ 0.03
White	4,974	0.20	9,151	0.26	− 0.06
Autocar	1,550	0.06	2,228	0.07	− 0.01
Western Star	1,140	0.05	1,133	0.03	+ 0.02
Volvo	1,008	0.04	672	0.02	+ 0.02
Diamond Reo	....	....	....	....	....
Miscellaneous**	301,223	12.16	265,445	7.65	+ 4.51
TOTALS	2,476,777	100.00	3,472,209	100.00	....

★—No registrations for Oklahoma, 1980 and 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.
**—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

12 MONTHS, 1980 VS. 1979★
Based on R. L. Polk & Co. statistical report

	12 mos., 1980	Percent Share of '80 market	12 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	46,199	23.89	37,706	17.68	+ 6.20
International	40,180	20.78	65,894	30.91	−10.13
GMC	29,058	15.02	20,366	9.55	+ 5.47
Mack	21,055	10.89	29,264	13.73	− 2.84
Chevrolet	16,016	8.28	6,189	2.90	+ 5.38
Kenworth	11,163	5.77	14,893	6.99	− 1.22
Freightliner	10,465	5.41	13,636	6.40	− 0.99
Peterbilt	7,008	3.62	8,693	4.08	− 1.22
White	4,974	2.57	9,145	4.29	− 1.72
Autocar	1,550	0.80	2,227	1.04	− 0.24
Western Star	1,140	0.59	1,133	0.53	+ 0.06
Volvo	1,006	0.52	672	0.32	+ 0.20
Diamond Reo	95	0.05	....	....	+ 0.05
Miscellaneous	3,501	1.81	3,356	1.57	+ 0.24
TOTALS	193,410	100.00	213,174*	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979.
*—Breakout of 1979 registrations do not include 93 units registered in Hawaii in December, 1979.

Will export engines in exchange for other components

New field for Australian auto firms

By Pedr Davis
Staff Correspondent

MELBOURNE, Australia.—At a time when most auto firms are battling to protect their home markets, the Australian industry is spending heavily to pioneer a new kind of market.

Thanks to an "Export Complementation Scheme" agreed to by the federal government, the industry is geared to export large numbers of engines in exchange for components not produced here.

To this end, Australia-based companies will spend $750 million on expansion plans over the next three years.

The five major manufacturers — General Motors-Holden's Ford, Toyota, Mitsubishi and Nissan—have announced major projects, all based on world-car concepts.

Each firm is to produce components (mainly engines) for use in Australia and in similar vehicles produced by associated firms overseas.

The biggest plan involves a $236 million dollar investment by Holden's to manufacture engines for the new GM world car, the J-car.

Announced last year, the plan takes the local industry into a completely new direction. Holden's sought government approval to offset the value of components exported against imports.

The company successfully argued the case for an equivalent value of components to be shipped here duty-free.

Holden's has since confirmed that it will build 300,000 J-car engines a year, starting in mid-1981. One third will be used in a new locally made car, two thirds will be exported.

Ford has announced that it is converting its V-8 engine plant in Geelong to manufacture a new engine for the replacement Cortina.

The four-cylinder unit can be built in capacities between 1.5 and 2.0 liters and will be suitable for front and rear-wheel drive. Annual production will be 90,000 units, of which about half will be exported. Meanwhile, engines for the new front-drive Laser will be imported from Japan and Taiwan.

Toyota, which has the controlling interest in Australian Motor Industries, is to spend $140 million on a new engine and body component facilities. A new plant will make aluminum cylinder heads, half of which will go to Holden's. The remainder will probably be exported to Japan.

Nissan, too, is to manufacture and export a new front-drive engine at its plant in Clayton, Victoria.

Mitsubishi Motors, which has taken over Chrysler Australia, is committed to a $160 million plan to build new front-drive models in Australia. The South Australian firm expects to export some of the components back to Japan.

Group 7 trucks registered in '80 hit alltime high

Continued from Page 12

GMC and Chevrolet reclassified many of their trucks that previously were Group 6 vehicles, moving them into Group 7 and causing the total to soar. International Harvester made a similar move in 1979, so Ford and General Motors were playing catchup in 1980.

As a result of the mass reclassification, the number of Group 6 registrations in 1980 plunged 55.6 percent, from a healthy 143,274 units in 1979 to only 63,790.

It was the significant increase in Group 7 tallies which kept the heavy-truck decline in 1980 at a respectable level of less than 10 percent. The Group 8 count was down 31.5 percent, from an alltime high of 165,909 in 1979 to 113,691.

- For the first time in years, International wasn't No. 1 in Groups 7 and 8 registrations. Ford took over leadership in February while IH operations were idle because of a six-month UAW strike which was not settled until April.

Ford had 46,199 heavy-truck tallies during the year, accounting for 23.89 percent of the industry total. Its market share was up 6.20 percentage points, rising from 17.69 percent of the total in 1979, when 37,706 Ford heavies were registered.

At the same time, International's share dropped a whopping 10.13 points during the year, from 30.91 percent of the 1979 total on 65,894 tallies to 20.78 percent in 1980 on 40,180 registrations.

But International was No. 1 in Group 8 registrations with a total of 21,686, compared with 21,055 for Mack and 13,685 for Ford.

Ford was the leader in Group 7 tallies with 32,514 units, while International won runnerup honors with 18,494.

Second-generation dealer

Robert Franchini signs with Chevrolet to become dealer-operator of Franchini Chevrolet, Inc., Garfield, N. J. At the signing were Julius Franchini, left, whose dealership is in Kearny, N. J., and Gardner Glenn, Chevrolet's Newark zone manager.

Trips and merchandise are offered

– Datsun, GMC staging incentives

By Joseph Bohn
Marketing Editor

Datsun launched a retail sale trip incentive contest for dealers and sales managers, and GMC Truck & Coach is halfway through a contest on which the division has maintained a low profile.

The Datsun contest is called "Quest for Excellence." It runs from Jan. 21 to April 30. The sales manager's portion runs from Jan. 21 to March 31. And the contest also had a Jan. 21-28 fast start provision.

Essentially, dealerships compete in open or group competition. Group competition dealers (there are about 100 groups) must achieve at least 100 percent of objective to win a trip, and trips go to those that are highest over objective.

The contest covers all '80 and '81 cars and trucks.

Dealers have a choice of 10 days/nine nights in Athens, or nine days/eight nights in Costa del Sol, or nine days/eight nights in Egypt. As an alternative, dealers can take equivalent amounts of merchandise prizes.

Sales managers have a choice of five-day/four-night trips to Vancouver, or five days/four nights in San Francisco or five days/four nights in Washington, D. C. Or they can take equivalent amounts of merchandise prizes.

If a dealership hits its fast-start objective, it is credited with five additional points toward its objective. Also, both dealers and sales managers get five additional points toward their objectives if they hit 60 percent of a separate "Datsun Truck Bucks" contest by Feb. 28.

- The GMC Truck & Coach contest is called "You have got what it takes." It runs from Nov. 1 to April 30, and covers all '80 and '81 trucks.

There are awards for dealers, sales managers and salesmen.

Each dealer has separate sales objectives for light, medium and heavy-duty trucks and can win trips in each of the categories. If a dealer hits all three objectives, he receives a trip to Munich or Hawaii, plus a "marathon of merchandise" plus a recognition award of a Texas Instruments home computer.

The top five dealers, nationally, in the light-duty category win trips and the "marathon of merchandise" prizes.

The top 10 dealers in each competition nationally receive three-day/two-night extensions of their trips to San Francisco/Lake Tahoe, Paris/Switzerland or Japan and Honolulu.

There are other prizes for the top dealer nationally, and the top three dealers in the medium-duty truck category and the heavy-duty truck category.

Recycling for savings

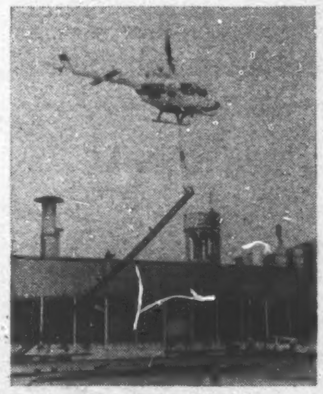
John Richards, right, and Barbara Richards, owners of Richards Chevrolet-Olds, Inc., New Freedom, Pa., discuss the merits of their petroleum recycling program with Clifton E. Disharoon, assistant vice president, Commonwealth National Bank, the organization that financed a $12,000 Dravo Furnace which burns oil drained from cars during maintenance and repairs. The Richards' claim they are heating their 8,400-square-foot facility entirely with recycled oil.

GM plant funds OK'd for Detroit

WASHINGTON.—The City of Detroit will get its $30 million grant to prepare the site for the General Motors assembly plant on the Detroit-Hamtramck border.

There had been doubt about the funds in view of the Reagan Administration's proposed cutbacks in money for the Urban Development Action Grant program. However the Reagan Administration has approved the grant.

The GM project still faces a court challenge from residents of the Poletown area who will be displaced by the plant. The plant will be built on a 465-acre site, will employ about 6,000 and will assemble Cadillacs.



Chopper job

Ford Australia is using helicopters to help install vital equipment at its Sydney-based Homebush assembly plant, where the new FWD Laser is being produced. Ford said helicopters are faster than heavy cranes when raising equipment to rooftops.

Saab will pay freight to U.S. on tourist cars

ORANGE, Conn. — Saab cars now are available for purchase by American tourists in Europe at savings ranging from $305 for a Saab 900 three-door to $1,705 for the Saab Turbo three-door hatchback and four-door sedan.

In addition, Saab will ship tourist-delivery cars back from Europe free of charge.

This will save a customer about $1,000 in addition to the saving in the purchase price, according to Sten O. Helling, sales and marketing vice president for Saab-Scania of America.

Americans visiting Europe can pick up their new 1981 Saabs in Goteberg, Sweden, without any delivery charges; in Stockholm and Malmo, Sweden; and in major cities in Denmark, Norway, England, Holland, Germany or Switzerland.

For free return shipments to the U. S., cars can be dropped off at a number of cities. They are then shipped from Goteborg, Sweden, or Bremerhaven, Germany, to East, West or Gulf ports, where customs duties and clearance charges are handled by Saab.

The catalytic converter required in the U. S. is retrofitted, free of charge, before return shipment to the U. S.

world news briefs

Revised Lada at last?

The overdue Lada 2105—it was originally scheduled for 1979—is expected to make its west European debut this year. It is a revised version of the current model, and not the front-drive, which will probably not appear until 1983.

French investigate alcohol fuel

In an attempt to reduce the country's dependence on imported oil by up to 50 percent over the next decade, France is to investigate biomass-derived fuels.

More cutbacks in Belgium

BL has decided to close its Seneffe assembly plant near Mons, Belgium, with the loss of some 2,200 jobs. It follows a factory closure at Brussels by Citroen a few weeks earlier, making 900 people redundant.

When a Mazda is not a Rolls

Rolls-Royce Motors has been awarded $12,000 damages following an advertising campaign by the Swedish Mazda importer, who described one of its new cars as "the new Rolls in the family." Rolls-Royce zealously protects its reputation by dealing with around 500 trademark infringements each year.

Audi sales fall . . .

Sales of Audis fell by around 9.1 percent worldwide to 365,500 during 1980. The main drop was in the home country, West Germany, where the decline was by more than 14 percent to 208,900. However, Audi increased investment by nearly a third to $169 million.

. . . but BMW and Daimler-Benz expand

BMW, the Munich-based car maker, sold 339,000 cars last year, an increase of 1.2 percent over the previous year. And the company that Audi and BMW try to emulate, Daimler-Benz in Stuttgart, reported an improvement in car output of 1.6 percent to 429,000 last year.

Citroen reaches a diesel milestone

Citroen's factory at Aulnay-sous-Bois has built its 200,000th version of the CX diesel. These engines provide the power for 46 percent of all CX production. The company has also confirmed its trading loss for last year—$167 million.

Daimler-Benz backs truck ABS

Daimler-Benz is to equip production trucks and buses with the advanced ABS anti-lock braking system. It is believed to be the first truck maker to offer it as original equipment.

Hanon heads for the top

Bernard Hanon, head of Renault's car division, has been made director general of the company. He is widely tipped as heir-apparent to Chairman Bernard Vernier-Palliez, who is due to retire at the end of the year.

Cutbacks at Seddon

Seddon Atkinson, the International Harvester subsidiary, has been crippled by the collapse of UK heavy-truck market—down from some 2,700 monthly to 1,600. As a result it is making some 45 percent of its 1,800 workforce redundant.

Hold-ups for the Japanese in France

Japanese car makers Toyo Kogyo and Daihatsu are reportedly having trouble obtaining type approval for some of their cars in France. Last year, Japanese sales slipped over France's 3 percent limitation. They went over UK agreements too (to 11.9 percent), and JAMA has agreed to "even more prudent" marketing following tallies in Lisbon with the SMMT.

Fiat's diesels get smaller

Fiat in Italy is expected to introduce a diesel version of its 127 hatchback shortly. This could make it the world's smallest diesel production car.

Low price Lotus on the way?

Rumors persist that the English specialist car firm Lotus is developing a less-expensive open top two-seater to broaden its range. Engines and transmissions are said to be from Toyota.

NEW-CAR AND TRUCK REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	10,219	13,638
BL	275,798	336,984
BMW	13,451	14,058
Colt	10,273	10,696
Datsun	91,893	102,395
Fiat Auto	51,299	79,577
Ford	464,706	485,559
General Motors	133,078	140,944
Opel	22,870	27,216
Vauxhall	109,218	112,398
Honda	22,760	17,849
Lada	13,043	22,270
Lotus	348	697
Mazda	15,370	17,770
Mercedes-Benz	8,876	7,914
Peugeot SA	142,213	191,428
Citroen	27,006	34,015
Peugeot	24,333	37,980
Talbot	90,784	119,433
Reliant	682	818
Renault	88,343	93,468
Rolls-Royce/Bentley	1,315	1,347
Saab	8,073	8,976
Skoda	7,906	10,243
Subaru	3,252	3,443
Toyota	34,167	32,220
VW-Audi	68,285	76,288
Volvo	38,283	36,583
Others	10,128	11,110
Total	1,513,761	1,716,275

Trucks, buses

	12 mos., 1980	12 mos., 1979
Bedford	40,971	53,566
BL	59,929	69,540
Daf	1,730	2,110
Daihatsu	2,536	1,808
Datsun	7,554	8,165
Dodge	15,283	18,657
ERF	2,342	3,038
Foden	1,210	1,480
Ford	88,193	92,005
Fiat Auto	1,870	1,535
Hestair-Dennis	512	406
Honda	3,370	2,604
IVECO	2,459	3,796
MAN-VW	5,579	6,641
Mazda	1,751	2,977
Mercedes-Benz	5,110	6,241
Mitsubishi	1,200	942
Peugeot	1,530	1,301
Renault	2,124	2,553
Seddon-Atkinson	3,164	4,769
Scania	1,145	1,542
Subaru	1,229	1,110
Toyota	5,978	5,671
Volkswagen	6,610	5,593
Volvo	3,437	4,332
Others	4,977	3,757
Total	272,011	306,365
Total vehicles	1,785,772	2,022,640

WEST GERMANY

Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	14,772	22,762
BL/Innocenti	9,034	11,696
BMW	13[illegible],928	153,923
Daihatsu	4,454	1,235
Datsun	51,503	31,979
Fiat Auto	87,737	97,711
Ford	252,044	311,921
General Motors	411,076	483,328
Honda	43,051	28,693
Lada	5,962	10,641
Mazda	46,727	32,398
Mercedes-Benz	253,082	243,817
Mitsubishi	41,606	20,725
Peugeot SA	115,655	136,414
Citroen	46,891	50,655
Peugeot	33,328	41,208
Talbot	35,436	44,551
Porsche	10,525	12,001
Renault	113,591	129,759
Saab	2,746	2,821
Skoda	2,262	2,216
Suzuki	5,523	—
Toyota	58,893	32,506
VAG	736,109	827,208
Audi	209,741	246,637
Volkswagen	526,368	580,571
Volvo	17,065	24,897
Others	3,419	2,491
Total	2,420,187	2,623,399

SWEDEN

Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	498	851
BMW	2,375	3,332
Datsun	4,968	4,501
Fiat Auto	4,846	8,119
Ford	16,109	22,813
General Motors	18,267	22,701
Honda	4,309	8,563
Lada	3,005	3,017
Mazda	8,392	8,563
Mercedes-Benz	6,263	6,671
Peugeot SA	8,090	9,153
Renault	4,559	6,146
Saab	27,619	29,838
Toyota	8,718	5,389
VAG	22,625	24,329
Volvo	50,547	55,780
Others	1,348	1,067
Total	192,588	215,325

ITALY

Cars

	10 mos., 1980	10 mos., 1979
Alfa Romeo	105,935	98,622
BL	38,767	37,028
BMW	27,235	17,464
Fiat Auto	759,477	621,726
Ford	65,359	61,066
General Motors	48,323	41,609
Mercedes-Benz	11,955	9,830
Peugeot SA	168,406	155,554
Renault	157,666	118,434
VAG	74,097	59,226
Others	12,835	9,770
Total	1,470,055	1,230,329

FRANCE

Cars

	10 mos., 1980	10 mos., 1979
Alfa Romeo	21,232	23,852
BL	20,844	25,474
BMW	13,377	12,520
Citroen	228,747	268,937
Datsun	15,275	10,279
Fiat Auto	57,931	60,442
Ford	52,041	64,978
General Motors	28,428	30,971
Honda	7,042	4,691
Lada	10,754	14,115
Mazda	11,842	9,338
Mercedes-Benz	11,930	10,621
Peugeot	248,689	302,807
Renault	639,774	573,533
Talbot	99,797	141,541
Toyota	12,090	9,534
VAG	74,191	63,134
Volvo	6,651	7,434
Others	10,710	13,094
Total	1,571,749	1,646,976

Trucks, buses

	10 mos., 1980	10 mos., 1979
BL	1,525	1,745
CBM	92	98
Citroen	45,214	47,643
Daf	1,664	1,392
Fiat Auto	7,324	5,437
Ford	8,814	8,778
General Motors	2,322	2,642
Mercedes-Benz	12,002	11,924
Peugeot	41,106	42,249
Renault	87,183	83,430
Renault VI	23,772	22,317
Scania	1,254	1,182
Sovam	83	100
Talbot	8,168	8,506
Toyota	6,827	4,868
Unic	7,726	8,166
Volkswagen	6,395	3,485
Volvo	3,296	3,171
Others	4,757	3,829
Total	269,930	261,579
Total vehicles	1,841,679	1,908,555

BRAZIL

Cars

	10 mos., 1980	10 mos., 1979
Chrysler	5,780	9,963
Fiat	95,304	85,016
Ford	99,051	107,919
General Motors	143,699	124,080
Puma	2,150	2,818
Volkswagen	326,229	342,055
Others	302	327
Total	672,515	672,178

MEXICO

Cars

	10 mos., 1980	10 mos., 1979
American Motors	17,437	16,734
Chrysler	46,358	40,413
Datsun	30,894	31,013
Ford	29,561	28,446
General Motors	12,500	20,926
Renault	18,099	13,533
Volkswagen	79,785	66,718
Total	234,634	217,783

AUSTRIA

Cars

	9 mos., 1980	9 mos., 1979
Alfa Romeo	2,801	3,217
BMW	6,255	5,829
Datsun	8,297	4,623
Fiat	12,024	13,518
Ford	11,952	14,487
General Motors	24,715	21,489
Mazda	9,607	7,405
Mercedes-Benz	5,167	5,879
Mitsubishi	5,538	2,224
Peugeot SA	20,572	24,048
Renault	10,466	11,023
Toyota	8,406	4,632
VAG	40,830	35,430
Volvo	3,425	3,375
Others	7,831	6,193
Total	177,888	163,372

FINLAND

Cars

	9 mos., 1980	9 mos., 1979
Datsun	14,582	11,128
Fiat	7,306	8,887
Ford	4,396	6,246
Honda	1,641	825
Lada	7,574	8,664
Mazda	2,579	1,887
Mercedes-Benz	1,986	1,561
Mitsubishi	2,250	632
Opel	3,813	4,924
Peugeot	1,459	1,733
Renault	1,054	1,322
Saab	5,199	8,379
Skoda	3,320	2,461
Talbot	3,454	1,004
Toyota	9,354	4,436
Volkswagen	3,387	3,046
Volvo	4,928	5,956
Others	5,683	7,578
Total	83,965	80,689

NIGERIA

Cars

	5 mos., 1980	5 mos., 1979
BL	407	295
Datsun	911	2,488
Fiat	57	255
Mazda	154	—
Mercedes-Benz	31	144
Peugeot	25,477	17,441
Toyota	48	1,224
Volkswagen	8,963	11,134
Volvo	79	341
Others	5	996
Total	36,132	34,318

In the middle

Hennig Gold, a West German professor, has converted a Ford Fiesta to have the driving position in the center of the car. Steering, pedals and instruments have been moved. Gold believes a central driving position will improve overall car control.

Boosts sales, profit and moves to top in Europe

Renault does well in spotty year

Continued from Page 14

tions. First was pure economy and the second—because in most countries it was not possible to drive so quickly—was the pleasure derived from driving a car."

There is no doubt that Renault's reputation for making very economical cars has won it many friends. Pierre Tiberghien, director of research and development, says it is the main reason for the good sales results.

"For 1980 our fleet average fuel consumption — a sort of CAFE rating—will be 7.5 liters per 100 kilometers. That is the best in Europe by about 0.5 liters."

In U. S. miles per gallon, then, Renault's model weighted fleet average was 31.4. According to Renault calculations, its nearest rival was Fiat with an equivalent of 26.7 MPG. (The claims were made before details of VW's new Formula E packages were known.)

- Now Renault is aiming at a 30 percent improvement by the end of the decade, which would suggest an average in excess of 40 MPG. This will be achieved, according to Tiberghien, by reducing power, reducing weight and improving the drag co-efficients.

Tiberghien heads a department comprising 3,500 personnel and with an annual budget in the region of $40 million. Not all of this effort goes into improving fuel consumption—but all at Renault recognize that it will be an ever-increasing element in future car sales.

"The main thing is to have a justification — and the justification is the cost of oil," explains a Renault executive.

Other reasons for the good results, says Lamirault, were the strengths of the dealer networks and the large, integrated model line up. "The network's capacity to deal with a crisis is better than any others. In 1974-75, when there was a market drop, we went up. It was the same last year," he said.

"Our objective in the EEC in 1981 is to have 14.5 percent. We made 14.4 percent last year." He thinks the European market will sink in the first four to six months, but the remainder of the year will show a slight increase. By the end of the year the company anticipates slightly lower sales than last year.

"The price of oil has an importance," says Lamirault, "but a very significant factor is the cost of borrowing money.

"It plays both ways, on the customer and also on the cash flow for the dealers in their stocks.

"Everywhere the cost of money has doubled in two years. It may be cheaper in Switzerland than in the United Kingdom, but it has doubled."

While Renault keeps a close eye on its dealers' performances, it is still looking at ways of improving its network. It has picked up several key locations as BL shed dealers in the UK and across Europe, and is taking a very close interest in the fusion of the Peugeot and Talbot chains. So has Volkswagen.

"I am just wondering why Opel has not been doing the same," Lamirault said. "The impression I have is that the order has not been coming from Detroit.

"I'm thinking mainly of France, where Opel penetration is very, very low. With the back-up of General Motors we imagined they would have taken more opportunities to make things better."

Certainly Renault has been keeping the customer's attention with a chain of new product launches. The Fuego coupe, diesel versions of the 18 and 20, the 18 Turbo and five-door 5 have all been added within recent months.

There will be a pause now, though it will broaden its well-rounded line by starting to sell American Motors Jeeps in France and Belgium in one year's time. The Jeep, it seems, will be a diesel engine version of the CJ7.

Observers are also left wondering when Renault will have a diesel to compete with the successful Golf and Ritmo models. A Renault executive says: "There may still be problems with small diesels—owners revving them a bit too fast and their life not being quite enough."

In other respects, though, the Renault line-up is neatly dovetailed. From the basic 4 to the top model 20/30, from gasoline to diesels and turbo gasoline models, from sedans to hatchbacks, station wagons and coupes. It has successfully managed to shake its cheap and cheerful image.

"Once upon a time you would never have seen a Renault in the 16th arondissement (the fashionable place to live in Paris). Now every other car is a Renault 5," reports a Renault man.

- It has helped change its image through motor sport. In Europe wins in such prestigious events as Le Mans, Grands Prix and the Monte Carlo Rally add up to as much as an Indianapolis win, a victory in the Super Bowl and a handful of gold medals at the expense of the Russians in the Winter Olympics to U. S. buyers.

In France there is only one sporting event more important to win—the Tour de France cycle race.

And Renault bicycles have won that too!

European sales results by country:

	1980	1979
Austria	231,000	214,000
Belgium	401,000	423,000
France	1,873,000	1,976,000
Holland	448,000	571,000
Italy	1,720,000	1,441,000
Spain	517,000	574,000
Sweden	192,000	215,000
Switzerland	286,000	279,000
United Kingdom	1,514,000	1,716,000
West Germany	2,432,000	2,623,000

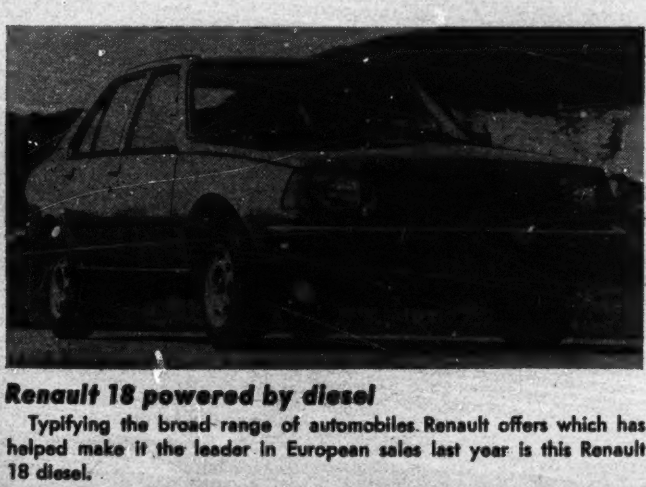
Market share by group (Common Market plus Spain):

	Percent share 1980	Percent share 1979
BL	3.7	4.3
Fiat*	14.2	12.8
Ford	11.3	12.1
General Motors	8.3	9.0
Japanese (all)	8.2	6.6
Peugeot SA	15.3	17.7
Renault	15.8	14.0
VAG	11.9	12.2
Total vehicles	9,107,000	9,547,000

*Includes Seat

Renault 14

Renault 14 is a French answer to the Golf-Omni/Horizon-Strada type of car. It is an economical and technically progressive car, the maker says.



Renault 18 powered by diesel

Typifying the broad range of automobiles Renault offers which has helped make it the leader in European sales last year is this Renault 18 diesel.

Hino Diesels to be built by Moroccan company

The Moroccan corporation, Saida, of Casablanca, has concluded an agreement for technical cooperation with Hino Motors, of Tokyo, in which Toyota Motor Co. holds a 9.6-percent interest.

Saida will begin assembly of 5-ton Hino Diesel trucks in short order, at an initial rate of 500 units a year.

Making the Rover rarer

The sky's the limit when Wood & Pickett, of England, begins converting one of Rover's SD1 sedans. Its catalog ranges from turbocharging ($3,450) to chromed wire wheels ($3,000) and walnut fascia ($1,550). Cars are built to customer's individual specifications.

Plans for UK Nissan plant draws fire from the French

Prime Minister Margaret Thatcher's approval of Nissan's project for an assembly plant in South Wales with capacity for 200,000 cars a year is drawing fire from French sources.

An official communique from the Chambre Syndicale des Constructeurs d'Automobiles (France's equivalent to the MVMA), maintains that the proposed local content of 50 to 60 percent is totally insufficient.

"France's car makers have no objection, in principle, to the production of Japanese cars in Europe, but on condition that they are really produced on equal terms, with a local content of or close to 100 percent," it said.

The communique cites the American example as a model for the Japanese to follow. Ford and General Motors have important parts manufacturing plants in France, but no final assembly of complete vehicles.

According to the terms of Nissan't agreement, there is no linkage between the 200,000 cars to be built in South Wales and the number of built-up cars brought into Europe. The French do not accept an addition of 200,000 Japanese cars to the present import flood, but want them to replace 200,000 built-up Nissans.

In conclusion, the French express their concern over the apparent lack of wisdom in setting up a plant of this type and importance, adding to Europe's overall capacity, at a time when French, Italian and German factories are running short shifts and adding closing days to keep from stockpiling new cars.

"Nissan's implantation in the United Kingdom can only aggravate the difficulties of the European industry. A limit on Japanese car imports is indispensable," the statement insists.

PRODUCTION OVERSEAS

FRANCE

Cars

	11 mos., 1980	11 mos., 1979
Alpine	898	1,241
Renault	1,373,524	1,285,374
Renault group	1,374,422	1,286,615
Citroen	497,996	631,855
Peugeot	561,488	700,080
Talbot	273,281	344,034
Talbot-Matra	7,279	15,728
PSA group	1,340,044	1,691,697
Total	2,714,466	2,978,312

Trucks, buses

	11 mos., 1980	11 mos., 1979
Citroen	44,130	43,833
Peugeot	116,332	100,981
Talbot	20,901	25,663
Talbot-Matra	1,810	321
PSA group	183,173	170,798
Renault auto	148,756	129,690
Renault VI	48,731	40,609
Renault group	197,487	170,299
CBM	97	102
Sovam	107	124
Unic	16,586	17,433
Total	397,450	358,966
Total vehicles	3,111,916	3,337,278

UNITED KINGDOM

Cars

	12 mos., 1980	12 mos., 1979
BL	395,824	503,776
Ford	342,732	398,684
Lotus	364	1,040
Reliant	572	884
Rolls-Royce	3,120	3,328
Talbot	125,320	102,960
TVR	156	312
Vauxhall	55,016	58,760
Others	624	676
Total	923,728	1,070,420

Trucks, buses

	12 mos., 1980	12 mos., 1979
Bedford	96,408	87,672
BL	129,636	124,644
Dodge	16,328	17,628
ERF	1,365*	3,172
Foden	1,352	1,664
Ford	138,372	167,232
Hestair-Dennis	728	572
MCW	624	364
Seddon-Atkinson	2,964	4,732
Others	936	788
Total	389,168	408,460
Total vehicles	1,312,896	1,478,880

*9 month figure

ARGENTINA

Cars

	11 mos., 1980	11 mos., 1979
Citroen	—	9,954
Ford	70,212	52,723
Renault	56,975	38,816
Sevel	61,376	59,336
Volkswagen	25,592	25,718
Total	214,155	186,547

Trucks, buses

	11 mos., 1980	11 mos., 1979
Deutz	119	135
Fiat Concord	722	1,501
Ford	33,919	26,030
IME	2,041	8,766
Mercedes-Benz	9,036	8,052
Scania	755	547
Volkswagen	3,629	4,313
Total	50,221	49,344
Total vehicles	264,376	235,891

Auto makers will be asked to moderate exports

Japan-Europe trade deal toothless

By John Hartley
Staff Correspondent

TOKYO. — Japan's booming exports of autos bring many visitors to Tokyo. Recently the European Economic Community delegation and Lane Kirkland, president of the AFL-CIO, were here at the same time. A long-range blast from William Brock, trade representative of the new Reagan Administration came in the same week.

At the end of the week, the Americans felt the EEC had won a few points, the Japanese felt that they had made some concessions, while the EEC leader, Roy Denman, felt Japan had won—and was intent on winning unless forced to do otherwise.

Denman was heading a delegation aimed at warning Japan about excessive exports of cars — especially to Benelux countries and Germany — and color television sets. Just as he arrived, Brock was reported to have said that if Japan agrees to curb exports to the EEC, it will face protectionist measures in the U. S.

This situation caused some embarrassment to the Japanese, who wanted to pretend they knew nothing of the matter, nor of the fact that the U. S. had sent a letter to the EEC Commission about it.

In any event, Kiyoaki Kikuchi, deputy foreign minister, said Japan has accepted it should avoid concentrating on very high shares of certain markets. Therefore, the government would request the auto companies to export in a product manner to Germany and the Benelux countries, he said. He expected that any increase in sales would be "modest."

At the same time, he protested against "unilateral" limits imposed on imports of Japanese cars in France and Italy.

In other words, Japan promised to ask the auto makers to moderate exports—just as it has asked them to moderate exports to the U. S. It was pointed out that these talks were not government-to-government negotiations, but merely exchanges of views.

- When the AFL-CIO's Kirkland heard of the news, he admitted to being puzzled about the difference between Japan-U. S. and Japan-Europe relations when it comes to trade friction, indicating he did not understand the deal between the EEC and Japan.

Like many observers, he assumed this was a hard commitment, whereas it is just a few words—and there is no certainty that one of the auto makers will adhere to it.

In any event, Kirkland laid the blame for Detroit's troubles on bad management, oil prices and import penetration. He also said that despite being free traders at heart, the AFL-CIO had to change its tune with the times.

"OPEC is a complete contradiction of free trade," Kirkland said. "We have been overtaken by events. Steel, glass and auto workers have all been put out of work. Our change of view on free trade has been forced upon us.

"Are we to be the last to go down? I think not. For the most practical reasons, the auto industry should be protected. It should be an element of strength in the U. S. economy."

Kirkland emphasized that one in seven U. S. jobs is related to the auto industry, and that two of every three workers laid off in the crisis were outside the UAW.

He insisted Japanese imports must be limited—but would not give a figure—and that the Reagan Administration will have to respond to the problem in due course.

- Kirkland also said it is time the U. S. government insists that imported products be produced in plants with safety standards similar to those in force domestically.

He cited the example of laws governing asbestos in manufacturing. He claimed one company had just moved its plant over the border into Mexico and continues to operate with practices that could seriously endanger health.

Japan's safety record is good, but not all its regulations and practices would be acceptable in the U. S.

The AFL-CIO should find a ready ally in the British Trades Union Congress, which has long been critical of what it considers are unacceptable safety practices in Europe.

Kirkland said the President should negotiate quotas with Japan. If he had been asked to negotiate on this trip, he would have been able to do so, Kirkland said, because the Japanese have a "keen sense of the long run—the long run survival of industry."

They would be happy to maintain sales at a realistic level, rather than face the possibility of a really substantial loss in the market through protectionism, he said.

Finally, Kirkland blasted those who advise Japanese companies which operate in the U. S.

"The use of non-union labor by Japanese companies is a continuing problem," he said. "There are systematic campaigns to interfere with the rights of workers. The Japanese are the victims of the worst elements in the U. S. scene. These advisers and consultants tell them how to break the law and get away with it."

Although the Japanese listened politely to Kirkland and the EEC delegation, no significant changes can be expected.

Importers add their endorsement to AUTOCAP

WASHINGTON.—AUTOCAP, the consumer action program started by NADA, has been endorsed by the Automobile Importers of America.

AIA speaks for 16 import companies—all U. S. importers except Volkswagen of America and Mercedes-Benz.

Miller said the endorsement not only strengthens the AUTOCAP program but shows the importers' commitment to customer satisfaction.

Millet added the "wholehearted support" of AUTOCAP's mediation of product and warranty complaints and the support of all import dealers, even those who are not members of NADA.

AUTOCAP, sponsored by NADA, is operated voluntarily by state and local dealer associations. At present there are 29 AUTOCAP units using consumer-dealer panels to mediate disputes, usually those brought against dealerships but sometimes with manufacturers.

Domestic workers react favorably to Reagan plan

Continued from Page 3

of the Midwest and automotive states in other parts of the country would have reached depression levels last year," said Leonard R. Page, UAW associate general counsel.

"Without this program, most of our members would have exhausted state and unemployment and supplemental unemployment benefits last fall. By now, these hundreds of thousands of workers and their families would have been forced onto already swamped state welfare rolls."

Page said TRA costs should return to past levels of less than $300 million per year by 1982 and warned against making a budget cut decision in the program "based upon current costs."

VWoA sets up arbitration plan on service gripes

Continued from Page 3

test programs operating in the areas since the fall of 1979.

"Dealers and customers agree that in some cases binding arbitration is the fairest way to resolve tangled differences of opinion," he said. "We've found that both parties feel they've had their 'day in court' regardless of who prevailed in the end. The tests have proven to be a convincing success."

The test plan involved 280 franchised VW and Porsche-Audi dealers. In about 90 percent of the cases, the BBBs were able to settle matters through mediation, rather than binding arbitration, Doerr said.

Doerr estimated that nearly all 1,442 franchised dealers will participate in the arbitration program, but it may take 2½ years before it is available in remote areas.

Doerr said VWoA will expand the program gradually "to make sure they are all capable of doing the mediation and arbitration customers and dealers expect of the program."

Chevy, Pontiac offer incentives

Continued from Page 3

could go to Europe or Hawaii.

The sales managers of dealerships that win trips—350—will also win their own trips of three days/two nights to Pontiac's full-line announcement show on '82 models next August. It is currently pegged for Las Vegas, but the site could change.

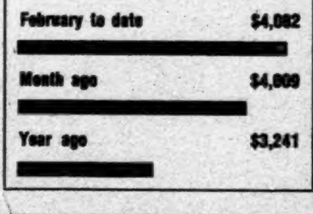
Salespeople are also eligible to win prize-point certificates for merchandise.

There is no enrollment fee for dealers to get into the contest.

Gunn Buick opens

MARTINSVILLE, Va.—Gunn Buick, Inc., has opened here. The dealership is headed by B. T. (Pete) Gunn.

Used car sales
Auction Averages



Model breakdown
Auction Averages

	February to Date	January	December
1981	$7,144	$7,757	
1980	5,638	5,687	$5,576
1979	4,794	4,726	4,706
1978	3,725	3,585	3,610
1977	2,943	3,125	3,034
1976	2,300	2,092	1,991
1975	1,615	1,541	1,628
1974	1,236	1,280	1,146
Overall Average	$4,082	$3,981	$3,589

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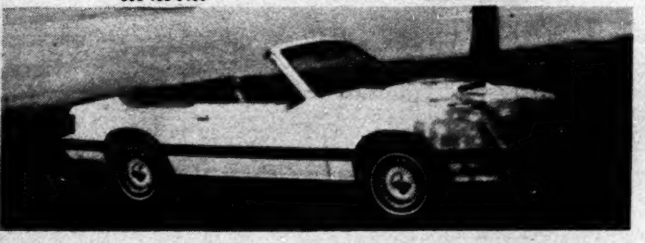

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Fun in a kit

Thoroughbred Cars, of Sothend, has introduced the Merlin, which can be bought in basic kit form for $8,200. Power units are either European Ford mounted at the front or Volkswagen Beetle mounted at the rear.

Award for Gardner

John H. Gardner Jr., left, Gardner Buick, Inc., Upper Darby, Pa., receives his 25-year award from G. L. Dower, Buick Philadelphia zone manager.

U. S. makers gain 38 percent

Week's auto output advances to 133,543

By Patricia Hoffman
Staff Writer

The U. S. auto makers last week showed definite signs of improvement as production rose considerably above the previous week's output.

Production last week was planned at 133,543 units, up 38.34 percent from the 96,531 cars completed the previous week, but down 18.96 percent from the 164,799 assembled in the week ended Feb. 23, 1980.

Breakdown for last week by companies was: General Motors, 83,042 cars, up 38.10 percent from the 60,131 completed the previous week; Ford Motor Co., 28,360, a 57.23 percent increase from the 18,037 of the previous week; Chrysler Corp., 17,430, up 26.68 percent from 13,758, and Volkswagen of America, 4,160, a 0.72 percent increase from the 4,130 cars assembled the week ended Feb. 14.

There is no exact comparison for American Motors because weekly figures are estimated.

Checker Motors built 76 cars last week and none the previous week.

So far this year, the auto makers have assembled 783,028 units, down 22.16 percent from the 1,005,946 units completed the comparable period last year.

Breakdown by companies for the year-to-date is: GM, 66.78 percent; Ford, 17.29 percent; Chrysler, 11.27 percent; American Motors, 1.39 percent; Volkswagen, 3.24 percent, and Checker Motors, 0.03 percent.

GM scheduled Saturday overtime last week at Linden and Tarrytown.

Downtime is slated this week at GM's Baltimore and Leeds plants. Both are scheduled to resume operations March 2.

GM's Janesville plant, down the week of Feb. 16, will resume operations today (Feb. 23).

Ford's Lorain point, down since Feb. 2, will remain idle this week, and Ford's Kansas City point, down since Feb. 9, will also continue downtime this week. Both plants are slated to resume operations March 2.

Mercedes-Benz names Faber vice president

MONTVALE, N.J.—Mercedes-Benz of North America has named Karl-Heinz Faber vice president, product compliance and service administration. He succeeds Heinz W. Gerth, who has retired.

Faber joined Daimler-Benz AG in 1956 and moved to Mercedes-Benz of North America in 1965.

breaking news

Continued from Page 1

in France. The Del Rey will be built in two-door and four-door versions. In the mid-'50s, Chevrolet called a club coupe in the 210 series the Delray.

Daihatsu engines for Innocenti

MODENA, Italy.—De Tomaso has come to terms with Daihatsu Motor Co. for the supply of engines for a new model Innocenti that will supplement or replace the Mini.

$1,000 rebate offered on '80 Spitfires

NEW YORK. — Jaguar Rover Triumph has announced that beginning today (Feb. 23) it will rebate $1,000 on 1980 Triumph Spitfires. The program will run through June 30. The rebate does not apply in California (the 1980 Spitfire was not sold there). Base price of the 1980 Spitfire is $7,365. JRT said the rebate may be applied to the downpayment.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 21, 1981	Same Week, Feb. 23, 1980	Week Ended Feb. 14, 1981	Feb. To date	Jan. 1, to Feb. 23, 1980	Jan. 1, to Feb. 21, 1981
CHEVROLET	7,837	16,333	13,844	34,168	111,574	91,581
DODGE/PLYMOUTH	1,700	1,200	1,631	3,379	18,901	8,527
FORD	14,624	17,208	7,572	30,450	96,119	70,385
GMC	2,809	3,646	4,592	12,623	27,015	31,936
INTERNATIONAL	1,690	....	1,618	3,308	....	10,138
MACK	....	625	....	....	4,614	....
WHITE	....	186	....	....	1,439	....
JEEP	1,740*	2,620*	1,740*	5,220	17,924*	13,836
AMC CORP.	85*	430*	85*	255	2,346*	595
VOLKSWAGEN	1,040	812	1,020	3,062	3,066	6,069
MISCELLANEOUS	1,200*	800	1,200*	3,600	6,160	7,300
Total Trucks, U. S.	32,725	43,860	33,302	96,065	289,158	240,369

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 21, 1981	Same Week, Feb. 23, 1980	Week Ended Feb. 14, 1981	Feb. To date	Jan. 1, to Feb. 23, 1980	Jan. 1, to Feb. 21, 1981
CHRYSLER CORP.	1,600	....	1,308	3,080	3,097	5,921
FORD MOTOR	4,068	4,778	3,867	8,781	28,475	23,447
GENERAL MOTORS	6,310	5,902	6,345	19,193	41,260	44,196
AMERICAN MOTORS	....	704	....	....	3,999	....
INTERNATIONAL	245	290	244	762	1,487	1,872
MACK	....	60	....	....	456	....
WHITE	....	65	....	....	460	....
Total Trucks, Canada	12,223	11,799	11,764	31,816	79,234	75,436
N. American Trucks	44,948	55,659	45,066	127,901	368,392	315,805

†—[illegible] includes [illegible] van production. *—Estimated. Jeep includes commercial vehicles only. All General includes government-destined vehicles.

Truck production for year trails 1980 by 16 pct.

U. S. truck production last week trailed the previous week's output and was 25 percent below that of the comparable 1980 week.

Last week, truck production was slated at 32,725 units, down 1.73 percent from the 33,302 trucks assembled the previous week, and down 25.38 percent from the 43,860 completed in the week ended Feb. 23, 1980.

So far this year, the truck makers have assembled 240,369 units, a 16.87 percent drop from the 289,158 trucks completed in the comparable period last year.

Downtime was slated last week at General Motors' Flint and St. Louis points. St. Louis returns today (Feb. 23). At Flint, Line No. 1 returns March 2 and Line No. 2 returns March 9.

Auto production rises in Canada as Oshawa works

Canadian auto production last week rose substantially from the previous week's output as operations resumed at General Motors' Oshawa car plant. The plant was down the week of Feb. 9 for inventory adjustments. Oshawa, however, will be down this week.

The planned output last week was 15,244 units, more than double the 6,439 completed in the previous week, but down 20.40 percent from the 19,156 cars assembled in the comparable week last year.

So far this year, the auto makers have built 84,457 units, down 29.42 percent from the 119,663 cars assembled in the year-ago period.

Canadian truck production, with all assembly plants working last week, rose above the previous week's output and the comparable 1980 week.

Truck production last week was slated at 12,223 units, up 3.90 percent from the 11,764 truck assembled in the previous week, and an increase of 3.59 percent from the 11,799 units completed in the comparable week last year.

The year-to-date output for the truck makers is 75,436 units, down 4.79 percent from the 79,234 trucks completed in the comparable period last year.

Downtime was scheduled last week at Volvo's Halifax car point and Chrysler's Windsor car plant. Both are slated to resume operations today (Feb. 23).

U. S. CAR PRODUCTION

	Week Ended Feb. 21, 1981	Same Week, Feb. 23, 1980	Week Ended Feb. 14, 1981	Feb. To date	Jan. 1, to Feb. 23, 1980	Jan. 1, to Feb. 21, 1981
AMERICAN MOTORS	475*	4,760*	475*	1,425*	31,766*	10,890
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	17,430	11,920	13,758	46,481	89,696	88,206
Plymouth Total	8,630	5,050	6,854	23,561	40,553	43,765
Horizon	3,200	3,180	2,446	8,175	24,241	15,400
Volare	....	950	....	....	12,203	....
Gran Fury	750	860	....	1,538	3,493	2,027
Caravelle	80	60	44	124	616	348
Reliant	4,600	....	4,364	13,724	....	25,990
Chrysler Total	1,750	1,870	1,060	3,284	11,426	6,583
Chrysler	550	140	....	1,024	2,948	1,826
LeBaron	1,200	1,730	1,060	2,260	8,478	4,757
Dodge Total	7,050	5,000	5,844	19,636	37,717	37,858
Omni	1,700	2,850	1,458	5,466	22,180	11,793
St. Regis	350	600	....	710	2,765	1,019
Diplomat	900	800	622	1,522	3,648	3,144
Aspen	....	750	....	....	9,124	....
Aries	4,100	....	3,764	11,938	....	21,902
FORD MOTOR	28,360	41,076	18,037	67,720	167,940	135,418
Ford Division	19,484	28,068	12,144	46,119	120,488	83,748
Pinto	....	2,930	....	....	8,386	....
Must./Must. II	5,429	5,168	1,171	6,600	30,811	11,999
Fairmont	1,173	6,615	1,139	6,462	32,467	20,342
Granada	2,965	3,036	364	3,628	12,431	8,794
Thunderbird	....	6,649	....	....	23,069	3,025
Ford	1,704	3,670	1,701	5,100	13,324	11,874
Escort	8,213	....	7,769	24,329	....	27,714
L-M Division	8,876	13,008	5,893	21,601	47,452	51,670
Mercury Total	7,546	11,617	4,824	17,853	42,445	43,866
Bobcat	....	1,070	....	....	2,050	....
Capri	1,581	2,484	448	2,029	10,019	3,756
Zephyr	323	2,025	372	1,851	9,783	6,205
Cougar/Monarch	1,503	1,553	145	1,837	4,144	4,049
XR-7	....	1,915	....	....	7,174	1,645
Mercury	1,297	2,570	1,055	3,665	9,275	9,373
Lynx	2,842	....	2,804	8,471	....	18,838
Lincoln Total	1,330	1,391	1,069	3,748	5,007	7,804
Lincoln	682	513	539	1,847	1,761	3,594
Versailles	....	211	....	....	705	....
Mark VI	648	667	530	1,901	2,541	4,210
GENERAL MOTORS	83,042	101,259	60,131	222,608	693,719	522,921
Buick Division	20,322	18,205	17,025	56,216	128,265	125,479
Skylark	5,927	4,742	5,061	16,882	36,384	36,277
Century	3,774	3,450	3,892	11,242	23,422	24,200
Regal	5,322	4,830	3,667	14,103	30,485	33,039
Buick	3,770	3,990	3,121	10,020	28,402	23,438
Riviera	1,529	1,193	1,284	3,969	9,572	8,525
Cadillac Division	6,646	7,264	5,800	18,351	49,677	43,728
Seville	890	1,101	633	2,099	8,794	4,870
Cadillac	4,251	4,626	3,930	12,391	30,446	29,287
Eldorado	1,505	1,537	1,237	3,861	10,437	9,571
Chevrolet Division	29,870	43,083	17,954	80,036	291,206	184,158
Chevette	9,030	10,870	....	17,960	72,359	33,580
Monza ('80)	....	3,059	....	....	22,783	....
Camaro	6,320	3,270	2,552	11,821	20,847	19,140
Citation	6,832	9,720	6,315	19,605	71,763	45,567
Malibu	4,975	6,375	2,095	12,521	37,883	33,076
Monte Carlo	1,913	2,765	1,585	6,361	22,295	18,869
Chevrolet	....	6,120	4,791	9,561	35,692	28,554
Corvette	800	904	616	2,207	7,584	5,372
Oldsmobile Division	18,779	17,408	14,865	51,852	124,011	127,114
Omega	3,344	2,958	2,551	9,165	19,188	20,833
Cutlass	8,744	6,670	6,228	23,531	51,857	62,055
Oldsmobile	5,530	6,690	5,080	16,108	44,734	37,539
Toronado	1,161	1,090	1,006	3,048	8,232	6,687
Pontiac Division	7,425	15,299	4,487	16,153	100,560	42,442
Acadian	250	330	....	509	2,522	1,203
Sunbird ('80)	....	3,341	....	....	24,553	....
Phoenix	2,835	2,708	2,731	8,139	20,285	16,287
Firebird	920	2,490	953	2,973	15,505	7,401
LeMans	880	1,635	495	1,375	9,473	5,739
Grand Prix	2,400	2,075	....	2,400	12,295	9,380
Pontiac	140	2,720	308	757	15,927	2,432
VOLKSWAGEN	4,160	5,684	4,130	12,434	22,320	25,347
CHECKER	76	100*	....	76	505	246
Total Cars, U. S.	133,543	164,799	96,531	350,744	1,005,946	783,028

CANADIAN CAR PRODUCTION

	Week Ended Feb. 21, 1981	Same Week, Feb. 23, 1980	Week Ended Feb. 14, 1981	Feb. To date	Jan. 1, to Feb. 23, 1980	Jan. 1, to Feb. 21, 1981
AMERICAN MOTORS	600	....	608	1,795	....	4,165
CHRYSLER CORP.	....	....	....	1,732	10,756	1,732
FORD MOTOR	1,568	6,720	838	3,558	23,911	7,715
GENERAL MOTORS	12,896	12,256	4,768	30,342	83,331	69,350
VOLVO	180	180	225	607	1,665	1,495
Total Cars, Canada	15,244	19,156	6,439	38,034	119,663	84,457
N. American Cars	148,787	183,955	102,970	388,778	1,125,609	867,485
N. American Trucks	44,948	55,659	45,066	127,901	368,392	315,805
North American Cars and Trucks	193,735	239,614	148,036	516,679	1,494,001	1,183,290

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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U.S.-Japan pact on auto exports is expected soon

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Japan and the United States will likely reach a negotiated agreement on auto exports to the U. S. sometime within the next two months, much as the two countries did previously on steel, color television sets and textiles.

That is the feeling at least of Japanese Minister for External Economic Affairs Saburo Okita after a round of meetings here with high Reagan Administration officials on the subject of U. S.-Japan trade issues.

Meeting with reporters, Okita said that given the importance of U. S.-Japan relations and the importance of the auto industries to both countries, it was his feeling that "an agreement will be reached before Prime Minister Zenko Suzuki comes to the U. S. in May."

Okita said the nature of the agreement had not been formalized, but he alluded to previous agreements reached between the two countries on textile, color television and steel imports.

He said, however, that it would certainly not be announced before Transportation Secretary Drew Lewis concludes his task force report on the auto industry, scheduled for mid-March.

Okita said he had tried to impress on the Reagan Administration the importance of exports to Japan but also that it was not Japan's intention to "disturb the industries of its trading partners to a unwarranted extent."

"As a trading nation, we value ou relations with our trading partners and I therefore expect that the auto issue will be satisfactorily resolved just as previous issues have," he said.

"It is in everyone's interest to avoid import quotas because it will be very difficult to keep them from spreading," he said.

Japanese imports rose by approximately 300,000 units from 1979 to 1980 but their share of the market increased from 15 percent to 22 percent largely because U. S.-made car sales fell by nearly two million last year.

On Capitol Hill, meanwhile, Senator John Danforth, Missouri Republican, has agreed to an Administration request to postpone hearings on his and Senator Lloyd Bentsen's measure to restrict Japanese imports to 1.6 million units pending the completion of the Reagan Administration's Auto Task Force.

And Special Trade Representative William Brock told the Joint Economic Committee that the Reagan Administration is not protectionist and that it favors looking at the whole auto picture.

Brock stopped short of endorsing the Danforth - Bentsen bill to impose quotas of 1.6 million Japanese imports for three years, saying he would rather the U. S. negotiate with the Japanese to resolve the import problem.

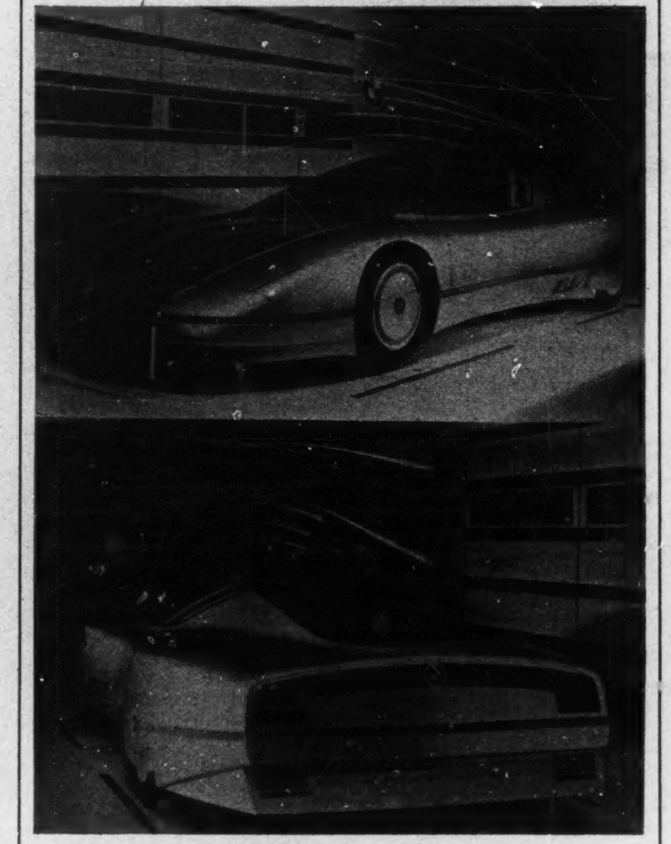
The domestic industry would have problems now even if there were no imports at all, he told the committee, but at the same time "we have a right to expect understanding and restraint from our trading partners."

The auto industry has strategic and national security importance and the American people "would not, should not and will not" allow the auto industry to be demolished, he said.

In Toyko, meanwhile, Japan's foreign trade administrator, Rokusuke Tanaka, said he plans to invite Brock to come to Japan to discuss the auto trade situation after the Auto Task Force issues its report in mid-March.

Tanaka told reporters he wants to see what Japan can do to help the ailing U. S. auto industry.

Slippery



BMW's vision of the future

An aerodynamic research vehicle undergoes testing in BMW's newly commissioned wind tunnel complex near Munich. This mockup vehicle has a drag factor of 0.19. BMW revealed details of its new facilities (built at a cost of $215 million) and technical studies (electronics, weight reduction, cylinder cutouts and advanced automatic transmissions) at an engineering conference last month.

Average drops to 276 sales per dealer; Chevy leads

By Jenny L. King
Staff Writer

Even though the domestic dealer population dropped alarmingly throughout 1980, the hefty 21-percent decline in sales brought the average sales per dealer down to 276, the annual AUTOMOTIVE NEWS analysis disclosed. The average per outlet was 333 in 1979 and 337 in 1978.

The industry's alltime high was reached in 1973 with an average of 380 sales per dealer.

General Motors dealers sold an average 367 units per outlet in 1980, down from 426 in 1979. Its record of 464 was established in 1978.

Ford Motor Co. recorded 237 sales per dealer, down sharply from 322 the preceding year. In 1978, its dealers averaged 389 sales per outlet.

Chrysler Corp. dealers sold an average of 163 new cars per outlet in 1980, down from 202 in 1979.

American Motors, whose dealer network and sales remained relatively stable in 1980, slipped to 88 sales per outlet, down from 97 in 1979.

Imperial joined the ranks of U. S. new-car makes in the fourth quarter of 1980, bringing the total to 13. Volkswagen of America sales per dealer are included in the AUTOMOTIVE NEWS tally of import sales per outlet.

- None of the 13 U. S. makes matched or broke sales-per-dealer records last year. None had increases over 1979 averages. In fact, any "records" would be at the bottom end of the scale, with several makes having averages similar to those in the 1960s.

For example, Ford's 204 was its lowest sales-per-dealer figure since the 199 recorded in 1961; Plymouth, at 97, resembled

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NADA leaders meet with Secretary Lewis

Survival petition carried to top

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — If you are going to have a recovery in the auto industry you had better have auto dealers around to lead the way, NADA told the Reagan Administration last week.

The way to do that, NADA said, is to get interest rates down to reasonable levels.

At a luncheon meeting with Transportation Secretary Drew Lewis, who is also heading up the Reagan Administration Auto Task Force, NADA President Wendell Miller, First Vice President George W. Lyles and Executive Director Frank McCarthy said "excessively high interest rates are dwarfing all the other problems of the auto industry."

They are the leading cause of dealer attrition (1,600 this year); driving inventory carrying costs to excessive levels; creating a tremendous psychological barrier to buying; substantially increasing monthly payments, and reducing credit availability by driving up financial institutions' rejection rates, they said.

High interest rates are wiping us out, they told Lewis, and if that continues it means real trouble for all the auto industry.

"Even if everything is right within our industry — product, productivity, quality and price —nothing will happen until a car or truck dealer unplugs the pipeline at the retail end," they said. "A viable dealer distribution and servicing network must be the cutting edge to restore vitality to our industry and our economy."

To that end, the NADA asked Lewis to consider the following recommendations as his Task Force develops its plan to aid, if not rescue, the auto industry:

A temporary tax credit of $500 to the purchaser of a new automobile. Such a tax credit would provide an immediate stimulus to retail sales of new automobiles, increase vehicle production and serve as the first step toward recovery of the industry, they said.

Accelerated recovery of capital cost expenditures: Specifically, accelerated depreciation for the costs of machinery and equipment as well as certain commercial and industrial buildings over a period of three, five or 10 years, so long as existing

Continued on Page 41, Col. 4

breaking news

Ford to cut T-Bird, XR-7 output at Ohio plant

LORAIN, O. — Ford Motor Co. will cut production of Thunderbird and XR-7 here to 40 units an hour from 57 March 30. The slowdown will mean the layoff of about 1,000 more hourly workers. The cutback will bring to 2,000 the number laid off at Ford passenger-car facilities here where good-times employment has been 4,000. The latest force reduction does not affect the Ohio truck plant, the sole source of Econoline vehicles.

Revitalized Panther eyes U. S.

BYFLEET, England. — Panther Car Co., Ltd., back in production at an annual rate of 250 cars, is now evaluating the U. S. market. The company said production for the U. S. market is expected to resume later this year, probably on a direct export basis. Current UK delivered prices are Lima, $20,000; J-72, $52,000, and V-12 DeVille limousine, $127,000. Panther's U. S. potential is extremely limited.

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A blunt warning from GM's McDonald at SAE banquet

Improve it or lose it, industry told

By Roger Rowand
Engineering Editor

DETROIT. — The U. S. auto industry has to improve its quality and cost-competitiveness —"or go off-shore, or go down the drain," said F. James McDonald, president of General Motors.

He told a banquet meeting in connection with the Society of Automotive Engineers Show it is essential labor understands what is at stake.

"I know that labor's leaders are too sharp not to understand the choices," he said.

The GM official did not discuss the wage and benefits situation that exists in the industry. However, he did say local plant agreements have built into them "some cumbersome and bad practices that affect both cost and quality."

"We don't have to spend one second on who is to blame for these problems," McDonald said. "Management or aggressive unions — it doesn't matter. The problems are there and they must be fixed."

He beckoned to labor's leadership.

"Recognizing the political environment in which a labor leader must operate, it would seem this will be a grand opportunity for someone to say: 'Our union will lead in the quality and productivity efforts. We'll work diligently with management in these areas. And, we'll still reserve our rights to tough bargaining because we are all in this together," McDonald said.

"Management will have to be ready to support such a pronouncement. And, speaking for GM, I say we are ready."

• McDonald had some criticism of some members of the GM dealer body for failing in the area of customer satisfaction.

"Sure, I understand the manufacturers' responsibility—to furnish a high-quality product so the dealers will have a half a chance to do their job. We at GM are committed to that.

"But, a dealer can't shirk dealer responsibility just because we haven't yet accomplished all we have to do," he said.

"Comeback — that is, customers taking their cars back to the dealer more than once for the same problem — is the highest single reason for customer dissatisfaction. We can help the dealer technician find and fix the problem the first time, through better diagnostics. That's an engineering responsibility — we must and will improve diagnostic capability of our vehicles," he said.

"About 18 months ago, we started sending questionnaires to owners of GM products who had owned the vehicle for over one year. The survey has many questions regarding dealer performance. Would you believe we get back about 51 percent — amazing.

"Now we have a computer file of the customer satisfaction performance of 2,000 of our largest dealers. We intend to expand the survey to include many, many more dealers.

"We'll help those who need help in this area, and we intend to do what we must about those who don't perform," the GM president said.

• He told his audience, composed largely of engineers, that engineering plays an important role in the move towards improved quality and productivity.

"You in the engineering profession of our industry have a major responsibility for getting the industry where it needs to be in these two important areas.

"We simply have to put quality into the product right from the beginning; design it in and build it in. That's true whether you're producing cars, carburetors or cotter pins," he said.

McDonald said labor unions are among groups shaken by events that have taken place

Continued on Page 46, Col. 1

Service Index shows gain over year ago

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships across the country opened 1981 on a good note, with January's volume amounting to 101.8 percent of the business recorded in the same month a year ago.

According to the AUTOMOTIVE NEWS Service Index, January was the second consecutive month to show a gain over the year-earlier parts and service volume. It also marked the third time in the last 15 months that parts and service volume recorded back-to-back monthly gains.

Three of the five indicators used in the Service Index showed relatively good advances in January, with gross profit on all labor, parts and P&A sales—the most important barometer from a dealer's standpoint—leading the advances. It was up 10.6 percent above that of a year ago.

Sales of all parts and accessories, those used in the shop plus wholesale and counter sales, were up 8.6 percent, while shop parts sales—those used in both customer-paid and warranty work—were up 3.8 percent.

Indicators registering declines were led by repair orders written which dropped 14.2 percent from the year-ago volume. The other indicator on the downside was total labor sales (customer-paid and warranty), down 3 percent.

Service Index figures are compiled from monthly reports on service and parts business from new-car dealers in all sections of the nation.

SERVICE INDEX
101.8*

	Jan., '81 vs. Jan., '80
Gross Profit on All Labor and P&A Sales	+10.6%
Repair Orders Written	−14.2%
Total Labor Sales (Customer & Warranty)	− 3.0%
Shop Parts Sales (Customer & Warranty)	+ 3.8%
Sales of all P&A	+ 8.6%

*—Survey by Automotive News shows that dealers' service and parts business in January, 1981, was 101.8 percent of business in January, 1980.

Recchia resigns at Fiat; Ferrari to succeed him

MONTVALE, N. J. — Richard Recchia, president of Fiat Motors of North America, announced last week that he was resigning his position to pursue other interests.

According to a company spokesman, the duties of president will be assumed by Claudio Ferrari, chairman of the board of Fiat North America. Ferrari formerly had been president for two years.

No permanent decision has been made on a replacement for Recchia, the spokesman said.

Recchia held the position of president for nearly two years. Prior to that he had been executive vice president of the company in charge of operations since 1978. He came to Fiat from Chrysler Corp.

Ferrari held the post of president from 1977 to 1979, when he assumed his current position. He has been with Fiat since 1957, when he joined the parent company in Turin, Italy.

The change is to take effect April 1.

President reviews

Ford Motor Co. President Donald E. Petersen inspects a development prototype of the U. S. Army's 40mm Division Air Defense Gun System (DIVAD) during a visit to Ford Aerospace & Communications Corp., a Ford subsidiary.

Convertible from Contec

Contec, Lake Geneva, Wis., offers convertible packages on the Ford Mustang, GM F-bodies (like this Pontiac Trans Am), GM A-bodies, Chrysler K-cars and the Honda Prelude. A typical conversion includes a styled vinyl reinforced top in standard (black, white or tan) or special colors, re-engineered body subframe, reinforced windshield header, custom-designed top mechanism and custom top boot.

Holdouts compromise; Chrysler to get cash

By Richard A. Wright
Assistant Managing Editor

DETROIT. — A "breakthrough" compromise agreement was reached early last week between Chrysler Corp. and a group of holdout bankers, a Chrysler spokesman said.

As a result, Chrysler's pockets were scheduled to be filled with cash — briefly, at least — and the corporation once more pulled back from the financial abyss.

The breakthrough came last Monday during intense negotiations between Chrysler and uneasy lenders. The Federal Loan Guarantee Board approved the agreement later in the day.

Last Friday, the board was scheduled to give final approval for the $400 million in loan guarantees. Once this was done, underwriters in New York would give Chrysler a check and put the notes on the market.

Under the compromise agreement with the banks, led by Citibank and Irving Trust Co., Chrysler will make an early payment of $68 million to its roughly 150 lenders within 30 days of the Loan Board's final approval.

The banks had demanded such payment because of Chrysler Corp.'s tight financial position. The arrangement also calls for a "Christmas Club" account into which Chrysler will deposit cash out of operations during March. If Chrysler fails to make a deposit, it would be in default.

Treasury Secretary Donald Regan and Federal Reserve Chairman Paul Volcker had blocked an earlier plan under which Chrysler would make an early payment out of its new rescue funds. The two, both members of the Loan Guarantee Board, said the funds should be used for purposes critical to Chrysler's survival and that repayments should come from operating funds.

The compromise agreement last week broke a logjam which had developed after some lenders objected to an earlier agreement which was a condition for the Loan Guarantee Board to issue any more guarantees.

Under this original agreement, the banks would exchange half of their $1.1 billion in outstanding loans for Chrysler preferred stock and allow the corporation to pay off the other half at the rate of about 30 cents on the dollar.

Chrysler was to make the payments in four quarterly installments, beginning 90 days after guarantee approval. But about 30 of the banks did not like the idea of waiting three months for the first payment. The latest agreement appeared to satisfy the banks' objections and still meet the Loan Guarantee Board's conditions.

Escort, Lynx cited

CHICAGO.—Ford's Escort and Lynx received the Car & Driver Reader's Choice award.

Most completely equipped new car in firm's history

Chevy Cavalier to come loaded

DETROIT. — When the Chevrolet Cavalier — that division's version of the General Motors J-car—bows in May, it will be merchandised as "the most completely equipped new car in Chevrolet history."

The Cavalier boasts an impressive list of standard features, although not all are standard on all four models—coupe, hatchback, sedan and wagon.

Ordering information received by dealers lists the following as standard equipment: Power brakes, AM radio, quartz digital clock, full floor console, rally wheel trim, rear-window defogger, side-window defogger ducts, trip odometer, remote trunk/hatch tailgate release, reclining front bucket seats, deluxe interior trim, body side moldings, bright side-window moldings, locking fuel-filler door, ashtray light, passenger assist handles, glove-compartment lock, color-keyed carpets and seat belts, bumper rub strips, fold - down rear seat and special instrumentation.

An early decision to make white-stripe tires standard has been reversed; blackwalls will be standard.

The high-line Cavalier CL model will offer such additional standard features as halogen headlights, AM/FM radio, tinted glass, gauge package, sport wheel covers, intermittent windshield wipers, rear-window wiper/washer, rocker-panel moldings, dual sport mirrors, leather-wrapped steering wheel, rear stabilizer bar, auxiliary lighting package and custom interior.

Worst year since going public

Ford reports '80 loss surpassed $1.5 billion

By Edward Lapham
Financial Editor

Ford Motor Co. followed in the footsteps of General Motors and reported its worst year since the company went public in 1956.

Ford said it lost $316 million ($2.63 a share) in the fourth quarter of 1980 on sales of $10.2 billion. In the comparable 1979 period Ford reported a net loss of $41 million (35 cents a share) on sales of $10.0 billion.

The October-December period capped a year in which Ford reported a net loss of $1.545 billion ($12.83 a share) on sales of $37.1 billion. The preceding year Ford had net earnings of $1.169 billion ($9.75 a share) on sales of $43.5 billion.

A statement by Ford Chairman Philip Caldwell and President Donald E. Petersen said the "profit deterioration" reflected a "lower level of industry sales in the United States and in Europe and a lower share of the U. S. car market, offset in part by cost-reduction programs."

The auto maker said its fourth-quarter after-tax losses from U. S. operations totalled $241 million compared with $569 million in the preceding three-month period and $273 million in the October-December, 1979, period.

Ford, which had been using its overseas operations to offset North American losses the last several years, said its after-tax losses from operations outside the U. S. were $75 million in the final 1980 quarter compared with after-tax earnings of $232 million in the comparable 1979 period.

"What Ford now needs most is what America needs most: A strong and confident economy," the statement said.

- Caldwell and Petersen said Ford's worldwide capital expenditures for facilities and tools totaled $2.8 billion in 1980 and are projected at $3.3 billion in 1981.

Ford's working capital decreased $1.8 billion during the year to a Dec. 31 total of $487 million. The year earlier the total was $2.3 billion.

The company listed depreciation at $1.057 billion for the year compared with $895.9 million the preceding year. Ford said amortization of special tools totaled $912.1 million during a year compared with $708.5 million in 1979.

Ford's current ratio (current assets to current liabilities) dropped to 1.04 to one at Dec. 31 compared to 1.25 to one a year earlier.

The company said its North American car and truck factory sales total for 1980 was 2,422,208, off 33.2 percent from 3,624,074 in 1979.

Total car and truck factory sales outside the U. S. and Canada declined 12.8 percent to 1,906,242 from 2,186,230 the preceding year.

Worldwide tractor factory sales fell 26.9 percent to 97,701 from 133,628.

Total worldwide vehicle factory sales were off 25.5 percent to 4,426,151 in 1980 from 5,943,932 in 1979.

Customer retention more than a phrase

GOLDEN BEACH, Fla.—W. M. Wickam recently purchased his 33rd Cadillac from Massey Motor Co., Kinston, N. C.

Wickam purchased his first Fleetwood Brougham from Dealer Eward W. Massey in 1941.

AMC changes its fiscal year; loses $29 million in quarter

By Edward Lapham
Financial Editor

American Motors marked its conversion to a January-December fiscal year by reporting a fourth-quarter net loss of $29 million (89 cents a share) on sales of $658 million.

The preceding year, when the comparable three-month period was the first quarter of fiscal 1980 under the old October-September system, the company had net earnings of $12.8 million (37 cents a share) on sales of $789 million.

For the entire January-December period of 1980, AMC had a net loss of $197.5 million ($6.00 a share) on sales of $2.6 billion compared with year-earlier net earnings of $76.0 million ($2.24 a share) on sales of $3.2 billion.

AMC Chairman Gerald C. Meyers said the company's financial performance "is to be viewed against the background of a most difficult period in the history of the U. S. auto industry."

Like other industry executives, Meyers blamed "interest rates, recession, fuel costs and Japanese imports" for much of the industry's 1980 difficulties.

Meyers said there were bright spots in the year.

"For example," he said, "Sales and earnings of our international operations continued to be strong for the fourth year in a row.

"And AM General Corp.—our major subsidiary — had pre-tax earnings of $19.1 million for the 1980 calendar year, a 16 percent increase over the $16.5 million it earned in 1979."

AMC said its combined worldwide automobile and Jeep factory sales in 1980 declined 22 percent to 327,808 from 418,214 in 1979.

Automobile factory sales rose 1.0 percent to 228,937 in 1980 from 227,032 in 1979. Included are wholesale sales of imported Renault cars, up 87 percent to 37,792 from 20,178 in 1979. Jeep factory sales declined 48 percent to 98,871 from 191,172.

In the October-December period, AMC said its worldwide factory sales total for all vehicles fell 24.6 percent to 77,994 from 103,372. Total automobile sales fell 19.6 percent to 52,859 from 65,772 the year earlier. Renault wholesale sales rose 36 percent to 9,138 from 6,718. Jeep factory sales were off 33.2 percent to 25,135 from 37,600.

Porsche-Audi dealer council officers

Officers for 1981-82 of the Porsche-Audi 13-member National Dealer Advisory Council met recently with Porsche-Audi staff. Seated are, from left: James R. Fuller, vice president in charge of Porsche-Audi Division; James Traynor, Traynor Porsche-Audi, Fairfield, Conn., council chairman, and Arthur Ross, manager, dealer and industry relations, Volkswagen of America. Standing are Pete Smith, left, Bob Smith Porsche-Audi, Inc., Hollywood, Calif., vice chairman of the council, and Doug Sylvester, University Porsche-Audi, Seattle, council secretary.

Mid-February domestic sales plunge 22 pct. from last year

By Jenny L. King
Staff Writer

Mid-February domestic new-car sales plummeted 22.87 percent, making it five consecutive periods—every period this year—that sales have trailed 1980.

Feb. 11-20 sales numbered 168,787, down from 218,840 a year ago and the lowest for the period since 162,963 in 1967.

There were nine selling days this year, yielding a 18,754 daily selling rate. The year-ago rate of 24,316 was also based on nine days.

Year-to-date sales through Feb. 20 stood at 774,173, down 18.80 percent from 953,426 for the corresponding 1980 period. Two years ago, the year-to-date total was 1,074,550, a difference of 27.95 percent compared with 1981.

Only Chrysler Corp. and Volkswagen of America reported sales increases for mid-February. Chrysler sales were up 4.48 percent, to 19,294 from 18,467 last year. VWoA reported sales of 5,472 U. S.-built Rabbit sedans, up 1.31 percent over 5,401.

General Motors plunged 27.39 percent, to 99,853 from 137,517 last year. Ford Motor Co. sales dropped 23.77 percent, to 40,368 from 52,955, while American Motors estimated sales were 3,800, down 15.56 percent from 4,500.

GM's share of the mid-February market slipped to 59.16 percent from 62.84 percent in 1980. Ford earned 23.92 percent, down from 24.20 percent. Chrysler sales accounted for 11.43 percent, up three percentage points from 8.44 percent. VWoA cornered 3.24 percent, up from 2.46 percent, and AMC went to 2.25 percent from 2.06 percent.

VW, Plymouth, Dodge and Lincoln found themselves on the plus side on the sales sheet for mid-February. Plymouth sales zoomed 26.79 percent, to 8,979 from 7,082 last year. Dodge was up 4.39 percent, to 7,885 from 7,554, and Lincoln inched up 0.60 percent, to 1,663 from 1,653. VW was up 1.31 percent, to 5,472 from 5,401.

Chrysler and Chevrolet each reported 38-percent sales decreases for the period, the largest declines among the U. S. makes. Ford sales were down 26.38 percent, Mercury was down 19.04 percent, Cadillac was down 10.70 percent, Buick was down 16.77 percent, Oldsmobile was down 15.20 percent and Pontiac was down 22.52 percent.

Chevrolet Chevette was the best-selling nameplate in mid-February. Its 12,680 figure was followed by Ford Escort at 10,698, Chevrolet Citation at 8,059, Oldsmobile Cutlass Supreme at 6,800 and Buick Regal at 5,775. The top five a year ago were Chevette, standard Chevrolet, Citation, Ford Fairmont and Chevrolet Malibu.

DOMESTIC SALES

	Feb. 11-20, 1981	Feb. 11-20, 1980
AMERICAN MOTORS	3,800†	4,500
Chrysler	2,354	3,831
Imperial	76	—
Plymouth	8,979	7,082
Dodge	7,885	7,554
CHRYSLER CORP.	19,294	18,467
Ford	28,353	38,515
Mercury	10,352	12,787
Lincoln	1,663	1,653
FORD MOTOR	40,368	52,955
Buick	19,048	22,885
Cadillac	6,045	6,769
Chevrolet	39,719	64,888
Oldsmobile	20,199	23,820
Pontiac	14,842	19,155
GENERAL MOTORS	99,853	137,517
VOLKSWAGEN	5,472	5,401
INDUSTRY TOTAL	168,787	218,840

†—Estimate.

Deputy named to NHTSA post

WASHINGTON. — Diane K. Steed, the chief of the Regulatory Policy Division in the Office of Management and Budget, has been appointed Deputy Administrator of NHTSA.

The 35-year-old Steed has been in government service since 1967. She joined OMB in 1973 and has been responsible for the management-by-objectives programs for the Department of Transportation and the General Services Administration and the drafting of legislation to deregulate the airlines, railroads and trucking industries.

Most recently, she designed a system for improving the management of the regulatory process and reducing the burden of government regulations and paperwork.

Flint workers refusing to pay U.S. income tax

FLINT.—About 3,500 workers here, most employed by General Motors, say they aren't going to pay any more federal income taxes.

The group of protesters, called We the People - American Citizens Tribunal and The Michigan Citizens Tax Caucus, are against the present tax system. They call it unconstitutional and unrepresentative.

Workers have been claiming up to 99 deductions on their W-4 form or filing W-4E forms for low-income seasonal workers who don't make enough to pay income taxes. In both cases, no taxes are deducted.

The Internal Revenue Service has numerous methods of retaliation including wage garnishments and criminal prosecution of individuals and organizations. However, organizers of the groups say there is safety in numbers and the IRS couldn't handle such a large number of cases and would not prosecute.

A UAW spokesman said the union has made no formal comment on the move to stop paying taxes but said if workers ask for advice "we tell them to be careful. Fraudulent and willing avoidance of tax paying can put you in jail and make your lawyer very rich."

Other UAW officials are warning members not to be conned by groups or organizations selling literature on stopping tax payments, [illegible] some fear it is a scam set [illegible] swindle the auto workers.

According to one observer, the significant thing is that the auto workers are frustrated by inflation, high taxes and severe layoffs and are grasping at anything to find a way out.

Reagan selects Denver attorney to head EPA

WASHINGTON. — A conservative attorney from Denver, Anne M. Gorsuch, has been nominated by President Reagan to be the new administrator of EPA.

Gorsuch, 38, and with limited experience in the environmental field, was reportedly recommended for the job by James Watt, the controversial new Secretary of the Interior and also a Colorado native.

She served in the Colorado Legislature from 1976 through 1980 and served on the Reagan transition team in the area of intergovernmental relations.

In an interview with the Washington Post, she said, "EPA is the one spot where I think the most can be done to effect real change in the way we conduct business, without making any sacrifice to the objectives of the agency: Clean air and water."

Meanwhile, John Hernandez, the former dean of the College of Engineering at New Mexico State University and himself a candidate for the head of EPA, was named deputy administrator of the agency.

Hernandez, who is also the co-director of the New Mexico Environmental Institute, lost out to Gorsuch on the Reagan Administration's ideological purity Rorschach test.

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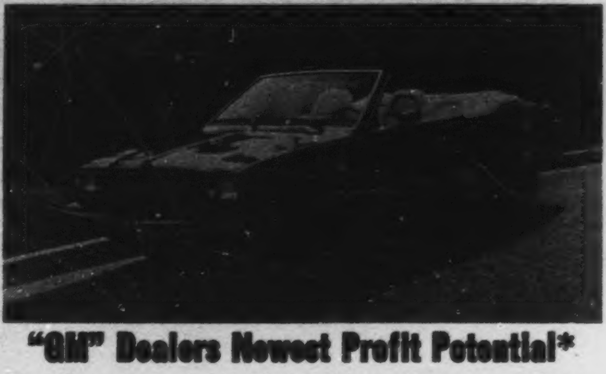

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Automotive News

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

12 MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Dec., '80**	....	....	....	....	....	....	....	**129**	**129**
	Dec., '79	....	....	....	....	....	....	....	229	229
	Year to Date '80	....	....	....	....	....	....	....	**1,550**	**1,550**
	Year to Date '79	....	....	....	....	....	....	....	2,227	2,227
BROCKWAY	**Dec., '80**	....	....	....	....	....	....	....	....	....
	Dec., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**Dec., '80**	**29,168**	**25,804**	**421**	....	**75**	**1,843**	**1,084**	**197**	**58,592**
	Dec., '79	35,534	43,908	16	....	173	2,798	34	360	82,823
	Year to Date '80	**365,766**	**339,139**	**1,922**	....	**1,378**	**13,567**	**13,041**	**2,975**	**737,788**
	Year to Date '79	445,549	591,506	4,948	....	1,786	34,892	1,139	5,050	1,084,870
(Memo Units)#	**Dec., '80**	**10,994**	**6,731**	....	....	....	....	....	....	**17,725**
	Dec., '79	16,222	12,507	....	....	....	....	....	....	28,729
	Year to Date '80	**164,720**	**97,545**	....	....	....	....	....	....	**262,265**
	Year to Date '79	205,206	172,926	....	....	....	....	....	....	378,132
DIAMOND REO	**Dec., '80**	....	....	....	....	....	....	....	**4**	**4**
	Dec., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**95**	**95**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**Dec., '80**	**7,591**	**8,489**	**1,274**	**2**	....	....	....	....	**17,356**
	Dec., '79	7,231	11,930	345	11	....	....	....	....	19,517
	Year to Date '80	**101,513**	**121,176**	**5,618**	**193**	....	....	....	....	**228,500**
	Year to Date '79	106,712	207,453	32,869	4,936	....	....	....	....	351,970
(Memo Units)#	**Dec., '80**	**5,071**	**5,630**	**1,209**	....	....	....	....	....	**11,910**
	Dec., '79	4,165	6,096	121	....	....	....	....	....	10,382
	Year to Date '80	**67,817**	**76,567**	**3,173**	....	....	....	....	....	**147,557**
	Year to Date '79	60,026	112,332	26,340	....	....	....	....	....	198,698
FORD	**Dec., '80**	**18,415**	**38,903**	**8**	....	....	**1,300**	**2,249**	**784**	**61,659**
	Dec., '79	24,870	55,996	91	....	....	4,711	1,548	1,852	89,068
	Year to Date '80	**247,118**	**470,054**	**517**	....	....	**20,244**	**32,514**	**13,685**	**784,132**
	Year to Date '79	296,309	734,342	456	....	....	53,843	15,228	22,478	1,122,656
(Memo Units)#	**Dec., '80**	**6,564**	**12,395**	....	....	....	....	....	....	**18,959**
	Dec., '79	9,709	16,135	....	....	....	....	....	....	25,844
	Year to Date '80	**99,625**	**153,254**	....	....	....	....	....	....	**252,879**
	Year to Date '79	111,758	220,692	....	....	....	....	....	....	332,450
FREIGHTLINER	**Dec., '80**	....	....	....	....	....	....	....	**634**	**634**
	Dec., '79	....	....	....	....	....	....	....	1,499	1,499
	Year to Date '80	....	....	....	....	....	....	....	**10,465**	**10,465**
	Year to Date '79	....	....	....	....	....	....	....	13,636	13,636
VOLVO	**Dec., '80**	....	....	....	....	....	....	**66**	**74**	**140**
	Dec., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	**2**	**714**	**292**	**1,008**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**Dec., '80**	**4,619**	**6,177**	....	....	**81**	**610**	**881**	**877**	**13,245**
	Dec., '79	5,432	12,684	11	....	80	1,714	111	1,585	21,617
	Year to Date '80	**53,017**	**88,721**	**6**	....	**886**	**9,564**	**13,393**	**15,665**	**181,252**
	Year to Date '79	68,532	167,198	1,020	....	1,041	24,983	1,973	18,393	283,140
(Memo Units)#	**Dec., '80**	**690**	**1,362**	....	....	....	....	....	....	**2,052**
	Dec., '79	1,063	3,271	....	....	....	....	....	....	4,334
	Year to Date '80	**9,136**	**23,845**	....	....	....	....	....	....	**32,981**
	Year to Date '79	13,871	47,114	....	....	....	....	....	....	60,985
INTERNATIONAL	**Dec., '80**	....	**1,054**	....	....	....	**2,107**	**1,900**	**1,959**	**7,020**
	Dec., '79	....	2,030	....	....	....	1,755	2,003	2,567	8,355
	Year to Date '80	....	**17,724**	....	....	....	**16,580**	**18,494**	**21,686**	**74,484**
	Year to Date '79	....	23,464	....	....	....	27,221	27,309	38,585	116,579
(Memo Units)#	**Dec., '80**	....	....	....	....	....	....	....	....	....
	Dec., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**Dec., '80**	**3,898**	**3,143**	....	....	....	....	....	....	**7,041**
	Dec., '79	7,330	5,460	....	....	....	....	....	....	12,790
	Year to Date '80	**49,710**	**32,213**	....	....	....	....	....	....	**81,823**
	Year to Date '79	83,401	61,813	....	....	....	....	....	....	145,214
(Memo Units)#	**Dec., '80**	**3,898**	**2,348**	....	....	....	....	....	....	**6,246**
	Dec., '79	7,330	2,273	....	....	....	....	....	....	9,603
	Year to Date '80	**49,710**	**23,358**	....	....	....	....	....	....	**73,068**
	Year to Date '79	83,401	26,781	....	....	....	....	....	....	110,182
KENWORTH	**Dec., '80**	....	....	....	....	....	....	....	**795**	**795**
	Dec., '79	....	....	....	....	....	....	....	1,333	1,333
	Year to Date '80	....	....	....	....	....	....	....	**11,163**	**11,163**
	Year to Date '79	....	....	....	....	....	....	....	14,893	14,893
MACK	**Dec., '80**	....	....	....	....	....	**99**	....	**2,064**	**2,163**
	Dec., '79	....	....	....	....	....	....	....	2,330	2,330
	Year to Date '80	....	....	....	....	....	**688**	....	**21,055**	**21,743**
	Year to Date '79	....	....	....	....	....	....	....	29,264	29,264
PETERBILT	**Dec., '80**	....	....	....	....	....	....	....	**552**	**552**
	Dec., '79	....	....	....	....	....	....	....	728	728
	Year to Date '80	....	....	....	....	....	....	....	**7,008**	**7,008**
	Year to Date '79	....	....	....	....	....	....	....	8,693	8,693
PLYMOUTH	**Dec., '80**	**1,217**	**515**	....	....	....	....	....	....	**1,732**
	Dec., '79	1,208	349	....	....	....	....	....	....	1,557
	Year to Date '80	**19,619**	**8,710**	....	....	....	....	....	....	**28,329**
	Year to Date '79	14,428	5,250	....	....	....	....	....	....	19,678
WESTERN STAR	**Dec., '80**	....	....	....	....	....	....	....	**100**	**100**
	Dec., '79	....	....	....	....	....	....	....	99	99
	Year to Date '80	....	....	....	....	....	....	....	**1,140**	**1,140**
	Year to Date '79	....	....	....	....	....	....	....	1,133	1,133
WHITE	**Dec., '80**	....	....	....	....	....	....	....	**366**	**366**
	Dec., '79	....	....	....	....	....	....	....	792	792
	Year to Date '80	....	....	....	....	....	....	....	**4,974**	**4,974**
	Year to Date '79	....	....	....	....	....	....	....	9,145	9,145
MISCELLANEOUS*	**Dec., '80**	**18,808**	**147**	....	....	**2**	**298**	**150**	**140**	**19,545**
	Dec., '79	21,822	1	....	1	2	285	188	199	22,496
	Year to Date '80	**294,199**	**330**	**13**	**10**	**25**	**3,145**	**1,563**	**1,938**	**301,223**
	Year to Date '79	258,003	14	43	6	31	2,687	1,666	2,360	264,810
TOTALS	**Dec., '80**	**83,716**	**84,232**	**1,703**	**2**	**158**	**6,257**	**6,330**	**8,675**	**191,073**
	Dec., '79	103,427	132,358	463	12	255	11,263	3,884	13,573	265,235*
	Year to Date '80	**1,130,942**	**1,078,067**	**8,076**	**203**	**2,289**	**63,790**	**79,719**	**113,691**	**2,476,777**
	Year to Date '79	1,272,934	1,791,040	39,336	4,942	2,858	143,626	47,215	165,859	3,467,910*

★—No Oklahoma registrations, 1980 and 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

*—1979 totals do not include Hawaii registrations for December.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

factories list auction dates

American Motors

March 3—Ohio Auto Auction, Grove City, O.

March 4—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 6—Concord Auto Auction, Hosmer St., Acton, Mass.

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 11—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 12—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 13—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17—Ohio Auto Auction, Grove City, O.

March 18—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 20—Concord Auto Auction, Hosmer St., Acton, Mass.

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

Ford Motor Co.

March 4—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Clanton's Auto Auction, Highway 34 W., Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 5—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

March 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

March 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

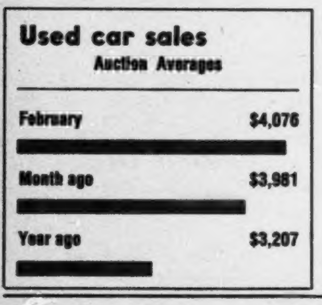
March 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

March 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

March 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

March 31—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.



Used car sales

Auction Averages

Model breakdown

Auction Averages

	February	January	December
1981	$7,138	$7,757	
1980	5,704	5,667	$5,576
1979	4,773	4,726	4,708
1978	3,705	3,585	3,610
1977	2,997	3,125	3,034
1976	2,265	2,092	1,991
1975	1,663	1,541	1,626
1974	1,205	1,280	1,146
Overall Average	$4,076	$3,981	$3,589

4th Ralph Lane Polk heads data-gathering firm

DETROIT.—Ralph L. Polk Jr., 40, has been elected president and chief executive of R. L. Polk & Co. He is the fourth Ralph Lane Polk to serve as president of the company founded in 1870 by his great-grandfather, Ralph Lane Polk.

The new president has been with the firm since 1961, most recently as vice president and chief financial officer. As president, he succeeds Walter J. Gardner, 68, who was elected vice chairman. Gardner had been president since 1933.

SEPAC offers finance plan for California dealers

WESTLAKE VILLAGE, Calif. —SEPAC Acceptance and Lease Services, Inc., has introduced a simple interest, through-the-dealer financing program for buyers of new and used cars and trucks.

The program of non-recourse, simple interest financing is the first of its kind offered in California, according to Robert Monteith, president of SEPAC.

"This plan combines two important functions of automobile financing programs—simple interest and no dealer liability for the loan—to produce a new kind of conditional sale financing package for the California market," Monteith said. "Dealers will have this financing available, giving their customers a convenient and easy-to-understand auto loan at the dealership."

Monteith said SEPAC's non-recourse, simple interest plan was developed as an alternative to traditional auto financing, with the intent to provide a constant source of funds for auto loans when money markets change.

SEPAC Acceptance and Leasing Services is a subsidiary of Security Pacific National Bank, Los Angeles. SEPAC provides automobile dealers with lease and financing services.

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A blunt warning from GM's McDonald at SAE banquet

Improve it or lose it, industry told

Continued from Page 2

since the successful Iranian revolt of 1979.

"Thoses events have had a drastic effect on the domestic automobile markets. They have made permanent changes in the mix of our market and America's competitors have found themselves in an advantageous position," he said.

- McDonald's references to the worldwide nature of today's automotive trade was precisely appropriate in light of the international aura that blanketed the SAE Show.

Foreign firms were represented in record numbers in both technical sessions and in commercial exhibits.

Of the 284 exhibits, 104, or 36 percent, were from foreign companies, groups of companies and nations.

An hour before the exhibit area opened on the first morning, a crowd of those waiting to get in started to build. Almost all of those eager early birds were from Japan. One security worker said, "They're the first in every day and there's a lot of them."

Conspicuous by its absence was Mexico, one of the strongest and fastest-growing of supplying and consuming countries. That nation participates in some shows, its consul in Detroit said, but was not invited to take part in the Cobo Hall event.

- Foreign visitors were highly visible in Detroit all week, at the airport, in hotel lobbies and night spots. Cameras were part of the uniform of the day, of course, for the Japanese.

Also conspicuous for not being in the show were robots. In other years, the humanoid machines have been crowd pullers. In this year's show robots were represented in a model of an advanced assembly line technique called Robogate. Otherwise, however, they were absent.

A representative of one of the major makers of robots said other trade expositions appealing more directly to robot buyers are being used these days.

In most instances, foreign firms' exhibits were clustered in national groupings.

The French, for example, grouped the displays of nine firms. Their wares ranged from brake pistons, radiators and oil coolers to plastic and real wood steering wheels.

Nine firms from the Seoul, Korea, area were in one corner of the vast exhibition floor. Their goods are being moved in the U. S. aftermarket but they'd like a share of original equipment sales. Korean products shown included batteries, castings, clutches, mufflers and spring and wire goods.

The Japan Auto Parts Industries Assn. (JAPIA) display covered a sizeable area as well as a wide variety of products. They included instruments, pumps and switches as well as the to-be-expected electronics and lighting items.

There seemed to be more cars than usual at this year's show, many of them exercises of various sorts in improving economy. A number of universities had exhibits in one corner of the hall where they were showing various high-mileage car concepts, including ultra-lightweight vehicles and cars with radical streamlining.

One student-built car, featuring both extensive use of aluminum and a great deal of streamlining, was the Viking IV at the Aluminum Assn. exhibit.

Built by students at Western Washington University's Vehicle Research Institute, the Viking IV averaged 87.5 MPG in a 4,050-mile cross-country trip.

It weighs 1,305 pounds, including 500 pounds of aluminum. Powered by a Mazda rotary engine, it is said to have a top speed of 166.9 MPH.

Jim Hall's Chaparral which Johnny Rutherford drove to victory in the 1980 Indianapolis 500 race was featured at the GKN Group exhibit. It is perhaps symbolic of the international flavor of the show—and of the auto industry—that this most American of cars had constant velocity joints, engine bearings, connecting rods and crankshaft supplied by the British GKN.

- Two vehicles were displayed by the U. S. Department of Energy to draw attention to electric vehicles, which have been hot items at previous SAE shows but not in a great deal of evidence this year.

The cars were the EVcort, a Ford Escort station wagon converted to electric power by Electric Vehicle Associates, Cleveland, and a battery-powered van powered by zinc-chloride batteries outfitted by Gulf & Western's Energy Development Associates.

The EVcort is a production vehicle with a 60-mile range at an average 40 MPH. It has a top speed of more than 70. It is rechargeable by plugging it into a household 110 or 220-volt outlet.

The Gulf & Western system is unusual in that the chlorine reactant is stored separately from the electrodes in the form of solid chlorine hydrate. During charge, a centrifugal pump circulates aqueous zinc chloride electrolyte between the sump and the stack. Zinc metal is electro-deposited on the negative electrode plates as a uniform solid, while chlorine gas is liberated at the counter electrodes.

Chlorine is drawn from the stack to the store by a gas pump. Electrolyte from the sump and the store is circulated through a chiller into the pump, where it is mixed with gas to form solid chlorine hydrate. The hydrate is filtered out within the store and the cycle continues until the system is fully charged.

Discharge is controlled by transferring the warm electrolyte in the sump to the store to decompose the hydrate into a mixture of electrolyte and gas. The mixture is circulated to the stack where the plated zinc and chlorine recombine electrochemically to form zinc-chloride and permit current to be withdrawn from the system.

The system is said to provide a range of more than 200 miles between charges and expected cell life of 100,000 miles.

The first item seen by the visitor, if he looked up when approaching the entrance to the show, was the duPont Solar Challenger, the first solar-powered aircraft to fly a long distance carrying a pilot (Janice Brown, an 89-pound school teacher from Bakersfield, Calif., who appeared at the show).

The plane, made of largely transparent duPont plastics, was designed by Dr. Paul MacReady, who also designed the Gossamer Albatross, pedal-powered aircraft which was flown across the English Channel and was displayed last year by duPont at the SAE show.

SAE changes name but stays the same

DETROIT.—The SAE after April 1 won't be known as the Society of Automotive Engineers any longer. The new name is simply SAE and the logo has been modernized.

Leaders of the 76-year-old, 40,000-member group said membership increasingly is made up of engineers engaged in non-passenger-car activities and the word "automotive" carries a car connotation.

Technologies of various self-propelled land, sea, air and space vehicles are overlapping frequently these days, they said.

Ray appointed

RALEIGH, N. C.—Dan C. Ray, executive director of the National Independent Automobile Dealers Assn., has been appointed to the Small Business Administration's Regulatory Flexibility Task Force.

Chevrolet leads domestic makes with 303

U.S. sales per dealer drop to 276

Continued from Page 1

the 96 per dealer of 1962; AMC, at 88, was at its lowest in 20 years, and Dodge, at 108, had its poorest average per outlet since 96 in 1962.

Chevrolet led the domestics last year with 303 sales per dealer, followed by Oldsmobile at 251. They also ranked 1-2 in 1979.

Buick leapfrogged over Pontiac and Ford to land in third place with an average of 239 sales per dealer. Chrysler squeezed past Lincoln to the No. 11 spot. Otherwise, the make sales per outlet lineup remained unchanged from 1979.

Oldsmobile Cutlass Supreme won honors as the highest selling nameplate per dealer; its average was 79. Standard Cadillac relinquished its first place, after two years on top, narrowly missing it with a 78 average. In 1979, standard Cadillac had a 126 average, while Cutlass Supreme had 121.

Third place was taken by Buick Regal, at 66, and three nameplates tied for the fourth slot: Chevrolet Citation, Chevrolet Chevette and Oldsmobile Cutlass, each at 65 sales per outlet in 1980.

Third, fourth and fifth places in 1979 belonged to Buick Regal, at 81, standard Chevrolet, at 76, and Oldsmobile 88, at 68.

- In market class categories, Chevette topped the U. S. subcompacts with 65 sales per outlet. Plymouth Horizon and Dodge Omni held on to second and third place, respectively.

Pontiac Sunbird edged past AMC Spirit into fourth place, yielding sixth place to Pinto.

Top-average compact nameplate was Chevrolet Citation, at 65, moving up from fourth place in 1979. Buick Skylark improved its lot considerably, going to second place from eighth. Ford Fairmont slipped to third from first and Ford Mustang was pushed back to fourth from third.

Cutlass Supreme and Regal again were first and second among the intermediates. Oldsmobile Cutlass climbed to third place from ninth and Buick Century grabbed fourth, moving up from the No. 11 spot.

Oldsmobile 88 and standard Chevrolet shared first place atop the standard-size market class, each with 45 sales per dealer. Cadillac continued its leadership of the luxury nameplates, although its average plunged to 78 per outlet from 126 in 1979. Eldorado was second, again, while Lincoln dropped to fifth from third place.

Diesel for 127

Fiat has begun production of a diesel 127. The engine is based on the Brazilian-made 64-cubic-inch gasoline engine enlarged to 79 CID. With a single overhead cam, aluminum cylinder head and indirect injection by distributor-type pump, its maximum output is about 40 HP at 4,500 RPM. It will be the world's smallest car-diesel produced in big numbers.

SALES PER OUTLET

U. S. MAKES

Sales per U.S. new-car franchise:

Position 1980		Position 1979
1—303	Chevrolet	364— 1
2—251	Oldsmobile	286— 2
3—239	Buick	234— 5
4—204	Ford	269— 3
5—195	Pontiac	241— 4
6—133	Cadillac	193— 6
7—117	Mercury	172— 7
8—108	Dodge	133— 8
9— 97	Plymouth	110— 9
10— 88	American Motors	97—10
11— 50	Chrysler	76—12
12— 45	Lincoln	80—11
13— 6	Imperial	—

SALES PER NAMEPLATE

PER U. S. OUTLET

U. S. new-car sales by market class:

Subcompact

Position 1980		Position 1979
1—65	Chevette	64— 1
2—51	Horizon	50— 2
3—44	Omni	45— 3
4—42	Sunbird	28— 6
5—30	Spirit	33— 5
6—27	Pinto	34— 4
7—26	Monza	24— 7
8—12	Escort	*
9—10	Bobcat	15— 8
10— 7	Lynx	*
11— 2	Skyhawk	6— 9
11— 2	Starfire	5—10

*—New nameplate in 1980.

Compact

Position 1980		Position 1979
1—65	Citation	52— 4
2—58	Skylark	37— 8
3—54	Fairmont	62— 1
4—43	Mustang	55— 3
5—39	Concord	51— 5
6—31	Zephyr	34—10
6—31	Phoenix	25—12
8—28	Volare	56— 2
9—26	Firebird	46- 6
9—26	Omega	15—15
11—22	Aspen	43— 7
11—22	Capri	30—11
13—20	Camaro	35— 9
14—19	Eagle	8—16
15—13	Reliant	*
16—11	Aries	*
17— 1	Pacer	5—17

*—New nameplate in 1980.

Intermediate

Position 1980		Position 1979
1—79	Cutlass Supreme	121— 1
2—66	Regal	81— 2
3—65	Cutlass	34— 9
4—49	Century	21—11
5—46	Malibu	58— 3
6—37	Grand Prix	55— 4
7—29	Monte Carlo	55— 4
8—27	LeMans	36— 8
9—24	Thunderbird	39— 7
10—23	LeBaron	30—10
11—19	XR-7	41— 6
12—17	Granada	**
13—16	Cordoba	19—12
14—14	Diplomat	16—13
15—11	Mirada	9—14
15—11	Monarch	**
17— 1	LTD II	5—15

**—Granada and Monarch were classified as compacts in 1979. The 1979 averages were Granada, 25; Monarch, 19.

Standard

Position 1980		Position 1979
1—45	Oldsmobile 88	68— 2
1—45	Chevrolet	76— 1
3—33	Pontiac	53— 3
4—29	LeSabre	43— 5
5—27	Ford	45— 4
6—23	Oldsmobile 98	27— 8
7—21	Electra	29— 7
8—19	Mercury	32— 6
9—10	Chrysler	27— 8
10— 6	St. Regis	10—10
11— 5	Gran Fury	*

*—Not offered in 1979.

Luxury

Position 1980		Position 1979
1—78	Cadillac	126— 1
2—32	Eldorado	38— 2
3—24	Mark VI	35— 4
4—21	Seville	27— 5
5—20	Lincoln	37— 3
6—15	Riviera	16— 6
7—12	Toronado	14— 7
8— 6	Corvette	6— 9
9— 6	Imperial	*
10— 3	Versailles	8— 8

*—New nameplate in 1980.

SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Chevrolet	303	364	394	381	350	302	332	408	352	355
Oldsmobile	251	286	302	294	272	192	158	241	208	200
Buick	239	234	256	245	244	171	141	224	198	206
Ford	204	269	326	335	308	276	318	380	345	337
Pontiac	195	241	277	249	233	155	151	244	204	204
Cadillac	133	193	215	207	190	166	138	178	150	154
Mercury	117	172	195	172	143	119	117	145	133	119
Dodge	108	133	158	162	166	117	149	186	166	167
Plymouth	97	110	133	143	174	127	176	216	187	185
AMC	88	97	105	112	140	177	176	205	141	114
Chrysler	50	76	89	96	86	70	36	51	52	48
Lincoln	45	80	115	112	76	62	56	76	60	45
Imperial*	6	—	—	—	—	—	—	—	—	—

*—Imperial was not marketed as a separate domestic make before 1980: It was a Chrysler nameplate from 1971 to 1975.

But total is well below year-ago period

Auto output edges ahead for week

By Patricia Hoffman
Staff Writer

Although U. S. auto production continues to trail the 1980 figures, last week's output was slightly above the previous week's total.

Auto production last week was slated at 132,947 units, a decrease of 12.23 percent from the 151,474 units completed in the comparable week last year, but an increase of 1.48 percent from the 131,003 units built in the previous week.

The auto makers built an estimated 481,151 units in February, down 22.93 percent from the 624,346 units completed the same month last year.

The year-to-date output for the auto makers is 913,435 units, down 20.96 percent from the 1,155,681 cars assembled through March 1, 1980.

Breakdown for last week by companies is: General Motors, 59.44 percent of the total output; Ford Motor, 22.44 percent; Chrysler Corp., 13.14 percent; American Motors, 1.79 percent; Volkswagen of America, 3.13 percent, and Checker Motors, 0.06 percent.

General Motors was forced to halt production at its Willow Run point last Monday (Feb. 23) and worked only the afternoon shift Tuesday due to a fire in the painting facility.

The fire, which broke out Friday afternoon (Feb. 20), resulted in a production loss of 1,700 units. The plant builds X-cars at the rate of 70 an hour.

Saturday overtime was slated last week at GM's Flint and Willow Run points. Willow Run worked two shifts Saturday to make up production lost due because of the fire.

GM will increase production beginning March 9 at its Linden and Lansing points.

Assembly at the Linden plant will be increased from two shifts with an output of 46 cars an hour to two shifts and 56 cars an hour.

Production at Lansing will be increased on the Cutlass and Cutlass Supreme lines, going from one shift at 55 an hour to one shift at 60 an hour.

Upp heads dealer group

LOS ANGELES.—James Upp, retired Ford Motor Co. executive, has been named executive secretary-manager of the Orange County Motor Car Dealers Assn. in southern California.

Truck production rises for week but trails 1980

U. S. truck production last week was down from the comparable 1980 week's total, but the planned output was higher than that of the previous week.

Truck production last week was slated at 35,332 units, down 27.86 percent from the 48,978 trucks completed in the comparable week last year, but up 8.05 percent from the 32,701 units assembled in the previous week.

February output for the truck makers is estimated at 131,393 units, a drop of 25.55 percent from the 176,489 trucks completed in the same month last year.

Ford Motor Co., halted production of vans at its Oakville plant in Canada on Feb. 27, making Ford Lorain the only source of vans in the U. S. and Canada. The rate of 49 vans per hour at the Lorain point will not be changed.

General Motors has scheduled downtime at its Flint truck point for the third week in a row. Operations will resume March 9.

Canadian output continues its up-down cycle

With downtime slated at General Motors' Oshawa car plant, Canadian auto production last week fell below the previous week's output and the comparable 1980 week. Two weeks ago, Oshawa worked and Canadian output rose.

Planned production last week was 14,121 units, down 3.85 percent from the 14,687 units completed the previous week and down 26.73 percent from the 19,273 cars assembled in the comparable week last year.

The estimate for February is 51,598 cars, down 27.62 percent from the 71,293 units completed in February, 1980.

So far this year, the auto makers have completed 98,021 units, a decrease of 28.62 percent from the 137,329 units built in the comparable period last year.

Canadian truck production last week, although down from the previous week's output, fared slightly better from the comparable 1980 week's total.

Truck production last week was slated at 12,475 units, down 1.77 percent from the 12,700 trucks built in the previous week, but an increase of 1.22 percent from the 12,324 units completed in the week ended March 1, 1980.

The February total for the truck makers is estimated at 44,768 units, virtually the same as the 44,849 trucks completed in February, 1980.

The year-to-date output is 88,388 trucks, down 2.06 percent from the 90,254 units built in the comparable period last year.

Downtime was scheduled last week at General Motors' Oshawa car plant. Operations are slated to resume today (March 2).

Chrysler Corp.'s Windsor car plant will close today for two weeks.

Ford Motor's Oakville point shut down today for one week for retooling. Ford plans to end production of vans at its Oakville plant, which has been assembling 20 vans hourly. Oakville will then become the only source of Ford LTDs, and the Lorain point in the U. S. will become the sole source of van production in the U. S. and Canada.

breaking news

Continued from Page 1

New sporty Datsun rumored

TOKYO. — Nissan Motor Co. reportedly is working on a new sports car, presumably a small, front-drive two-seater resembling the Honda Prelude. It is said to be quite different from the current Z-car. Nissan also is said to be developing a front-drive minicar, similar to those already in the works at Toyota, Honda and Toyo Kogyo.

DeLorean Motor Co. to go public

DUNMURRY, Ireland. — DeLorean Motor Co. plans to make a public stock offering "within 90 days," Chairman John Z. DeLorean told AUTOMOTIVE NEWS late last week. "We are negotiating with an investment banker right now," he said. This prospectus will not be limited to new-car dealers, DeLorean said.

VW do Brasil to export more

BELO HORIZONTE, Brazil. — Volkswagen do Brasil has earmarked $250 million for plant improvements this year. It will shortly have to sign an agreement with the federal government which will commit the Volkswagen subsidiary to raise its car exports from 80,000 in 1980 to 125,000 in 1981 and bring its total exports to a value of $5 billion a year by 1988. VW do Brasil now sends components and CKD kits to West Germany, the U. S., Argentina, Algeria and Nigeria.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 28, 1981	Same Week, Mar. 1, 1980	Week Ended Feb. 21, 1981	Feb. Est.	Jan. 1, to Mar. 1, 1980	Jan. 1, to Feb. 28, 1981
CHEVROLET	8,688	15,166	7,600	42,619	126,436	100,032
DODGE/PLYMOUTH	1,600	4,300	1,674	4,953	23,267	10,101
FORD	14,532	20,446	14,868	45,226	116,436	85,161
GMC	4,757	3,744	2,881	17,452	30,846	36,767
INTERNATIONAL	1,690	....	1,645	4,953	....	11,783
MACK	....	620	....	....	5,162	....
WHITE	....	165	....	....	1,603	....
JEEP	1,740*	2,620*	1,740*	6,960*	20,448*	15,576*
AMC CORP.	85*	430*	85*	340*	2,792*	680*
VOLKSWAGEN	1,200*	800*	1,200*	4,800*	6,960	8,500*
MISCELLANEOUS	1,040	687	1,008	4,090	3,740	7,077
Total Trucks, U. S.	35,332	48,978	32,701	131,393	337,690	275,677

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 28, 1981	Same Week, Mar. 1, 1980	Week Ended Feb. 21, 1981	Feb. Est.	Jan. 1, to Mar. 1, 1980	Jan. 1, to Feb. 28, 1981
CHRYSLER CORP.	1,600	....	1,895	4,975	3,097	7,816
FORD MOTOR	4,200	4,904	4,246	13,159	31,824	27,825
GENERAL MOTORS	6,430	5,950	6,317	25,630	47,393	50,633
AMERICAN MOTORS	....	880	....	....	4,935	....
INTERNATIONAL	245	465	242	1,004	1,970	2,114
MACK	....	60	....	....	510	....
WHITE	....	65	....	....	525	....
Total Trucks, Canada	12,475	12,324	12,700	44,768	90,254	88,388
N. American Trucks	47,807	61,302	45,401	176,161	427,944	364,065

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 28, 1981	Same Week, Mar. 1, 1980	Week Ended Feb. 21, 1981	Feb. Est.	Jan. 1, to Mar. 1, 1980	Jan. 1, to Feb. 28, 1981
AMERICAN MOTORS	2,375*	4,760*	2,375*	5,700*	36,526*	15,165*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	17,470	16,010	17,460	63,981	105,846	105,706
Plymouth Total	8,470	7,070	8,682	32,063	48,043	52,287
Horizon	3,100	3,100	3,153	11,228	27,475	18,453
Volare	....	3,100	....	....	15,301	....
Gran Fury	750	800	786	2,324	4,561	2,813
Caravelle	70	70	89	203	706	427
Reliant	4,550	....	4,654	18,328	....	30,594
Chrysler Total	1,900	2,150	1,627	5,061	13,635	8,360
Chrysler	700	150	525	1,699	3,071	2,501
LeBaron	1,200	2,000	1,102	3,362	10,564	5,859
Dodge Total	7,100	6,790	7,151	26,837	44,168	45,059
Omni	1,800	2,900	1,727	7,293	35,036	13,620
St. Regis	200	600	411	971	3,162	1,280
Diplomat	800	940	968	2,390	4,521	4,012
Aspen	....	2,350	....	....	11,449	....
Aries	4,300	....	4,045	16,183	....	26,147
FORD MOTOR	29,827	30,420	28,155	97,342	198,445	165,040
Ford Division	21,228	21,873	19,629	67,492	142,407	105,121
Pinto	....	....	....	....	8,392	....
Must./Must. II	4,087	5,701	5,730	10,966	36,613	16,387
Fairmont	4,196	6,459	1,015	10,500	38,836	24,380
Granada	396	....	3,020	4,079	12,560	9,245
Thunderbird	2,719	6,033	....	2,719	29,012	5,744
Ford	1,673	3,680	1,734	6,803	16,994	13,577
Escort	8,157	....	8,130	32,403	....	35,788
L-M Division	8,599	8,547	8,526	29,850	56,038	59,919
Mercury Total	8,599	6,211	7,175	26,081	48,661	52,094
Bobcat	....	....	....	....	2,044	....
Capri	1,329	1,984	1,272	3,049	12,018	4,776
Zephyr	1,111	2,181	323	2,962	12,054	7,316
Cougar/Monarch	105	....	1,413	1,852	4,017	4,064
XR-7	1,853	2,046	....	1,853	9,238	3,498
Mercury	1,288	....	1,321	4,977	9,290	10,685
Lynx	2,913	....	2,846	11,388	....	21,755
Lincoln Total	....	2,336	1,351	3,769	7,377	7,825
Lincoln	....	942	780	1,945	2,657	3,692
Versailles	....	....	....	....	703	....
Mark VI	....	1,394	571	1,824	4,017	4,133
GENERAL MOTORS	79,029	95,375	78,923	297,518	787,271	597,831
Buick Division	18,629	18,266	20,621	75,144	146,685	144,407
Skylark	5,449	4,166	5,913	22,317	40,674	41,712
Century	4,068	3,750	3,622	15,158	27,317	28,116
Regal	3,842	5,170	5,604	[illegible]	35,657	37,163
Buick	3,990	3,990	3,951	14,191	32,255	27,609
Riviera	1,280	1,190	1,531	5,251	10,782	9,807
Cadillac Division	6,314	3,005	6,681	24,700	52,786	50,077
Seville	635	1,105	751	2,595	9,904	5,366
Cadillac	4,459	360	4,494	17,093	30,883	33,989
Eldorado	1,220	1,540	1,436	5,012	11,999	10,722
Chevrolet Division	28,209	41,862	25,929	104,304	331,740	208,426
Chevette	9,030	9,597	8,585	26,545	80,783	42,165
Monza ('80)	....	3,060	....	....	25,852	....
Camaro	3,158	3,270	2,976	11,635	23,762	18,954
Citation	6,554	9,975	6,906	26,233	81,749	52,195
Malibu	3,612	6,373	4,298	15,456	44,170	36,011
Monte Carlo	255	2,765	2,370	7,073	25,159	19,581
Chevrolet	4,800	6,120	....	14,361	41,823	33,354
Corvette	800	800	794	3,001	8,442	6,166
Oldsmobile Division	18,650	16,796	17,956	69,679	140,301	144,941
Omega	3,300	2,346	2,660	1,178	20,994	23,449
Cutlass	8,840	6,670	8,497	32,124	58,410	70,648
Oldsmobile	5,530	6,690	5,821	21,929	51,569	43,360
Toronado	980	1,090	978	3,845	9,328	7,484
Pontiac Division	7,227	15,346	7,736	23,691	115,759	49,980
Acadian†	250	325	593	1,102	2,840	1,796
Sunbird ('80)	....	3,340	....	....	27,965	....
Phoenix	2,635	2,761	2,725	10,664	23,102	18,812
Firebird	922	2,490	1,004	3,979	17,583	8,407
LeMans	935	1,635	861	2,291	11,138	6,655
Grand Prix	2,345	2,075	2,393	4,738	14,421	11,718
Pontiac	140	2,720	160	917	18,710	2,592
VOLKSWAGEN	4,160	4,809	4,004	16,438	26,998	29,351
CHECKER	86*	100*	86	172	595	342
Total Cars, U. S.	132,947	151,474	131,003	481,151	1,155,681	913,435

CANADIAN CAR PRODUCTION

	Week Ended Feb. 28, 1981	Same Week, Mar. 1, 1980	Week Ended Feb. 21, 1981	Feb. Est.	Jan. 1, to Mar. 1, 1980	Jan. 1, to Feb. 28, 1981
AMERICAN MOTORS	600	....	163	1,958	....	4,328
CHRYSLER CORP.	1,800	....	....	3,532	10,757	3,532
FORD MOTOR	2,296	6,792	1,814	6,100	29,042	10,257
GENERAL MOTORS	9,200	12,256	12,574	39,220	95,595	78,228
VOLVO	225	225	136	788	1,935	1,676
Total Cars, Canada	14,121	19,273	14,687	51,598	137,329	98,021
N. American Cars	147,068	170,747	145,690	532,749	1,293,010	1,011,456
N. American Trucks	47,807	61,302	45,401	176,161	427,944	364,065
North American Cars and Trucks	194,875	232,049	191,091	708,910	1,720,954	1,375,521

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Automotive News.

Detroit, March 9, 1981

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Lancia prototype

New lines for Delta

This Lancia Delta prototype features notchback styling and small trunk. Its predecessor, the Delta hatchback, was introduced in 1979. A version is sold in Sweden by Saab. The new style Delta is not scheduled to be sold in the U. S., and is not yet in production.

Daimler-Benz agrees to acquire Freightliner

A surprise agreement announced last week will expand Daimler-Benz's truck-manufacturing foothold in North America.

In San Francisco, Consolidated Freightways, Inc., said it had reached agreement in principle with the West German vehicle manufacturer to sell virtually all of its U. S. and Canadian manufacturing assets to Daimler-Benz.

Consolidated Freightways is basically a truck transportation firm, but it manufactures Freightliner trucks, and it is the Freightliner manufacturing facilities which Daimler-Benz has agreed to purchase.

CF at one time marketed Freightliner through White Motor Corp., but took back distribution rights several years ago.

There were unconfirmed reports as AUTOMOTIVE NEWS went to press that Daimler-Benz was near a second agreement by which it would acquire White, which has been operating under a Chapter II reorganization.

Daimler-Benz and Consolidated Freightways reached agreement on a second effort. Negotiations between the two firms were terminated with no agreement being reached in early January of this year.

Negotiations were resumed late in February upon the initiative of Daimler-Benz, Consolidated Freightways said.

Raymond F. O'Brien, chairman of Consolidated, jointly announced last week that the agreement in principle would be followed by negotiations leading to a definitive agreement.

O'Brien said that the agreement contained provisions for cash payments to Consolidated Freightways in excess of $225 million within the first 12 months after consummation of the sale, as well as additional monetary considerations after that time.

He went on to say that Consolidated Freightways' long-range goal is an aggressive and continued expansion of its existing transportation businesses and funds received would be used to accelerate progress toward that goal.

Purchase of White by Daimler-Benz would not surprise truck-industry observers.

The Daimler-Benz agreement with Consolidated Freightways added fuel to that speculation for, as recently as January, it was announced that Consolidated itself had made "a firm proposal" to acquire White.

Mercedes-Benz now assembles medium-duty trucks in Hampton, Va.

Easing of emission rules urged by air-quality unit

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — As expected, the National Commission on Air Quality charged with assessing the workings of the Clean Air Act, came out for a slight easing of auto and truck emission standards last week.

The recommendations, in line with others made by the commission regarding stationary sources of air pollution, represent the coming together of the diverse interests of business, government and citizens groups, said Senator Gary Hart, Colorado Democrat.

"It (the commission's recommendations) preserves the best aspects of the law, streamlines other parts to make them more effective, eliminates those not working and addresses new issues which have been discovered since the act was adopted," he said.

On auto emissions the commission said that the statutory hydrocarbon (HC) standard of .41 grams per mile and the oxides of nitrogen standard of 1.0 gpm should be retained, but that the standard for carbon monoxide should be eased to 7 gpm from 3.4 gpm.

The commission's reasoning on this point is based on a report from the National Academy of Sciences indicating that a 7 gpm CO standard would not result in "significant" or "any" increase in CO emissions but would save the automakers from $30 to $60 per vehicle and improve fuel economy up to one percent.

Further, the commission said that while typical in-use CO emissions of pre-1981 cars are approximately 2 times the CO standard, inspection and maintenance programs in force in those areas of the country with severe CO emission problems and more stringent CO standards for 1984 and later model year light and heavy trucks should result in all but two areas meeting the ambient air quality standard for CO pollution by 1988 or 1989.

- Currently, about 30 percent of the 1981 and 1982 vehicle fleet is operating with an EPA-granted 7 gpm waiver from the CO standard.

The commission also recommended that the 1 gpm NOx standard be retained for gasoline-powered automobiles, but that diesels be allowed to meet a 1.5 gpm NOx standard through 1984.

It said that by 1985 technology should be available to permit the larger diesels to meet the 1.0 gpm level and the smaller ones to meet a 0.4 gpm level.

Currently, diesel makers are operating under waivers from the NOx standard from 1.25 gpm to 1.5 gpm depending upon the size of the engine. These waivers expire with the 1983 models.

Keeping the 1 gpm standard for gasoline powered cars and enforcing the more stringent NOx standards for light and heavy trucks should result in all but one area of the country meeting the nitrogen dioxide

Continued on Page 30, Col. 3

breaking news

Chrysler accelerates FWD shift for '82

DETROIT. — Chrysler Corp. station wagons will all be front-wheel drive in '82. The company will drop its rear-wheel-drive LeBaron and Diplomat wagons and two-door versions of those cars. Only four-door LeBarons and Diplomats will be offered in '82. Chrysler, however, will have a new premium line of front-drive Super K two-door and four-door models this fall, with a new Super K wagon, like the LeBaron Town and Country, due after January, 1982, along with a new convertible version of the Super K.

J-cars may be scarce for intro

DETROIT.—A General Motors spokesman hedged on responding to reports that GM will experience some delay on start-up of production for its J-cars. He said the company "may" yet hit its mid-March start-up date. But advertising for the public intro date of May 14 is still set to go. If GM misses on the start-up, it may simply mean fewer cars in dealers' hands by public intro day.

FDA organizes Charlotte chapter

CHARLOTTE, N. C.—A Ford Dealers Alliance organizational meeting March 4 of a dozen key dealers voted to form a Charlotte chapter. The dealers elected George Purvis, La-

See BREAKING NEWS, Page 35, Col. 1

Initial shipment to U. S. leaves Belfast March 20

First DeLoreans roll off Irish assembly line

By Edward Lapham
Financial Editor

DUNMURRY, Northern Ireland.—The DeLorean sports car is in production.

After eight years of planning, $200 million in financing plus record levels of promotion, hype, skepticism and controversy, the stainless steel sports car with gullwing doors is actually coming off the assembly line here at the rate of 12 a day, with the first shipment to the U.S. scheduled to leave Belfast harbor by March 20.

John Z. DeLorean, DeLorean Motor Co. chairman, and his colleagues are so confident of the car's success when it goes on sale in the U. S. in late April, they plan to make a general public stock offering in the U. S. in order to finance the next project, a four- or five-seat version of the car.

They are, however, very mindful of the conditions: Poor quality, less than perfect fit and finish or a safety recall could mean marketplace failure, which in turn would likely cause the collapse of the company.

There seem to be no such problems.

An AUTOMOTIVE NEWS reporter who toured and inspected the plant 10 days ago found some seemingly minor obvious start-up problems, but nothing major or unsolvable.

Donald H. Lander, president and managing director of the subsidiary DeLorean Motor Cars, Ltd., which is building the cars, said the early production difficulties were nothing more than ordinary startup problems.

"The major problems have all been solved or sorted or identified," Lander said. "This is a quality product."

His claim was chorused by all of the top management, which insisted the workforce itself is committed to producing a "quality" product.

"We're getting a helluva response and cooperation from the people," DMC President Eugene Cafiero said.

"Just go out and mention the Japanese to these people. They'll say, 'Godammit, we're going to demonstrate that Irish Ulstermen can build a car better than the Japanese'."

The startup problems in the plant did seem rather normal, and in large part, due to the adaptation of a basically low-volume Lotus production system into something more like mass production.

"We did have a very serious problem in translating their mentality into the higher production processes that we use," DeLorean said. "Our guys have probably spent more time on that one aspect than on anything else," he said.

DeLorean and Cafiero said the company "is still making product refinements" to get up to 80 (cars) a day, the rate they want to reach by "late May or early June," according to George

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Domestic-only total is lowest since 1961

1980 registrations decline 15 pct.

By Richard A. Wright
Assistant Managing Editor

New-car registrations in 1980 were down more than 15 percent from 1979 and were the lowest since 1975, but that doesn't begin to give a picture of the severe plight of the domestic auto industry.

Domestic - only registrations were the lowest since 1961, while registrations of new imported cars were the highest in history.

New-car registrations in the U. S. during 1980 totaled 8,760,937, according to figures compiled by R. L. Polk & Co., down 15.41 percent from 10,356,695 in 1979.

The 1980 total included a record 2,469,180 imported cars, which exceeded the previous record of 2,351,053 in 1979 by 5.02 percent.

The domestic total, however, of 6,291,757 was the lowest since 1961, when domestic registrations totaled 5,476,125.

Because of Federal Government policies designed to encourage industrial growth, introduction of the '62 models in late 1961 touched off the longest boom in automobile history which lasted through the '60s and, with a few relatively small dips and temporary rough spots, came to an apparent end only last year.

Table on Page 29.

• New-car registrations in December totaled 710,821, down 14.97 percent from 836,013 a year earlier. It was the lowest total since 1975, when 820,873 new cars were registered. Record for December is 989,114, set in 1972.

Only one corporate maker—American Motors—and two car divisions, Buick and Chevrolet, managed to increase their share of the much smaller market in 1980 compared with 1979.

AMC accounted for 1.72 percent of 1980 registrations, up from 1.52 percent in 1979. But the other makers were all down in market share, with imports gaining at all their expense.

Imports accounted for 28.18 percent of the 1980 registrations, up 5.48 percentage points from its 1979 penetration.

Biggest loser was Ford Motor Co., which saw its share of the market drop 3.78 points to 16.51 percent. Chrysler Corp. was down 1.88 points to 7.14 percent, while General Motors was off a miniscule 0.01 of a point to 46.41 percent. Miscellaneous domestic nameplates accounted for 0.04 percent of the total, down 0.01 of a point.

Excluding imports, domestic-only registrations in 1980 were divided this way: GM, 64.62 percent; Ford Motor Co., 22.98 percent; Chrysler Corp., 9.94 percent; AMC, 2.40 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic - only registrations were divided as follows: GM, 60.06 percent; Ford Motor Co., 26.25 percent; Chrysler Corp., 11.67 percent; AMC, 1.96 percent, and miscellaneous, 0.06 percent.

• By size segments, subcompacts and compacts increased their market shares in 1980 compared with 1979, but not by as much as the imports. Subcompacts accounted for 13.37 percent of 1980 registrations, up 2.05 points and subcompacts gained 1.12 points to 21.12 percent.

Standards lost the most, dropping 4.11 points to 11.20 percent of registrations, while intermediates fell 2.63 percent to 21.54 percent and the luxury segment dipped 0.93 of a point to 4.59 percent.

The top 20 domestic nameplates in registrations for 1980 were:

1—Chevrolet Citation	370,605
2—Chevrolet Chevette	369,180
3—Ford Fairmont	277,421
4—Chevrolet Malibu	262,605
5—Olds Cutlass Supreme	258,134
6—Standard Chevrolet	257,948
7—Ford Mustang	222,549
8—Standard Oldsmobile	217,407
9—Olds Cutlass	203,095
10—Buick Regal	195,624
11—Buick Skylark	174,150
12—Chevrolet Monte Carlo	163,097
13—Chevrolet Monza	148,867
14—Standard Buick	148,257
15—Ford Pinto	144,245
16—Buick Century	141,559
17—Standard Ford	140,610
18—Pontiac Sunbird	129,312
19—Ford Thunderbird	128,903
20—Plymouth Horizon	128,225

• In December, Chrysler Corp. pushed its market share up 1.95 points compared with the year-earlier month to 8.95 percent of registration. All other U. S. makers were down.

Ford Motor Co. accounted for 17.32 percent of December registrations, off 3.70 points, while General Motors was down 0.61 points to 45.59 percent and AMC dipped 0.22 of a point to 1.70 percent. Miscellaneous makes accounted for 0.03 percent, down 0.02 of a point.

Imports accounted for 26.41 percent of December registrations, up 2.60 points from a year earlier.

Excluding imports, domestic-only registrations in December were divided this way: GM, 61.95 percent; Ford Motor Co., 23.53 percent; Chrysler Corp., 12.17 percent; AMC, 2.31 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registrations in December were divided as follows: GM, 60.64 percent; Ford Motor Co., 27.58 percent; Chrysler Corp., 9.20 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

• By size segments, subcompacts gained more in market share in December compared with a year earlier than did imports, the first time that has happened. Subcompacts were up 3.66 points to 13.79 percent, while imports gained 2.60 points to 26.41 percent. Compacts also gained, up 0.34 of a point to 21.94 percent.

Standards dropped 3.23 points to 11.01 percent, while intermediates were off 1.48 points to 21.69 percent and luxury units dipped 1.13 points to 5.16 percent.

Chrysler Corp.'s K-cars, Dodge Aries and Plymouth Reliant, broke into the top 20 nameplates for the first time in December, while Ford Escort jumped from 11th place to fourth, quickly establishing itself as Ford's top-selling line.

The top 20 domestic nameplates in registrations during December were:

1—Chevrolet Citation	28,585
2—Chevrolet Chevette	24,793
3—Chevrolet Malibu	22,[illegible]11
4—Ford Escort	20,944
5—Ford Fairmont	20,530
6—Standard Oldsmobile	20,251
7—Olds Cutlass Supreme	20,125
8—Standard Chevrolet	19,752
9—Olds Cutlass	16,577
10—Buick Regal	16,450
11—Buick Skylark	15,422
12—Chevrolet Monte Carlo	14,299
13—Ford Mustang	13,498
14—Plymouth Reliant	13,488
15—Standard Buick	11,989
16—Buick Century	11,471
17—Cadillac	11,064
18—Pontiac Grand Prix	10,719
19—Dodge Aries	10,255
20—Standard Ford	9,842

TOP CARS

U. S. new-car registrations for the full year of 1980. Registrations not available for Oklahoma.

1980 Pos.		Make		1979 Pos.
1—	1,725,874	Chevrolet	2,106,404—	1
2—	1,046,887	Ford	1,475,178—	2
3—	807,000	Oldsmobile	931,836—	3
4—	707,544	Buick	687,182—	5
5—	612,794	Pontiac	774,525—	4
6—	560,090	Toyota	467,255—	7
7—	506,075	Datsun	444,531—	8
8—	351,342	Honda	338,726—	10
9—	326,361	Mercury	498,326—	6
10—	255,232	VW	287,527—	13
11—	250,556	Dodge	367,387—	9
12—	236,522	Plymouth	323,225—	11
13—	212,557	Cadillac	307,897—	12
14—	159,788	Mazda	147,489—	16
15—	150,878	AMC	156,926—	15
16—	138,385	Chrysler	243,842—	14
17—	125,887	Subaru	98,200—	18
18—	72,740	Lincoln	128,262—	17
19—	67,929	Fiesta	76,919—	19
20—	54,741	Arrow	....	
21—	54,484	Volvo	53,847—	22
22—	51,538	Mercedes	....	
	....	Colt	60,656—	20
	....	Fiat	57,627—	21
	282,074	Other Imports	318,276	
	3,659	Misc. Dom.	4,652	
		Total All Makes		
	8,760,937		10,356,695	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Porsche holds 924 price; Turbo model up $625

TROY, Mich. — Porsche-Audi Division of Volkswagen of America has held the line on the price of its 924 coupe for 1981 and has raised the price of the 924 Turbo coupe $625. The regular 924 remains at $16,770, and the Turbo is $21,500.

The regular 924 has an improved ignition system and halogen headlights for 1981. Horsepower of the Turbo has been increased 11 to 154. Four-wheel power disk brakes, air conditioning, power windows and electronic ignition are standard equipment on the 924 Turbo.

Bandit brings 'em in

Letsch Pontiac-Buick, Inc., Covington, La., outfitted itself for a special Smokey and the Bandit promotion, complete with six black Special Edition Trans Ams for sale and a 1977 Pontiac LeMans former police car. Burt Reynolds posters stared out from the showroom on the deroofed and doorless LeMans, while Trans Am Bandit racing jackets went with each car purchase.

'Good' fourth-quarter results fail to 'rescue' Chrysler

By Edward Lapham
Financial Editor

Chrysler Corp. reported a net loss of $1.71 billion ($26.00 a share) for 1980, thereby setting a new U. S. industrial record, despite a fourth - quarter performance that was not as bad as some analysts had forecast.

In the October-December period the company incurred a net loss of $235 million ($3.61 a share) on sales of $2.8 billion. The preceding year, the company lost $376 million ($5.77 a share) on sales of $3.1 billion.

For the year, the $1.71 billion net loss on sales of $9.2 billion compared with a 1979 net loss of $1.1 billion ($17.18 a share) on sales of $12.0 billion. The 1980 loss also topped the previous record for a U. S. industrial concern set just days earlier when Ford Motor Co. announced a $1.5 billion net loss.

Chrysler Chairman Lee Iacocca said the company showed a profit in October but that in November and December "high prime interest rates, a 13.5 percent inflation rate and consumer confidence index dip of 12 points devastated the U. S. car market."

He said the operating loss of $157 million in the fourth quarter, although "substantial," was evidence of the "progress the company has made in reducing costs and improving efficiency, even in this depressed market."

• Chrysler listed depreciation of plant and equipment at $261.5 million for 1980 compared with $180.6 million in 1979 and $154.0 million in 1978. The company said amortization of special tools was $305.8 million in 1980 compared with $220.0 million in 1979 and $198.2 million in 1978.

The auto maker said retained net earnings at year's end equaled a negative $1.2 billion compared with $496.3 million one year earlier and $1.6 billion at Dec. 31, 1978, as a result of the back-to-back billion-dollar-plus losses.

However, Chrysler's report showed that the 1980 decrease in working capital was just $57.2 million despite the losses because of the $1.2 billion in federally guaranteed loans and other related financial restructurings during the year.

In 1979, working capital decreased $1.2 billion. In 1978 working capital increased $13.1 million.

Chrysler's balance sheet, which should show a marked improvement at the end of the first quarter this year because of additional debt restructuring, deteriorated further in 1980.

Long-term debt increased to $2.48 billion in the year compared with $976.7 million one year earlier.

The current ratio (current assets as a percent of current liabilities) went from a slightly illiquid 96.6 percent to a more illiquid 94.5 percent.

Despite the dire financial situation of the company, Iacocca said the auto maker's current operating plan "is designed to restore Chrysler to profitability with a 9.1 percent share of a U. S. car market of 9.6 million cars and a 9.0 percent share of a U. S. market of 2.5 million trucks."

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec., 1980	Percent Share of Market	Regis., Dec., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 12 mos., 1980	Percent Share of Market	Regis., 12 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	129,525	18.22	164,852	19.72	− 1.50	1,725,874	19.70	2,106,404	20.34	− 0.64
Ford	85,188	11.99	125,657	15.03	− 3.04	1,046,887	11.95	1,475,178	14.24	− 2.29
Oldsmobile	67,631	9.52	74,123	8.87	+ 0.65	807,000	9.21	931,846	9.00	+ 0.21
Buick	59,555	8.38	60,065	7.18	+ 1.20	707,544	8.08	687,182	6.63	+ 1.45
Mercury	31,409	4.42	37,992	4.55	− 0.13	326,361	3.73	498,326	4.81	− 1.08
Plymouth	25,784	3.63	19,844	2.37	+ 1.26	236,522	2.70	323,225	3.12	− 0.42
Dodge	25,745	3.62	22,824	2.73	+ 0.89	250,556	2.86	367,387	3.55	− 0.69
Cadillac	19,063	2.68	29,199	3.49	− 0.81	212,557	2.43	307,897	2.97	− 0,54
Chrysler	12,109	1.70	15,906	1.90	− 0.20	138,385	1.58	243,842	2.35	− 0.77
AMC	12,102	1.70	16,011	1.92	− 0.22	150,878	1.72	156,926	1.52	+ 0.20
Lincoln	6,477	0.91	12,064	1.44	− 0.53	72,740	0.83	128,262	1.24	− 0.41
GENERAL MOTORS	324,048	45.59	386,279	46.20	− 0.61	4,065,769	46.41	4,807,844	46.42	− 0.01
FORD MOTOR CO.	123,074	17.32	175,713	21.02	− 3.70	1,445,988	16.51	2,101,766	20.29	− 3.78
CHRYSLER CORP.	63,638	8.95	58,574	7.00	+ 1.95	625,463	7.14	934,454	9.02	− 1.88
AMERICAN MOTORS	12,102	1.70	16,011	1.92	− 0.22	150,878	1.72	156,926	1.52	+ 0.20
IMPORTS	187,745	26.41	199,026	23.81	+ 2.60	2,469,180	28.18	2,351,053	22.70	+ 5.48
MISCELLANEOUS	214	0.03	410	0.05	− 0.02	3,659	0.04	4,652	0.05	− 0.01
TOTAL	710,821		836,013			8,760,937		10,356,695		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

factories list auction dates

American Motors

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 11—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 12—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 13—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17—Ohio Auto Auction, Grove City, O.

March 18—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 20—Concord Auto Auction, Hosmer St., Acton, Mass.

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

KarCrest T-Car exhausts the imagination

KarCrest Co., Norcross, Ga., unveiled its new T-Car: A seven-foot model built entirely of exhaust pipes. The car was designed and assembled by KarCrest employes and required 370 feet of tubing, 19 exhaust flanges and 420 welds. Its purpose was to demonstrate the company's automotive exhaust components.

Ford Motor Co.

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

March 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

March 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

March 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

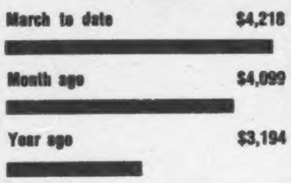
March 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

March 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

March 31—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	March To Date	February	January
1981	$9,893	$7,138	$7,757
1980	5,248	5,704	5,667
1979	4,912	4,773	4,726
1978	3,827	3,705	3,585
1977	3,100	2,997	3,125
1976	2,313	2,265	2,092
1975	1,627	1,663	1,541
1974	1,481	1,205	1,280
Overall Average	$4,218	$4,076	$3,981

Harrington appointed

DETROIT. — Bruce W. Harrington has been named assistant director of purchases for Cadillac. He succeeds William Hoogstra, who retired after 41 years with the division. Harrington formerly was with Chevrolet in purchasing.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). **Listing Rates:** (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Peugeot faces dwindling market with excess capacity

Behind Talbot closing in Scotland

By Richard Feast
European Editor

LONDON. — No amount of money could persuade Peugeot SA to keep open its Talbot car plant at Linwood, Scotland.

With excess capacity at its Poissy factory in France and with a dwindling share of the European market the announcement of the closure was only a matter of timing.

Jean-Paul Parayre, president of PSA, held secret talks with British government officials under Industry Secretary Sir Keith Joseph Feb. 9. No word of the one-hour discussions leaked until Peugeot's announcement in Paris two days later.

The British Government had offered plenty in the way of financial inducements (thought to be up to $95 million) for Peugeot to produce its small front-drive replacement for the 104—code-numbered C15 — at Linwood.

But Talbot UK Managing Director George Turnbull said, "If the government gave us as much as 100 percent (towards the cost of keeping the plant open) Linwood would still not make a profit."

Talbot UK lost $44 million in the first half of 1980. The French operation lost $90 million, and the group as a whole is believed to be bracing itself for losses of up to $450 million for the whole year.

- Closure means the loss of 4,800 jobs, and leaves Talbot's assembly in the UK concentrated around Coventry. It will have a ripple effect throughout Talbot (workforce 16,000) and industry as a whole.

Ryton, Coventry, assembles Alpine hatchbacks and Solara sedans from French kits. The Linwood models, the geriatric Avenger and slightly more modern Sunbeam, will be finished by the middle of the year.

Deletion of the Sunbeam model will also affect Lotus, which supplies engines for some high performance models. Lotus's contract for development of the DeLorean sports car has now been completed as well.

Linwood opened in 1963 after Rootes, the original name for what is now Talbot, was persuaded by the government to open a factory in a depressed area away from the Midlands. The same policy resulted in Ford opening at Halewood and Vauxhall at Ellesmere Port in what is now known as Merseyside.

Linwood was geared to produce up to 145,000 Hillman Imps each year. It never hit targets. Last year it made 54,000 Avengers and Sunbeams—nowhere near enough to make the plant viable.

Chrysler, which took full control of Rootes in 1969, never made a go of Linwood either. Despite sizeable financial inducements from the UK Government, Chrysler sold out to the Peugeot-Citroen group in 1978.

Peugeot was offered money to stay, but eventually decided to do what Chrysler was reluctant to a few years earlier: Close the troublesome Scottish factory and keep Coventry for assembly of imported parts.

At the same time, it has ended with what was probably the most valuable asset when it took over Chrysler's European interests — an extensive dealer network.

Talbot trims time at Poissy plant

PARIS.—Eliminating the night shift at Talbot's Poissy plant is being studied by Peugeot as a means of finding a more durable solution than the short work weeks exercised up to now.

The Poissy plant has a work force of 21,000. The schedule announced for March has cut back the monthly work time from 173 hours to 93, which is practically equivalent to doing away with one shift.

Two for Peugeot

LYNDHURST, N. J.—Peugeot has added two dealers. They are Art Mele Buick, Inc., Yuba City, Calif., headed by Arthur J. Mele, and Autohaus, Inc., Thiensville, Wis., headed by Gerhard Krause.

Historic gift

Don Reid, left, president, Don Reid Ford, Orlando, Fla., presented a dozen sets of famous Presidential speeches on cassette tapes to each of the school boards of Orange and Seminole Counties. Accepting the educational gift is J. Donald Shaw, Orange County deputy superintendent of instruction.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
DECEMBER '80 VS. DECEMBER '79

	1980		1979	
	DEC.	YR.	DEC.	YR.
AMX Spirit/AMX	2,899	50,257	4,886	53,479
Concord	3,366	49,964	4,668	66,379
Concord Station Wagon	1,332	15,549	1,382	16,852
Eagle 4 WD	1,000	12,548	1,943	4,405
Eagle Station Wagon	1,629	16,224	2,612	6,759
Eagle SX4 4 WD	1,821	4,013		
Pacer	10	702	141	2,656
Pacer Station Wagon	45	1,621	379	5,912
Matador				348
Matador Station Wagon				136
Total American Motors Corp.	12,102	150,878	16,011	156,926
Chrysler LeBaron	4,660	55,045	5,489	85,389
LeBaron Station Wagon	956	8,661	941	14,792
Cordoba	3,417	43,817	5,644	59,851
Newport	988	12,803	1,640	51,134
New Yorker	1,360	16,449	2,192	32,676
Imperial	728	1,610		
Total	12,109	138,385	15,906	243,842
Plymouth Horizon	9,365	128,225	9,515	143,477
Voyager			627	9,950
Reliant	9,661	17,454		
Reliant Station Wagon	3,827	6,301		
Volare	2,029	58,873	7,195	125,972
Volare Station Wagon	517	14,044	2,140	40,048
Fury				3,047
Fury Station Wagon				138
Gran Fury	385	11,625	367	593
Total	25,784	236,522	19,844	323,225
Dodge Omni	7,814	103,425	8,084	121,640
Aries	7,365	12,896		
Aries Station Wagon	2,890	4,693		
Aspen	1,746	45,648	5,319	86,289
Aspen Station Wagon	486	10,754	1,593	31,106
Sportsman			1,809	29,592
Monaco				2,898
Monaco Station Wagon				108
Diplomat	2,322	26,630	2,291	39,082
Diplomat Station Wagon	482	4,531	438	6,770
Magnum XE/Mirada	1,951	26,402	2,208	23,541
St. Regis	689	15,577	1,082	26,361
Total	25,745	250,556	22,824	367,387
Total Chrysler Corp.	63,638	625,463	58,574	934,454
Escort	13,258	28,531		
Escort Station Wagon	7,686	16,843		
Pinto	3,544	112,112	10,329	132,849
Pinto Station Wagon	1,258	32,133	3,232	50,697
Fairmont	16,000	206,322	29,083	251,617
Fairmont Station Wagon	4,530	71,099	7,041	81,839
Granada	8,113	84,585	10,530	141,375
Club Wagon			2,925	38,275
LTD II	45	3,200	1,537	28,400
LTD	4,675	87,090	13,214	195,311
LTD Crown Victoria	3,499	29,085	1,405	1,584
Ford Station Wagon	1,668	24,435	3,880	47,471
Mustang	13,498	222,549	22,807	295,511
Thunderbird	7,414	128,903	19,674	210,249
Total	85,186	1,046,887	125,657	1,475,178
Lincoln Continental	2,940	31,267	4,582	60,126
Continental Mark	3,447	36,901	6,614	54,597
Versailles	90	4,572	868	13,539
Total	6,477	72,740	12,064	128,262
Mercury Lynx	4,588	9,107		
Lynx Station Wagon	2,319	4,219		
Bobcat	839	23,022	2,321	34,680
Bobcat Station Wagon	196	4,839	525	8,417
Zephyr	6,361	65,614	6,585	77,531
Zephyr Station Wagon	1,442	18,683	1,439	18,256
Monarch/'81 Cougar	3,254	30,439	4,290	54,558
Marquis	757	13,570	1,871	28,081
Marquis Brougham	1,107	12,536	1,713	23,486
Grand Marquis	1,938	19,124	2,075	28,022
Marquis Station Wagon	686	7,260	944	13,153
XR7	3,347	54,974	9,380	122,808
Capri	4,575	62,974	6,849	88,734
Total	31,409	326,361	37,992	498,326
Lincoln-Mercury Division	37,886	399,101	50,056	626,588
Total Ford Motor Co.	123,074	1,445,988	175,713	2,101,766
Buick Skyhawk	61	5,856	1,015	18,246
Skylark	15,422	174,150	12,466	104,458
Century	10,310	124,998	6,740	31,948
Regal	16,450	195,624	17,222	244,481
Century Station Wagon	1,161	16,561	1,671	25,456
LeSabre	2,063	30,035	2,111	28,025
LeSabre Limited	3,900	49,260	6,322	85,929
Electra 225	5,263	59,722	7,274	84,353
Buick Station Wagon	763	9,240	878	14,699
Riviera	4,162	42,098	4,386	49,587
Total	59,555	707,544	60,065	687,182
Cadillac deVille	7,993	97,496	14,921	167,084
Fleetwood & Chassis	3,071	28,649	3,822	35,597
Eldorado	4,859	51,065	5,109	61,000
Seville	3,140	35,347	5,347	44,216
Total	19,063	212,557	29,199	307,897
Chevrolet Chevette	24,793	369,180	28,410	363,644
Camaro	7,470	117,164	12,720	203,904
Monza	9,659	148,495	8,983	125,270
Monza Station Wagon	8	372	191	13,803
Citation	28,585	370,605	31,496	291,615
Sportvan			2,102	30,431
Malibu	17,112	200,790	18,926	243,892
Malibu Station Wagon	4,899	61,815	6,610	93,272
Monte Carlo	14,299	163,097	18,237	265,110
Impala	5,948	84,601	10,678	155,966
Caprice	9,615	118,407	15,983	189,200
Chevrolet Station Wagon	4,189	54,940	7,160	90,133
Corvette	2,948	36,408	3,356	40,164
Total	129,525	1,725,874	164,852	2,106,404
Oldsmobile Starfire	52	5,614	1,113	18,191
Omega	7,331	86,504	5,337	46,495
Cutlass Salon	13,989	172,087	11,911	61,579
Cutlass Supreme/Calais	20,125	258,134	24,812	403,397
Cutlass Station Wagon	2,588	31,008	3,015	45,681
Delta 88	1,340	19,369	2,142	31,817
Delta 88 Royale	9,780	111,107	11,793	161,857
98	7,627	70,398	8,036	90,304
Oldsmobile Station Wagon	1,504	16,533	2,150	27,061
Toronado	3,295	36,246	3,814	45,354
Total	67,631	807,000	74,123	931,836
Pontiac Sunbird	9,658	129,245	5,833	84,307
Sunbird Station Wagon	1	67	22	2,542
Phoenix	8,345	99,542	7,585	74,560
LeMans	4,745	54,307	5,704	77,153
LeMans Station Wagon	1,851	24,115	3,045	38,148
Catalina	939	13,331	1,796	24,952
Bonneville	3,575	47,394	5,721	83,695
Bonneville Brougham	2,917	32,479	4,028	39,561
Pontiac Station Wagon	851	11,257	1,622	22,537
Grand Prix	10,719	117,225	12,827	177,022
Firebird	4,673	83,832	9,857	150,048
Total	48,274	612,794	58,040	774,525
Total General Motors	324,048	4,065,769	386,279	4,807,844
(Checker)	187	3,346	359	4,255
Miscellaneous Domestic Total	214	3,659	410	4,652
Domestic Station Wagon Total	49,764	487,797	60,373	824,034
Domestic Grand Total	523,076	6,291,757	636,987	8,005,642
Import Total	187,745	2,469,180	199,026	2,351,053
Grand Total All Registrations	710,821	8,760,937	836,013	10,356,695

Registrations not available for Oklahoma, delayed for Kentucky.

Imports set record; domestics strong in last period

New-car sales drop in February

Continued from Page 3

percent from 1,616,170 last year. Domestic year-to-date sales stood at 1,013,425, down 14.04 percent from 1,178,996. Import sales for the first two months of 1981 numbered 398,435, which was 8.86 percent lower than 437,174 a year ago.

The sparkling third-period performance by the domestic auto makers brought their earlier depression-level sales to a more respectable standing for the month. Chrysler reported a healthy 10.12-percent gain, to 63,225 from 57,413 last year. AMC sales were stable, up 1.44 percent to [illegible],743 from 12,562. Volkswagen of America sold 15,496 U. S.-built Rabbits, up 0.45 percent from 15,426.

GM sales for the month fell 10.99 percent, to 330,957 from 371,833 in 1980, and Ford reported a sales decline of 9.59 percent, to 121,172 from 134,024.

GM's share of the February domestic market was 60.88 percent, down from 62.89 percent. Ford earned 22.29 percent compared with 22.67 percent in 1980. Chrysler sales accounted for 11.63 percent, up from 9.71 percent. AMC earned 2.35 percent, up from 2.12 percent, and VWoA had 2.85 percent, up from 2.61 percent.

AMC and VW were joined by Plymouth, Dodge and Lincoln as new-car makes with sales increases in February. Plymouth sales were up 28.34 percent over last year, Dodge was up 13.25 percent and Lincoln climbed 7.08 percent.

Chrysler sales dropped 31.98 percent from a year ago, Ford was down 12.23 percent, Mercury was down 4.11 percent, Buick was down 4.89 percent, Cadillac was down 12.64 percent, Chevrolet was down 15.47 percent, Oldsmobile was down 5.47 percent and Pontiac was down 11.17 percent.

Daily selling rate for the domestic auto makers averaged 22,650 for the month, with 24 selling days. It was down 4.23 percent from the year-ago average of 23,650 based on 25 days.

Top-selling U. S. nameplates for the month lined up behind Chevrolet Corvette, which had any-month record sales of 47,213. Chevrolet Citation was second at 29,608, followed by Ford Escort, 29,256, Oldsmobile Cutlass Supreme, 24,202, and Buick Skylark, 18,943.

In the domestic market, 26.13 percent of February sales were subcompacts, 28.70 percent were compacts, 27.27 percent were intermediates, 12.09 percent were full-size models and 5.81 percent were luxury cars.

Of the total market, 18.59 percent were U. S. subcompacts, 20.43 percent were compacts, 19.41 percent were intermediates, 8.61 percent were standards, 4.14 percent were luxury models and 28.82 percent were imports.

Third-period sales included 152,430 for GM, 45,510 for Ford, 28,690 for Chrysler, 6,679 for VWoA and an estimated 4,700 for AMC. GM earned 64.04 percent of the market, Ford had 19.12 percent, Chrysler cornered 12.05 percent, VWoA had 2.81 percent and AMC earned 1.98 percent.

U. S. CAR SALES BY MARKETING UNITS

	Feb., 1981	Feb., 1980	Year-to-Date 1981	Year-to-Date 1980
Chevrolet	139,323	164,825	253,578	328,818
Ford	92,068	104,308	167,457	193,332
Oldsmobile	68,140	72,084	136,042	147,398
Buick	59,505	62,565	110,953	122,697
Toyota	57,985	59,517	105,106	115,551
Pontiac	46,845	52,735	89,865	111,507
Datsun	41,372	44,785	74,475	91,848
Plymouth	36,874	30,481	64,015	58,188
Honda	35,202	30,531	67,436	61,106
Dodge	34,546	31,517	61,393	61,759
Mercury	30,167	31,459	52,703	60,806
VW of America	26,375	28,321	48,195	53,164
Mazda	18,287	12,497	31,155	26,042
Cadillac	17,144	19,624	33,738	42,261
AMC-Renault	14,913	14,667	28,401	27,957
Subaru	12,018	12,497	23,331	26,042
Chrysler	8,669	12,200	17,695	25,212
Lincoln	5,416	5,058	9,382	12,822
Volvo	4,945	4,672	11,234	10,758
Mercedes-Benz	4,838	4,903	8,935	9,560
BMW	2,881	3,602	5,271	6,535
Fiat	2,579	3,506	4,537	6,289
Jaguar-Rover-Triumph	1,235	1,866	2,502	3,526
Saab	1,125	1,284	2,188	2,401
Peugeot	1,115	1,224	2,121	2,284
Alfa Romeo	97	238	152	397
TOTAL	763,664	810,956	1,411,860	1,616,170

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Feb., 1981	Feb., 1980	Jan. 1-Feb. 28, '81	Jan. 1-Feb. 28, '80
Alfa Romeo	97	238	152	397
Audi	3,416	3,996	3,536	7,441
BMW	2,881	3,602	5,271	6,535
Challenger	1,755	1,388	2,702	2,617
Arrow/Champ	6,609	7,226	9,523	14,412
Colt	6,743	7,129	9,522	14,362
Datsun	41,372	44,785	74,475	91,848
Fiat	2,488	3,283	4,362	5,936
Fiesta	6,479	6,791	10,401	13,846
Honda	35,202	30,531	67,436	61,106
Jaguar	267	259	551	537
Lancia	91	223	175	353
Mazda	18,287	12,497	31,155	26,042
Mercedes-Benz	4,838	4,903	8,935	9,560
MG	333	187	632	1,516
Peugeot	1,115	1,224	2,121	2,284
Porsche	833	1,068	1,539	2,129
Renault	2,170	2,105	4,939	3,491
Rover	57	....	138	....
Saab	1,125	1,284	2,188	2,401
Sapporo	1,757	1,042	2,679	2,000
Subaru	12,018	12,497	23,331	26,042
Toyota	57,985	59,517	105,106	115,551
Triumph	578	790	1,181	1,473
Volkswagen	6,630	7,831	12,151	14,537
Volvo	4,945	4,672	11,234	10,758
TOTAL	220,071	219,698	398,435	437,174

Hand-made Porsche replicas roll from N. Carolina point

HICKORY, N. C. — Carrera Motorsport, Inc., a firm formed last November in Cleveland County near here to build hand-made reproductions of Porsches, has produced and sold eight of the special-order cars, and 20 more are on order.

Its president, Tim Herman, said prices which range up to $38,950 for a Porsche Spyder are not scaring away potential customers.

"We're about three months behind in our work," he said. "We've been in this building for only two months and already we've outgrown it."

The firm is working in a 11,000-square-foot factory, and he foresees expansion in the near future. He says it already needs another 20,000 feet of space.

Herman, 31, resigned as a bank vice president to take up racing and car-building full time. It was a profitable move, he said. His partner is Wilhelm Cashen, 28. Both are old hands at building and racing sports cars.

For seven years Herman has been restoring and racing Porsches. Cashen was with Mercedes-Benz in Indiana and designed his own cars before coming to North Carolina.

Nine employes do all the hand work on the cars made here except the fiberglass body work, which is contracted out to a Moorseville (N. C.) body shop.

Engines and parts come out of the company's collection of Porsche engines. Each engine is valued at about $10,000, Herman said.

"We are qualified as a manufacturer, so we don't have to meet all EPA or DOT standards," he said. "But even if we did I don't believe we would have any problems. The only thing we were worried about at all was California emission standards, which are tough and hard to figure out. But our engine is so clean and efficient that the emissions hardly registered."

Most of Carrera's sales have been to Californians.

The company plans to begin turning out reproductions of the classic Porsche 904 with price tags of about $40,000. There are also plans to begin manufacturing one-of-a-kind specialty cars "for people who have enough money and want a car of their very own."

Herman said he and Cashen have been preparing two Porsches to drive in March in a vintage-car race in Sebring, Fla.

Chevette sales set records for 10 days, month

DETROIT.—Dealer deliveries of Chevettes set 10-day and monthly records in February, according to Robert D. Lund, Chevrolet general manager.

"Customers purchased 26,225 Chevettes in the Feb. 21-28 period, topping the previous record of 19,593 delivered in the last 10 days of January, 1980," Lund said.

"For the month, Chevrolet dealers sold 47,213 Chevettes, exceeding the previous high of 44,442 set in March, 1980," he said.

General Motors cut the sticker price of all Chevettes by $100 in January. Chevette also is included in the GM customer rebate program which began Feb. 18. The Chevette rebate is $500 with GM paying $300 and the dealer paying $200.

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28, 1981	Same Period, 1980	February, 1981	Same Month, 1980	Jan. 1 to Feb. 28, 1981	Same Period, 1980
Spirit	....	....	3,808	4,832	6,811	9,121
Concord	....	....	4,599	4,729	8,340	8,921
Pacer	....	....	20	274	39	648
Eagle	....	....	4,316	2,727	8,272	5,776
AMERICAN MOTORS*.	4,700†	4,500†	12,743	12,562	23,462	24,466
Horizon	3,979	2,569	8,479	7,147	14,751	14,125
TC3	2,097	2,441	4,294	6,477	7,033	12,036
Reliant	5,839	....	13,253	....	25,419	....
Volare	729	3,027	1,659	7,420	3,406	13,948
Plymouth	387	708	823	1,169	1,202	6,667
Total Plymouth	13,031	8,745	28,508	22,213	51,813	41,776
LeBaron	1,771	2,275	3,927	5,762	8,001	10,646
Cordoba	1,315	1,116	2,832	3,169	5,760	8,240
Chrysler	641	1,266	1,540	3,269	3,226	6,326
Total Chrysler	3,727	4,657	8,299	12,200	16,987	25,212
Total Imperial	224	....	370	....	708	....
Omni	2,803	2,180	6,083	5,896	11,059	11,526
024	1,815	2,026	3,648	5,358	6,116	9,864
Aries	4,343	....	9,823	....	19,533	....
Aspen	604	2,108	1,483	5,474	2,935	10,792
Diplomat	1,095	1,247	2,608	3,034	4,992	5,163
Mirada/Magnum	693	710	1,664	1,894	3,220	4,546
Dodge	355	589	739	1,344	1,314	2,889
Total Dodge	11,708	8,860	26,048	23,000	49,169	44,780
CHRYSLER CORP.	28,690	22,262	63,225	57,413	118,677	111,768
Pinto	688	4,576	2,506	13,142	5,337	26,875
Escort	9,478	....	29,256	....	50,884	....
Mustang	6,198	7,758	14,666	20,748	26,156	40,836
Fairmont	6,330	12,623	15,214	29,849	29,127	52,429
Granada	3,143	1,877	8,215	6,062	15,829	13,158
LTD II	....	144	....	378	....	961
Thunderbird	3,088	7,678	7,137	17,002	13,436	29,398
Ford	2,872	3,900	8,595	10,336	16,287	23,739
Ford Division	31,797	38,556	85,589	97,517	157,056	187,396
Bobcat	176	1,050	639	3,065	1,283	5,855
Lynx	3,147	....	9,074	....	15,125	....
Zephyr	2,318	3,956	5,380	8,862	9,312	15,685
Cougar/Monarch	1,281	714	3,500	2,340	6,347	5,312
XR-7	1,161	3,183	2,672	6,616	4,937	12,557
Capri	1,772	2,095	4,373	5,914	7,479	11,442
Mercury	1,438	1,554	4,529	4,662	8,220	9,955
Total Mercury	11,293	12,552	30,167	31,459	52,703	60,806
Versailles	....	153	....	404	....	985
Lincoln	1,136	781	2,450	1,974	4,311	4,952
Mark VI	1,284	1,009	2,966	2,670	5,071	6,885
Total Lincoln	2,420	1,943	5,416	5,058	9,382	12,822
L-M Division	13,713	14,495	35,583	36,507	62,085	73,628
FORD MOTOR	45,510	53,051	121,172	134,024	219,141	261,024
Skyhawk	....	355	....	985	....	2,052
Skylark	9,791	6,166	18,943	15,463	33,054	30,366
Century	4,100	3,236	9,516	11,609	19,714	22,361
Regal	9,344	4,175	18,319	14,782	32,252	30,746
LeSabre	2,352	4,035	5,408	9,746	11,079	17,835
Electra	1,676	2,453	4,039	5,769	8,194	11,352
Riviera	1,448	1,603	3,290	4,211	6,660	7,985
Buick Division	28,721	22,023	59,505	62,565	110,953	122,697
Seville	731	1,339	2,100	3,415	4,353	7,307
Cadillac	3,703	4,393	10,975	11,861	21,269	25,988
Eldorado	1,459	1,780	4,069	4,348	8,116	8,966
Cadillac Division	5,893	7,512	17,144	19,624	33,738	42,261
Chevette	26,225	13,624	47,213	37,202	75,348	71,463
Monza	1,099	4,846	3,563	12,564	9,532	24,681
Citation/Nova	16,137	12,541	29,608	33,448	52,683	66,305
Camaro	4,693	3,866	8,751	10,218	15,129	21,299
Malibu	6,173	8,323	15,769	21,160	34,288	43,823
Monte Carlo	8,571	5,173	15,792	13,135	28,275	29,268
Chevrolet	6,543	12,598	15,953	34,178	33,140	65,885
Corvette	1,120	1,079	2,674	2,920	5,183	6,094
Chevrolet Division	70,561	62,050	139,323	164,825	253,578	328,818
Starfire	....	334	....	1,000	....	2,415
Omega	4,138	2,698	9,447	7,703	17,274	14,504
Cutlass	4,963	6,626	14,666	18,958	32,681	37,045
Supreme	11,087	7,196	24,202	20,928	44,645	44,518
Olds 88	3,720	4,880	11,107	14,136	23,018	28,529
Olds 98	2,017	2,261	6,023	6,068	12,775	13,030
Toronado	928	1,060	2,695	3,291	5,649	7,352
Oldsmobile Division	26,853	25,055	68,140	72,084	136,042	147,398
Sunbird	2,778	4,591	7,944	11,252	17,018	21,117
Phoenix	4,515	3,249	8,982	8,131	15,424	17,884
Firebird	2,609	2,655	5,511	7,069	9,814	15,688
LeMans	1,981	2,628	5,236	7,039	11,623	15,353
Grand Prix	5,970	3,379	12,180	8,857	21,307	19,833
Pontiac	2,549	3,871	6,992	10,387	14,679	21,632
Pontiac Division	20,402	20,373	46,845	52,735	89,865	111,507
GENERAL MOTORS	152,430	137,013	330,957	371,833	624,176	752,681
VOLKSWAGEN	6,679	8,082	15,496	15,426	27,969	29,057
DOMESTIC TOTALS	238,009	224,908	543,593	591,258	1,013,425	1,178,996
IMPORT TOTAL	....	....	220,071	219,698	398,435	437,174
GRAND TOTAL	....	....	763,664	810,956	1,411,860	1,616,170

*—AMC does not issue a nameplate breakout for 10-day periods.

†—Estimate.

But it's two weeks behind 1980 pace

Makers build millionth car of year

By Patricia Hoffman
Staff Writer

U. S. auto production hit the million mark last Thursday, (March 5,) about two weeks later than in 1980. Last year, the auto makers completed their millionth unit on Feb. 22.

So far this year, the auto makers have built 1,077,944 units, down 18.1 percent from the 1,316,180 completed in the comparable period in 1980.

The February total was 482,074 units, a drop of 22.79 percent from the 624,346 cars completed in the same month last year, and the lowest output for the month since the 369,486 cars assembled in February, 1975.

Breakdown for February by companies was: General Motors, 61.81 percent of the month's total; Ford Motor Co., 20.23 percent; Chrysler Corp., 13.28 percent; American Motors, 1.19 percent; Volkswagen of America, 3.44 percent, and Checker Motors, 0.05 percent.

Production last week was slated at 134,625 units, up 1.35 percent from the 132,831 cars completed the previous week but down 15.89 percent from the 160,067 units built in the comparable week last year.

Overtime was scheduled last week at Chrysler Corp.'s Belvidere point. Chrysler said that due to an increase in dealer orders, it will progressively increase its daily straight-time production rate at Belvidere on the Dodge Omni, Plymouth Horizon, Dodge 024 and Plymouth TC3 lines. Two nine-hour shifts were scheduled last week, and Chrysler said that within the next three weeks it plans to increase production at Belvidere from a rate of 960 units per day to 1,072 units per day.

Chrysler also announced that all of its assembly plants are scheduled to operate this week. It is the fourth consecutive week of full production at Chrysler's U. S. assembly plants.

breaking news

Continued from Page 1

fayette Ford, as chairman and representative to the FDA board. Purvis, twice a national dealer council chairman, said the Alliance already represented one-third of Charlotte District Ford dealers and that full district participation would be only a matter of time, once the organization was set in place and the dealers had a chance to canvass their zones.

New Jaguar is due in 1984

LONDON.—A new Jaguar, code-named XJ-40, is scheduled to be introduced in 1984 as a replacement for the XJ-6 and XJ-12. It is believed that the XJ-40 will be powered by new lightweight engines displacing 2.2 and 2.8 liters. The BL board has approved an investment of about $160 million in the new car, which is considered vital if BL is to continue marketing in the U. S.

Fiat's Recchia forms new company

MONTVALE, N. J.—Richard Recchia, who winds up his duties this month as president of Fiat Motors of North America, has organized a new company. Named R.D.R. Services, Inc., it will act as a manufacturer's representative and will be based in Los Angeles. It will begin operations early in April.

Soft-top Mustang from Ford in '82

DEARBORN. — Ford Motor Co. is rumored to have tapped an outside supplier to build a convertible conversion of the Mustang for '82. The company previously discussed doing a soft-top version of the new EXP/LN7 models, but decided the convertible treatment could best help spur Mustang sales.

Opel Junior bows as first S-car

RUSSELSHEIM, West Germany. — The Opel Junior, scheduled for introduction in Europe in late 1982, will be the first edition of the new General Motors S-car minicompact. GM's world car will be assembled in a new plant in Zaragoza, Spain, with the engine coming from a new plant in Austria. The U.S. version of the S-car will bow a year later as an '84 model. Chevrolet is the lead division on the American S-car.

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
CHEVROLET	9,240	7,328	8,638	44,662	133,087	109,222
DODGE/PLYMOUTH	1,700	4,400	1,638	4,991	27,839	11,839
FORD	14,851	14,075	14,753	45,447	130,372	100,233
GMC	3,879	3,086	4,727	17,422	34,249	40,616
INTERNATIONAL	1,690	....	1,708	4,971	....	13,491
MACK	....	625	....	....	5,936	....
WHITE	....	165	....	....	1,767	....
JEEP	1,600*	2,850*	1,600*	6,175	23,298*	17,036
AMC CORP.	85*	180*	85*	340*	2,972*	765*
VOLKSWAGEN	1,040	812	1,063	4,113	4,571	8,140
MISCELLANEOUS	1,200*	800*	1,200*	4,800*	7,760	9,700*
Total Trucks, U. S.	35,285	34,321	35,412	132,921	371,851	311,042

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
CHRYSLER CORP.	1,600	....	1,721	5,096	3,097	9,537
FORD MOTOR	3,490	4,784	4,180	13,139	36,255	31,295
GENERAL MOTORS	6,340	5,962	6,638	25,528	53,453	57,181
AMERICAN MOTORS	....	880	....	....	5,822	....
INTERNATIONAL	245	290	243	1,002	2,105	2,357
MACK	....	60	....	....	570	....
WHITE	....	65	....	....	590	....
Total Trucks, Canada	11,675	12,041	12,782	44,765	101,892	100,370
N. American Trucks	46,960	46,362	48,194	177,686	473,743	411,412

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production for February is lowest since '65

February output for the U. S. truck makers was the lowest for the month in 16 years and was down considerably from the February, 1980, total.

Truck production in February totaled 132,921 units, down 24.68 percent from the 176,489 units completed in the same month last year, and the lowest for the month since the 131,409 units built in February, 1965.

Production last week was slated at 35,285 trucks, up 2.80 percent from the 34,321 units completed in the comparable week last year, but down 0.35 percent from the 35,412 trucks built the previous week.

So far this year, the truck makers have completed 211,042 units, down 16.35 percent from the 371,851 trucks assembled in the comparable period last year.

Canadian cars in February fell to 13-year low

Canadian auto production for February was the lowest for the month in 13 years, and the total fell 9.92 percent below the comparable month's total last year.

The auto makers completed 64,220 units in February, down from the 71,293 built in 1980, and the lowest for the month since the 47,317 units completed in February, 1968.

The planned output last week was 16,513 cars, an increase of 13.40 percent from the 14,562 built in the previous week, but down 13.89 percent from the 19,177 units completed in the comparable week last year.

So far this year the auto makers have assembled 114,975 units, down 26.44 percent from 156,295 in the comparable period last year.

The truck makers produced 44,765 units in February, down 0.18 percent from the 44,849 trucks completed in the comparable month last year, and the lowest output for the month since the 40,530 built in 1976.

Truck production last week was planned at 11,675, down 8.66 percent from the 12,782 trucks built the previous week, and down 3.03 percent from the 12,041 units assembled the week ended March 8, 1980.

The year-to-date output for the truck makers is 100,370, down 1.49 percent from the 101,892 completed through March 8, last year.

Downtime was scheduled for one week at the Ford Oakville car plant beginning March 2.

Also down last week was Chrysler's Windsor car point. The plant will remain idle this week with operations slated to resume March 16.

U. S. CAR PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
AMERICAN MOTORS	2,032*	4,525*	2,032*	5,715	41,051*	16,854
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	18,270	10,400	17,522	64,033	116,576	124,028
Plymouth Total	9,370	5,720	8,929	32,542	54,119	62,116
Horizon	3,400	3,300	3,121	11,249	30,902	21,874
Volare	....	2,400	....	....	17,848	....
Gran Fury	850	....	811	2,385	4,592	3,724
Caravelle	120	20	95	228	777	572
Reliant	5,000	....	4,902	18,680	....	35,946
Chrysler Total	1,550	250	1,763	4,924	14,110	9,773
Chrysler	450	....	600	1,599	3,262	2,851
LeBaron	1,100	250	1,163	3,325	10,848	6,922
Dodge Total	7,350	4,430	6,830	26,567	48,347	52,139
Omni	2,100	2,800	1,759	7,252	27,805	15,679
St. Regis	400	....	269	1,040	3,013	1,749
Diplomat	950	100	839	2,429	4,482	5,001
Aspen	....	1,530	....	....	13,047	....
Aries	3,900	....	3,963	15,846	....	29,710
FORD MOTOR	22,820	38,442	29,990	97,505	236,736	218,023
Ford Division	15,727	25,180	20,962	67,226	167,683	150,582
Pinto	....	....	....	....	8,392	....
Must./Must. II	1,288	7,149	4,027	10,928	44,076	17,615
Fairmont	4,277	6,573	3,993	10,297	45,291	28,454
Granada	270	3,192	344	4,027	15,752	9,463
Thunderbird	....	6,266	2,756	2,756	35,178	5,781
Ford	1,688	2,000	1,688	6,818	18,994	15,280
Escort	8,204	....	8,154	32,400	....	73,989
L-M Division	7,093	13,262	9,028	30,279	69,053	67,441
Mercury Total	5,759	10,571	9,028	26,510	59,220	58,282
Bobcat	....	....	....	....	2,044	....
Capri	302	2,260	1,363	3,083	14,067	5,112
Zephyr	1,080	2,163	1,334	3,185	14,335	8,619
Cougar/Monarch	229	1,340	157	1,904	5,357	4,345
XR-7	....	2,238	1,882	1,882	11,557	3,527
Mercury	1,292	2,570	1,306	4,995	11,860	11,995
Lynx	2,856	....	2,986	11,461	....	24,684
Lincoln Total	1,334	2,691	....	3,769	9,833	9,159
Lincoln	648	991	....	1,945	3,480	4,340
Versailles	....	268	....	....	971	....
Mark VI	686	1,432	....	1,824	5,382	4,819
GENERAL MOTORS	87,256	100,916	78,910	298,004	888,394	684,968
Buick Division	19,474	19,703	18,364	74,879	166,758	63,616
Skylark	5,229	5,228	5,044	21,912	45,909	46,536
Century	3,900	4,296	4,112	15,202	31,949	32,060
Regal	6,040	4,624	3,952	18,337	40,264	43,313
Buick	3,360	4,310	4,003	14,204	36,602	30,982
Riviera	945	1,245	1,253	5,224	18,034	10,725
Cadillac Division	6,347	7,234	6,287	24,664	60,039	56,397
Seville	736	1,055	619	2,579	10,951	6,086
Cadillac	4,264	4,634	4,466	17,090	35,548	38,260
Eldorado	1,347	1,545	1,202	4,995	13,540	12,051
Chevrolet Division	35,726	42,246	27,306	103,976	373,800	243,249
Chevette	9,022	9,500	8,354	25,869	90,266	50,511
Monza ('80)	....	3,535	....	....	29,328	....
Camaro	3,045	3,270	3,121	11,593	26,512	21,962
Citation	8,174	9,521	6,539	26,318	91,255	60,354
Malibu	6,645	6,430	3,438	15,762	50,882	42,482
Monte Carlo	3,240	2,710	266	7,084	27,976	22,832
Chevrolet	4,800	6,120	4,796	14,357	47,984	38,150
Corvette	800	1,160	792	2,993	9,597	6,958
Oldsmobile Division	18,098	16,927	18,991	70,050	157,913	163,380
Omega	3,468	2,752	3,350	11,831	24,139	26,967
Cutlass	7,525	6,670	8,922	32,206	65,330	78,255
Oldsmobile	6,220	6,370	5,575	22,006	57,971	49,625
Toronado	885	1,135	1,144	4,007	10,473	8,533
Pontiac Division	7,611	14,806	7,962	24,435	129,884	58,326
Acadian†	250	400	980	1,832*	3,320	2,776
Sunbird ('80)	....	2,865	....	....	30,385	....
Phoenix	2,346	2,621	2,615	10,643	25,631	21,138
Firebird	1,035	2,490	956	4,023	19,725	9,476
LeMans	1,435	1,635	868	2,244	12,801	8,043
Grand Prix	2,345	2,075	2,357	4,750	16,543	14,075
Pontiac	200	2,720	186	943	21,479	2,818
VOLKSWAGEN	4,160	5,684	4,290	16,568	32,828	33,641
CHECKER	87*	100*	87	248	595	430
Total Cars, U. S.	134,625	160,067	132,831	482,074	1,316,180	1,077,944

CANADIAN CAR PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
AMERICAN MOTORS	600	....	608	2,411	....	4,936
CHRYSLER CORP.	....	....	1,806	3,538	10,757	3,538
FORD MOTOR	2,936	6,888	2,412	6,216	35,555	13,309
GENERAL MOTORS	12,752	12,064	9,488	51,200	107,801	91,268
VOLVO	225	225	248	855	2,182	1,924
Total Cars, Canada	16,513	19,177	14,562	64,220	156,295	114,975
N. American Cars	151,138	179,244	147,393	546,294	1,472,475	1,192,919
N. American Trucks	46,960	46,362	48,194	177,686	473,743	411,412
North American Cars and Trucks	198,098	225,606	195,587	723,980	1,946,218	1,604,331

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Automotive News.

Detroit, March 16, 1981

56th year—$35 per year, $1.00 per copy

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Viva Geneva!

Eye-catching AC-Ghia

An otherwise standard AC car was fitted with a sleek, all-steel body by Ghia for display at the Geneva Auto Show. The 3000-ME model features a Ford Essex V-6 mounted crossways in the middle of the chassis, behind the driver. Show story on Page 6.

A new wrap for Audi

Pininfarina displayed this version of the four-wheel-drive Audi Quattro at the Geneva Auto Show. Called the Quartz, it features a new type of headlamp, equal to a halogen lamp in intensity despite its small size.

New-car stock is trimmed to 59 days; rebates help

By Richard A. Wright
Assistant Managing Editor

February proved to the auto makers that there is nothing like a price cut to get things moving. The result was a dramatic slash in the domestic new-car inventory, from a heavy 78½-day supply on Feb. 1 to a 59-day stockpile March 1 which was beginning to show signs of developing shortages.

In fact, should a spring sales boom develop this year, stocks of a number of lines could quickly be pared away.

It wasn't just the extensive rebate programs, of course, that ate away the mountainous inventory during February. Production has been running at a low level for some time. But the dramatic drop in the days-supply figure was certainly spurred by a stronger sales pace.

The industry opened March with 1,334,919 U. S.-built cars in inventory, a 59-day supply, compared with 1,421,023 new cars in stock a month earlier, which was a 78½-day supply. A year ago, the industry had 1,610,544 new cars in stock, a 68-day supply.

- All the domestic manufacturers opened March with lower inventories in terms of days-supply than they had a month earlier, and all except Volkswagen of America trimmed their unit counts during February.

General Motors had a 56-day supply of new cars March 1, down from a 72-day stock Feb. 1. GM's inventory was short of Chevettes and Sunbirds, and car lines which boasted $700 rebates—Camaro, Firebird and the intermediate "A specials"—were cut back sharply.

Ford Motor Co. had a 63-day supply March 1, compared with a 93-day stock a month earlier.

Table on Page 56.

Ford pared prices by 10 percent on some models resulting in sharp inventory reductions for Fairmont/Zephyr, Mustang/Capri, Granada/Cougar, Thunderbird/XR-7 and Lincoln and Mark VI.

In addition, rebates of $600 to $1,000 on carryover '80 models helped thin Ford's stocks.

Chrysler Corp., which extended its rebate program, cut its inventory from an 81-day supply Feb. 1 to a 67½-day stockpile March 1. The finance rebate, based on the prime rate, applied to all lines and all lines dipped in inventory. Chrysler's stock numbers looked better than they have in many months.

American Motors opened March with a well-balanced 55-day supply, down from 88 days a month earlier. AMC extended its 10 percent price reduction to March 15.

VWoA had a 58-day supply March 1, down from 76 days a month earlier.

The March 1 domestic new-car inventory was divided this way: GM, 58.12 percent; Ford Motor Co., 23.82 percent; Chrysler Corp. 13.05 percent; VWoA, 2.81 percent, and AMC, 2.20 percent.

A month earlier, the new-car inventory was divided as follows: GM, 57.43 percent; Ford Motor Co., 24.62 percent; Chrysler Corp., 12.82 percent; VWoA, 2.58 percent, and AMC, 2.55 percent.

By size class, the most dramatic slash in inventory came in the subcompact segment. The

Continued on Page 56, Col. 1

breaking news

Datsun 280 to use Goodyear tires

AKRON. — Goodyear Tire & Rubber Co. will supply tires to Nissan Motor Co., Ltd., as original equipment on the 1982 Datsun 280-ZX GL sold in the U. S. The contract will be worth about $300,000 a month in the 1982 model year. Goodyear previously had supplied about 13,000 U. S.-made Wingfoot tires for a limited-edition Datsun. It also supplies solid tires for Datsun lift trucks sold in the U. S.

Lataif elected a Ford vice-president

DEARBORN.—Louis E. Lataif, 42, was elected vice-president of Ford Motor Co. Lataif was appointed general manager of Ford Division in January. He had been the division's general marketing manager since December, 1978.

VW's U. S. losses last year: $30 to $40 million

TROY, Mich.—Volkswagen of America last week confirmed its 1980 net loss ranged between $30 and $40 million. The company said it does not usually delineate its results from the parent VW Group, but President James McLernon disclosed

See BREAKING NEWS, Page 59, Col. 1

EPA budget cut is only 2 pct.

Reagan chops NHTSA funds in half

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Budget cuts for NHTSA are slated to total $187 million in fiscal 1982.

No changes are planned for the current fiscal year, which ends next October.

In other words, come next year, NHTSA, under the Reagan Administration and the stewardship of Raymond Peck, will be operating with less than half the money planned for Joan Claybrook under the Carter Administration.

Instead of the planned $357 million, the Reagan budget — subject to Congressional decision—is a mere $170 million.

Although the general intention of the Reagan Administration is clear, the cuts are not specifically identified in many instances and there is no information whatsoever available from NHTSA itself.

Quite possibly, this is because the White House is said to have lost the paperwork on the incoming Administration and in any case, Peck's nomination—at press time—had not yet been sent to the Hill. What work is going on is being handled by Acting Administrator Diane Steed, who will become Peck's deputy once he gets his own go-ahead.

- The biggest cut—about $40 million—is to wipe out enforcement of the national 55-MPH speed limit. (Congress is preparing to do that legislatively.) In other areas of federal grants to states—which the Transportation Secretary called either useless or the proper domain of the states—another $53 million will be cut.

These cuts include $4 million for driver licensing, $10 million for driver education, $12 million for emergency medical services (except for training personnel), $17 million for field offices, and $10 million which the House ordered NHTSA to use along with money from the Urban Mass Transit Administration and the Federal Highway Administration to conserve energy and improve air quality under the 1975 Energy Policy and Conservation Act.

Lewis explained that federal

Continued on Page 57, Col. 2

X-car spinoffs debut in November

GM to rename new intermediates

General Motors will boast at least three new names in its '82 passenger-car lineup this fall—Chevrolet Celebrity, Pontiac A6000 and Oldsmobile Cutlass Cierra.

Celebrity, A6000 and Cierra are names that will be used on GM's new line of front-drive intermediates that are scheduled to debut in November. The Buick version will be called Century.

The new mid-size cars, which eventually replace the present A-body line of intermediates at GM, share most major components, including engines and drivetrains, with the compact X-cars. Both the new A-cars and the X-cars will be built on the same 104.9-inch wheelbase, but the '82 intermediates will be several inches longer overall and a couple hundred pounds heavier than the compacts.

A 2-5-liter four is standard in Celebrity, A6000, Cierra and Century; optional engines include a 2.8-liter V-6 and a new 3.2-liter V-6 diesel designed and built by Olds. A 3.8-liter V-6 gas engine also may be available.

GM won't phase out the existing A-body line entirely in '82. The new front-drive A-cars will be offered in two-door and four-door models only. The two-door versions of the older, rear-drive A-cars will be dropped, but the four-doors and wagons will be carried over this fall.

Chevy and Olds will keep the Malibu and Cutlass names, respectively, on their '82 mid-size sedans and wagons, which retain a 108-inch wheelbase. Pontiac is discarding the LeMans name, and will use the Bonneville name on its carryover sedan and wagon, while the present Buick Century sedan and wagon will go into the Regal line in '82.

—Paul Lienert

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It's a turbo truck from IVECO

At long last, heavy trucks built in Europe by IVECO are available with turbocharged diesel engines. This Magirus-Deutz 290 M 19 Turbo is powered by the F8L 413 air-cooled Deutz V-8 engine and the lettering on the front panel above the grille lets people know it's a turbo.

Fiat now turbocharging biggest truck engine

By Jan P. Norbye

TURIN. — Fiat has launched a turbocharged version of its biggest truck engine, the 17.2-liter (1,048 cubic inches) V-8 for installation in its 170/190 series of highway haulers.

After stubbornly resisting the use of turbochargers while the rest of the industry rushed to embrace it, Fiat has come up with its third IVECO engine to be turbocharged in six months. The first was a German-made, air-cooled Deutz V-8 of 11.3 liters (690 cubic inches), and the second was a water-cooled Fiat in-line six of 13.8 liters (841.7 cubic inches).

All three have been in production in atmospherically aspirated form for years. They use different turbocharger suppliers for each: KKK for the Deutz, Holset for the big six, and AiResearch for the water-cooled V-8.

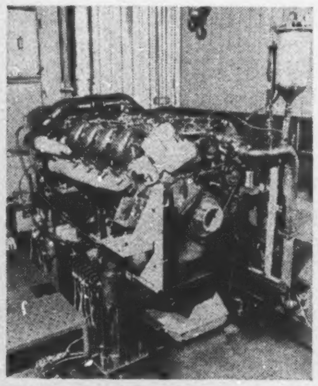
Led by MAN and Volvo, all other major truck manufacturers in Europe turbocharged their diesel engines between 1958 and 1975. Until now, Magirus-Deutz, Unic and Fiat/OM (IVECO's makes) have been the lone holdouts against what everybody's technical brains said was progress.

Why did it take so long? Did Fiat lack the technology? Was there an engineering philosophy that kept the turbo out of Fiat?

"On the contrary," said Dr. Heinz W. Hahn, technical director of IVECO. "All our engines, though created years ago, were designed with turbocharging in mind.

"We knew what we wanted to achieve with turbocharging, and we built enough strength into the basic engines, so that no in-

Continued on Page 22, Col. 1



Turbo under test

Fiat's water-cooled 8280 17.2-liter V-8 diesel undergoes a test in the dyno room at the company's plant in Turin, Italy. The engine features individual cylinder heads with four valves, and the deep block has wet liners and a five-bearing crankshaft.

China to purchase GM diesels with value of $800,000

DETROIT. — Motors Trading Corp. (MTC), a wholly owned subsidiary of General Motors, has concluded an initial trade agreement with the China National Machinery and Equipment Import and Export Corp. (EQUIMPEX), it was announced by David H. Hill, MTC president.

EQUIMPEX is operated by the First Ministry of Machine Building, one of the People's Republic of China's largest ministries.

The trade agreement, called an evidence account protocol, is the first such counter-trade agreement of this type between a trading corporation of China and General Motors.

EQUIMPEX will arrange, under the terms of this agreement, to purchase diesel engines from Detroit Diesel Allison Division. The value is approximately $800,000. GM is to purchase cutting tools and other products manufactured in China in the near future.

Additional counter-trade programs in China are being explored by MTC with other trading corporations and provinces, Hill said.

MTC was formed in 1979 to assist GM in international trade, especially in nations experiencing a lack of hard currency, and serves GM's divisions and plants worldwide.

truck industry news

Rate of decline is lowest since last June

Truck sales sag eases in February

Retail sales of new trucks of all types in the U. S. were down again in February—for the 24th straight month—but the rate of decline was the lowest since last June, and the second-lowest since September, 1979.

During the month, according to preliminary figures, franchised dealers and factory outlets retailed 184,793 trucks, a decline of 18.9 percent from the 227,749 units sold in the same month a year ago. Totals include domestic and non-captive imported trucks.

Table on Page 52.

Last June, the industry sold 230,120 vehicles, off 17.4 percent from the 278,514 moved in June, 1979.

For the first two months of 1981, however, retail sales were down 24.1 percent from a year ago. The total through February was an estimated 351,372 units, compared with 462,732 in the like period last year.

Sales of the compact pickups, still hurting as a result of the tariff increase on the imports as well as the slump in the economy, were down in February for the fifth consecutive month.

The total for the month was 43,263 units, a drop of 15.6 percent from last year's 51,283. The two-month count was down 22.4 percent, from 99,022 units in 1980 to 76,837 this year.

- February sales of the Volkswagen, Datsun and Mazda pickups were higher than a year ago, but Volkswagen was the only one of the eight nameplates in this market segment to show an increase for the first two months.

Sales of light trucks during the month, including the non-captive Japanese pickups, were off 18 percent from a year ago. The count was 167,972, compared with 204,747 in 1980.

Retailers moved 5,490 medium trucks in February, a decline of 34.6 percent from the year-earlier 8,395. Sales of heavy vehicles were down 22.4 percent, from 14,607 units in 1980 to 11,331.

In a preliminary report, the Motor Vehicle Manufacturers Assn. said its members reported 162,300 retail sales in February, off 18.8 percent from the previous year's 199,966. The two-month total of 311,281 units was down 24.4 percent from the year-earlier 411,729.

The number of unsold vehicles in retailers' hands at the end of the month was down 28.6 percent from a year ago, with significant drops in the light and medium-truck segments. The overall total was 579,678, compared with 811,962 a year ago.

Light trucks in stock on March 1 totaled 512,525, down 29.7 percent from last year's 729,276. Mediums were off 28.9 percent, from 30,938 in 1980 to 21,998, while the heavies were

Continued on Page 52, Col. 1

Cummins 270 woos cost-conscious fleets

By Jack Walsh
Truck Editor

LOUISVILLE.—Cummins Engine Co. has introduced what it describes as the most fuel-efficient diesel on the market today — the Fleet 270 — but cautions that it's not for everyone.

An extension of the family of Formula engines designed to improve fuel economy, the Fleet 270 is intended for line-haul applications calling for the best possible fuel efficiency where 270 HP is adequate to maintain cruise speeds in the 53.57 MPH range, according to George Fauerbach, vice president, Cummins North American automotive business.

"It represents a tradeoff between fuel economy and higher trip time, so it will be ideal only for the operator who wants to save on fuel costs and can live with the higher trip time," he said.

The Fleet 270 is rated at 270 HP at 1,600 RPM with a peak torque of 1,020 foot pounds at 1,100 RPM. The engine operates over a 500-RPM range with a 15 percent torque range. An alternate 250-HP rating at 1,600 RPM also is available.

Fauerbach said the Fleet 270 incorporates all of the improvements in Cummins Big Cam II units, such as the pulse exhaust manifold, aftercooler, and Demand Flow and Cooling (DFC) lube system.

- Exclusive features of the new power plant include a specially modified Cummins T-46 turbocharger, a higher compression piston, retarded injection timing calibrated for the low governed RPM and a lightweight vibration damper.

Fauerbach said tests indicated that the Fleet 270 is 12.7 percent more fuel efficient than the Formula 300 Big Cam II, of which it is a derivative.

"On a level route," he said, "tests showed that a truck powered by a Fleet 270 and with a 3.70 axle ratio would use 15,504 gallons of fuel to cover 100,000 miles. One with the Formula 300 and the same axle ratio would consume 17,762 gallons.

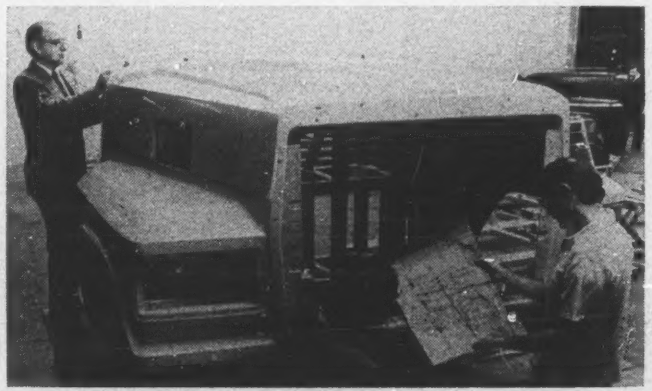
"Based on fuel at $1.25 a gallon, the operator of the truck with the Fleet 270 would realize fuel savings of about $2,800 over the user of the Formula 300 engine," he added.

"So if you can work or live with the higher trip times, you can save money on fuel with the Fleet 270," Fauerbach said. "It's the fleet's choice; it's not for everyone. But it will be a big help for fleets having trouble controlling driver speed."

A version of the Fleet 270 has been in road tests with selected fleet operators for about 10 months, and a "good feedback" was reported, with some adverse driver reaction because of the trip-time disadvantage.

The company said it has initiated programs to win driver acceptance of the Fleet 270.

Fauerbach said Cummins recommends use of 7 to 10-speed transmissions—and no overdrive—with the Fleet 270. The engine is not available at this time in California.



Ford hood-fender assembly by Goodyear

A fiberglass truck hood-assembly, up to 120 pounds lighter than metal counterparts for greater fuel savings, is inspected by workers at a Goodyear plant in Jackson, O. Produced for Ford's new LTL-9000 conventional model, the assembly is constructed from 30 plastic components.

Rockwell thinks Hungarian firm is dumping parts

WASHINGTON. — Rockwell International Corp. thinks truck-trailer axle-and-brake assemblies are being dumped in the U. S., and it's looking to have the practice stopped.

On behalf of itself and the domestic industry producing similar products, it has asked the International Trade Commission to begin an investigation to determine whether truck trailer axle-and-brake assemblies and parts produced by the Hungarian RADA firm and imported by Eaton Corp. are being sold here at alleged less than fair value.

Rockwell says the alleged dumping has depressed sales in the domestic industry, and resulted in less than a fair return on investment.

The petition was filed Feb. 12. The ITC has 45 days in which to make a finding.

NEW DATSUN "200 SX" CONVERTIBLES

"Newest and Fastest Selling Roadster"

Datsun Dealers' answer to the Mercedes 450 SL—a high quality convertible for 1981 at less than ⅓ the price. This fine showroom traffic builder is superbly engineered and styled for the '80s. Base units can be drop-shipped to American Custom Coachworks, Ltd. plants, or sometimes there are some open factory (pool cars) presently in build that are available.

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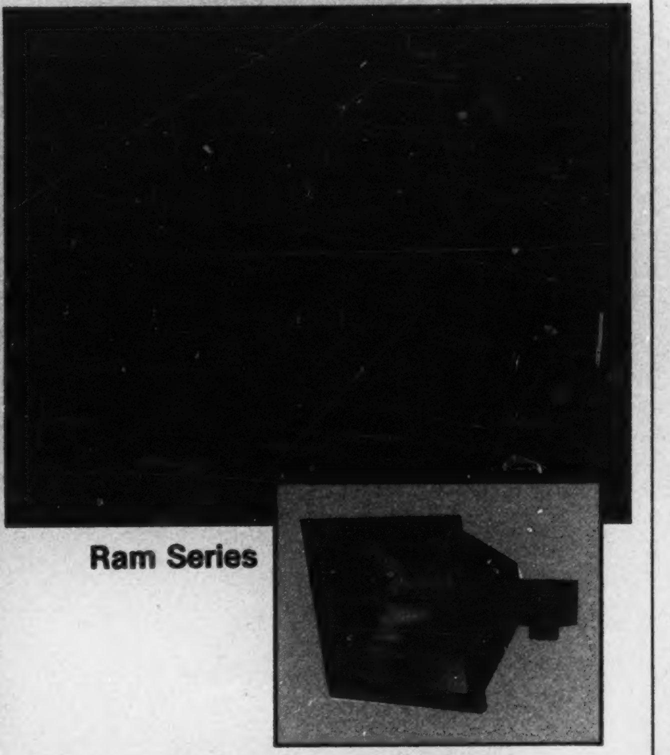

Ram Series

Quartz lighting was popular when energy was inexpensive, and it performed well. But aggressive dealers know that the only outdoor light sources made for today's realities are **Metal Halide**.

Let's compare your quartz to the LSI Metal Halide Ram Series. On a fixture to fixture basis you'll find the Ram will:

- reduce energy operating costs by 70%
- increase your lighting output by 38%
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LSI Metal Halide Ram fixtures were designed for economically replacing your old quartz unit using existing poles, brackets and wiring. Instead of paying more and more to operate an obsolete light source, find out how you can enjoy a 2-4 year payback on an energy efficient system from LSI.

Stop paying overhead on your overhead.

For more information, write or call for a full color brochure describing our energy saving systems.

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Frost & Sullivan study sees 12-pct. annual gains

Auto aftermarket growth predicted

Contineud from Page 14

tools and cataloging and packaging.

Shock absorbers — Introduction of MacPherson struts, with their lighter weight, should have a decided impact on the market, probably spelling a decline in DIY replacement of shock absorbers.

The study also predicts that 94.8 billion gallons of gasoline will be sold at an average price of $2.31 per gallon in 1985 for total sales of $219.1 billion.

The latter projection, according to F&S, anticipates an average annual decline of 0.5 percent in the use of gasoline and an increase of 10.7 percent in its price. The possibility also is held out that the price could rise to a level between $2.50 and $2.80 per gallon.

Consumption of motor oils and lubricants is expected to show little growth during the period because of the shift to the newer smaller cars that have smaller crankcase capacities and the use of new oils that permit longer drain intervals. Hence, most of the expansion in lubricant sales will reflect price boosts averaging 9 percent per annum.

- An emergent marketing trend in the 1981-1985 period, F&S said, will be the reentry of some gasoline marketers as serious competitors for auto service, parts and accessories, although not on the scale of the 1960s.

Motor - fuel sales will be the largest component of the auto aftermarket, with annual volume predicted by the study to rise 9 percent yearly, from $106.5 billion in 1981 to $150.5 billion in 1985. Five-year volume will reach $637 billion.

F&S said the 1981-1985 span will increase pressure on crude-poor oil companies because rising wholesale and retail prices will not keep pace with higher costs.

This will continue the elimination of unprofitable territories and outlets, with an emphasis on company-owned-and-managed retail operations in high-traffic metropolitan locations, according to F&S.

Simultaneously, according to the report, weaker oil jobbers will be eliminated, paving the way for super jobbers. They also should inherit large networks of gas stations surrendered by the oil companies.

TBA and chemical products, according to the study, will represent a five - year market of $140 billion, growing at an annual rate of 11.6 percent, from $22.4 billion in 1981 to $34.1 billion in 1985.

The outlook in this segment is for decreasing sales of such items as radial tires and batteries, because of longer product life. However, F&S said this will be more than offset by higher raw material and manufacturing costs.

Where Auto Market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	142,003	18.59
COMPACT	156,028	20.43
INTERMEDIATE	148,235	19.41
STANDARD	65,738	8.61
LUXURY	31,589	4.14
IMPORT	220,071	28.82
TOTAL	763,664	100.00

Chain of auto prep centers launched by Polyglycoat

Contineud from Page 14

the new-car customer through his dealer. We won't change that.

"But if the dealer wants to use our center as his aftermarket car service and accessorizing center, so that he can reduce his overhead and labor costs, then we'd have a mutually rewarding relationship," Fiveson said.

The various Polyglycoat chemical protections — paint sealant, rust shield, fabric and vinyl care and sound shield — are available only through new-car dealers, Fiveson said.

More recently, Polyglycoat has introduced mobile units or Polyglycoat vans that dealers can contact to provide the labor required for various programs and services.

"Our mobile units and the established Polyglycoat programs have already proved their worth in the field," Fiveson said.

"By expanding into the prep-center concept we are relieving the new-car dealer of a heavy financial and labor burden, providing quality guaranteed service and improving the participating dealer's image with his customer.

"It's a win-win situation for customer and dealer alike," he said.

According to Fiveson, approximately 10,000 automobile dealers in 50 states and seven foreign countries are selling and applying the Polyglycoat products.

Ford launches service promotion for dealerships

Contineud from Page 14

ials offered by participating dealers."

The mailing for the sweepstakes includes an official entry form, which pictures an oldtime safe. Inside a pop-open panel on the safe are three "gold bars." When scratched, the bars reveal the "secret winning combination." At a dealership, the customer can dial the combination on the display vault on the sweepstakes display and know immediately which prize he or she has won.

The sweepstakes is part of the division's Response '81 program, which consists of six direct - mail merchandising programs to owners of 1975-1980 Ford-built vehicles.

More than 4,200 participating Ford and L-M dealerships throughout the U. S. are offering service specials.

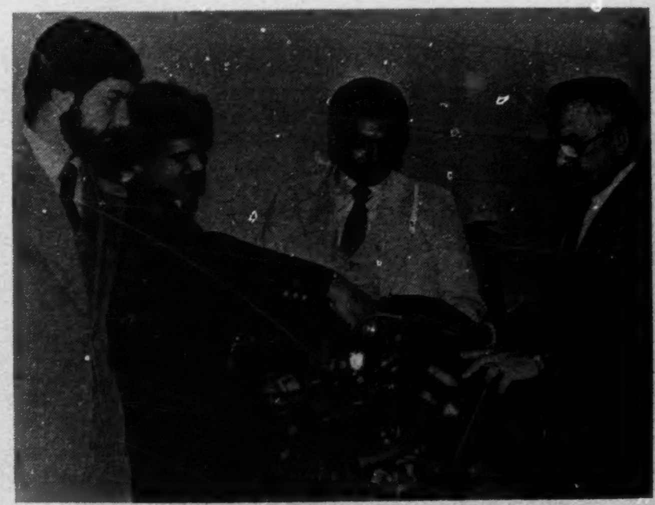
"Dealership customers may enter a second-chance drawing for all of the merchandise prizes that are unclaimed by April 30," Chave said. "About one and a quarter million people entered the second chance drawing in a similar program last year."

Last year's sweepstakes program, which drew approximately 500,000 persons to dealerships, earned the division the Gold Echo Award by the Direct Mail/Marketing Association, Inc. No purchases are necessary to win a prize in the sweepstakes.

Nevin succeeds Riley as Firestone chairman

AKRON.—John J. Nevin, 54, president and chief executive of Firestone Tire & Rubber Co., has been elected to the additional post of board chairman. He succeeds Richard A. Riley, 65, who retires March 31.

Nevin joined Firestone in 1979 as president and chief operating officer and became chief executive in 1980. He came to Firestone from Zenith Radio Corp., where he was chairman. He was marketing vice president for Ford Motor Co. from 1969 to 1971 before joining Zenith. Riley, a 42-year Firestone veteran, has been chairman since 1976.



College donation by Buick

Buick presented six automotive engines to Blue Ridge Mountain Community College, Wayers Cave, Va., for instructional use in its automotive analysis and repair program. From left are Eddie Bumbaugh, sales manager, Bumbaugh Buick, Harrisonburg, Va.; Thomas E. Mayer, assistant professor, BRMCC automotive analysis and repair program; J. C. Hill, Buick district service manager, and Dr. James A. Armstrong, BRMCC president.

Toyota getting a run for its money from Datsun in key areas

L.A., New York, San Francisco top import markets

By Joseph Bohn
Marketing Editor

The metro Los Angeles, New York and San Francisco markets are by far the three most important import sales areas, a survey of top ADI (Area of Dominant Influence) markets for five leading companies shows.

California as a whole contributed four of the top 28 markets, with San Diego ranking 13th among the top 28 and Sacramento/Stockton, 15th.

Imports, while strong in Florida, really haven't penetrated the South to any great degree. Nashville, Memphis and New Orleans brought up the rear of the 28-city ranking, for example.

Automotive News' survey was based on ADI sales figures for calendar 1980 for combined cars and trucks, supplied by leading importers. The exception is Honda, which supplied model-year sales, based on a special ADI Polk registration report which similarly takes in metro markets.

Although Toyota has traditionally been pre-eminent in top markets, it is getting a run for its money from Datsun which has narrowed the gap in a number of key areas.

Datsun, for example, outsold Toyota last year in San Francisco, Philadelphia and Seattle/Tacoma.

Partially, this resulted from its strong truck sales.

A separate table, showing a breakdown of Datsun truck and car sales in top markets, indicates that Datsun retailed 4,120 trucks in San Francisco, its second-highest market.

Again, it sold 3,349 trucks in Seattle/Tacoma against 9,665 cars, its third-strongest truck market.

By contrast, Seattle/Tacoma ranks only 11th largest when total vehicle sales for Datsun are considered.

Other particularly strong truck markets are Portland, Dallas and the metro New York (part of New Jersey) area.

A third table indicates the month-by-month sales of Toyota.

Here, the numbers reveal that imports such as Toyota tend to have fairly strong month-by-month and season-by-season sales, in contrast with Detroit's car firms which are particularly strong in fall, dropping sharply in winter, and so forth.

January, February and March actually represented three of Toyota's strongest months last year, with sales of 36,722; 39,330 and 37,657, respectively.

Only July, with 38,359 sales, managed to rank with the winter period.

Imports as a rule are more tuned to availability than to the hoop-la of a routine yearly introductory period for successful sales.

Canceled VW leases facilities to Toyota deal

TRENTON, N. J. — Autobahn Motors, Inc., which lost its Volkswagen franchise, has decided to go out of business and has leased its facilities in suburban Lawrenceville to Johnny Pann's Toyota.

Autobahn voluntarily relinquished its Mercedes-Benz and BMW franchises after losing the VW franchise following a lengthy court action (Automotive News, Feb. 9).

TOP 25 DATSUN ADI SALES MARKETS

CALENDAR 1980

Market	Cars	Trucks	Total
Los Angeles/Orange County	51,800	11,218	63,018
New York/New Jersey	41,297	2,349	43,646
San Francisco	23,983	4,120	28,103
Philadelphia	15,893	1,571	17,464
Chicago	14,714	1,049	15,763
Boston	13,914	1,122	15,036
Washington, D. C.	12,674	1,576	14,250
Portland, Ore.	9,977	3,173	13,150
Seattle/Tacoma	9,665	3,349	13,014
Dallas/Ft. Worth	10,160	2,721	12,881
Miami	11,007	1,005	12,012
Atlanta	7,573	1,906	9,479
Hartford/New Haven	8,381	851	9,232
Denver	7,473	1,668	9,141
San Diego	6,723	2,176	8,899
Sacramento/Stockton	6,525	2,347	8,872
Tampa/St. Pete	6,864	1,209	8,073
Houston	6,434	1,621	8,055
Phoenix	5,547	2,282	7,829
Baltimore	6,583	801	7,384
Orlando/Daytona	5,851	1,082	6,933
Detroit	5,444	734	6,178
Memphis	4,834	1,329	6,163
Kansas City	5,083	944	6,027
Nashville	4,614	1,204	5,818
Salt Lake City *	NA	1,217	NA
Fresno *	NA	1,084	NA
New Orleans *	NA	975	NA
Little Rock *	NA	954	NA
Cleveland *	4,840	NA	NA

*Note: These markets are only included because they fell either into the top 25 car or truck markets; Only those numbers pertaining to their ranking in the top of either the truck or car category group are shown, although the company sold a combination of cars and trucks in all of these markets.

TOP 28 ADI IMPORT MARKETS

TOTAL VEHICLE SALES, 1980

Market	Toyota	Datsun	Honda	VW	Mazda	Total
Los Angeles/Orange County	79,173	63,018	32,619	17,986	13,028	205,824
New York	45,964	43,646	22,672	21,356	5,984	139,622
San Francisco	27,837	28,103	19,182	10,193	5,256	90,571
Philadelphia	16,258	17,464	13,840	9,715	1,909	59,186
Chicago	16,966	15,763	6,693	6,799	3,720	49,941
Boston	17,734	15,036	6,974	8,039	1,562	49,345
Washington, D. C.	16,031	14,250	10,166	6,614	2,120	49,181
Seattle/Tacoma	10,816	13,014	8,393	5,902	3,488	41,614
Miami	17,156	12,012	3,104	2,914	1,997	37,183
Portland	10,233	13,150	6,971	4,595	1,792	36,741
Atlanta	11,831	9,479	5,600	4,111	1,759	32,780
Dallas/Ft. Worth	10,002	12,881	4,871	3,169	1,664	32,587
San Diego	10,524	8,899	5,784	3,604	2,780	31,591
Houston	12,720	8,055	3,738	3,103	3,008	30,624
Denver	9,377	9,141	4,492	4,019	1,804	28,833
Sacramento/Stockton	7,545	8,872	5,563	3,226	820	26,026
Baltimore	8,217	7,384	3,851	2,703	1,348	23,503
Hartford/New Haven	6,999	9,232	3,819	2,773	589	23,412
Tampa/St. Pete	10,319	8,073	2,148	2,104	654	23,298
Detroit	7,503	6,178	3,861	3,906	1,336	22,784
Phoenix	6,898	7,829	2,349	2,047	1,424	20,547
Cleveland	6,627	5,454	3,765	3,018	884	19,748
Orlando/Daytona	8,160	6,933	2,015	1,728	699	19,535
St. Louis	6,840	5,572	2,414	2,243	1,488	18,557
Kansas City	4,067	6,027	2,237	1,837	1,072	15,240
New Orleans	6,854	4,979	1,109	545	708	14,195
Nashville	3,370	5,818	1,894	1,612	494	13,188
Memphis	3,682	6,163	1,166	752	596	12,359

*Note: All figures are 1980 calendar sales reported by manufacturers, except Honda whose numbers are based on 1980 model-year registrations from a specially prepared R. L. Polk registration report based on ADI markets.

MONTH BY MONTH ADI SALES

For Toyota for Calendar 1980 in the 25 Top U. S. Markets

Market	Y-T-D Sales	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Los Angeles	79,173	7,713	8,453	7,443	5,888	6,597	6,324	7,168	7,619	6,395	5,000	4,835	5,738
New York	45,964	4,845	3,892	4,211	3,965	2,559	4,956	4,223	4,441	3,238	3,088	3,050	3,496
San Francisco	27,837	2,741	2,724	2,389	1,772	2,081	2,114	2,666	2,911	2,520	2,026	1,877	2,016
Boston	17,734	1,594	1,333	2,015	1,414	1,583	1,635	1,874	1,408	1,581	1,135	1,004	1,158
Miami	17,156	1,637	1,823	1,558	1,407	1,398	1,425	1,523	1,357	1,529	1,082	1,142	1,275
Chicago	16,966	1,150	1,609	1,632	1,291	1,346	1,793	1,733	1,487	1,219	1,236	1,116	1,352
Philadelphia	16,258	1,716	1,697	1,646	1,103	1,051	1,365	1,997	1,277	1,132	1,091	1,005	1,178
Washington, D.C.	16,031	1,587	1,852	1,708	794	904	1,284	1,994	1,276	1,010	1,096	939	1,587
Houston	12,720	1,182	1,430	1,187	1,129	1,181	1,304	1,112	1,022	668	773	523	1,209
Atlanta	11,831	1,392	1,352	1,330	1,077	1,070	834	1,102	932	885	589	639	629
Seattle/Tacoma	10,816	999	1,156	1,090	839	877	935	1,054	994	935	624	566	741
San Diego	10,524	867	1,071	975	766	867	830	1,040	1,066	936	496	702	908
Tampa/St. Petersburg	10,319	1,043	1,071	995	781	871	835	1,018	917	885	521	775	607
Portland	10,233	794	1,096	932	703	862	899	927	1,126	775	637	651	769
Dallas/Ft. Worth	10,002	846	1,234	877	752	972	1,073	1,091	731	582	518	440	886
Denver	9,377	719	909	1,048	833	660	634	965	870	706	637	588	608
Baltimore	8,217	791	990	1,174	516	556	461	880	658	488	567	468	668
Orlando/Daytona	8,160	741	781	834	632	720	643	823	708	635	496	543	604
Sacramento/Stockton	7,545	776	809	639	422	571	628	782	724	647	522	480	545
Detroit	7,503	658	760	713	613	686	669	780	681	596	509	390	448
New Hartford	6,999	795	596	676	688	345	727	647	629	479	584	389	444
Phoenix	6,898	637	784	578	580	329	657	687	616	420	417	408	475
New Orleans	6,854	504	762	600	697	696	688	689	500	317	393	218	700
St. Louis	6,840	472	540	643	393	576	612	831	805	653	280	377	656
Cleveland	6,627	523	606	676	493	650	658	753	597	460	408	394	409
TOTAL	388,584	36,722	39,330	37,657	29,608	30,320	34,183	38,359	35,354	29,691	24,727	23,521	29,112

Deep trouble brewing for U.S. parts suppliers

Their employment may drop 400,000

By Francis J. Gawronski
Service Editor

The U. S. automotive parts suppliers are in deep trouble.

This is the conclusion reached in a new study of the automotive industry conducted jointly by the Michigan Manufacturers Assn. (MMA), and Arthur Andersen & Co., Detroit, the international accounting firm.

Based on the projection of accelerated competition from foreign parts manufacturers and the reluctance of financial institutions to provide the money needed by the auto makers and parts suppliers to build new plants and install the equipment needed to build smaller cars, the study predicted "an employment drop of up to 400,000 workers is likely to occur among U. S. auto parts suppliers, who employ two persons for each vehicle manufacturer employe."

The study, entitled Worldwide Competitiveness of the U. S. Automotive Industry and Its Parts Suppliers During the 1980s, indicated that increased competition in the parts industry, coupled with the movement of more parts manufacturers into other fields, will result in the doubling of imported parts in American-built cars by 1990.

The study used the Delphi forecasting process, which generates a consensus from a group of experts regarding future events. Top-level personnel from parts supplier companies, banks and investment banking firms, federal, state and local governments and capital equipment suppliers participated in the study.

"The survey predictions identify a need for industry, government, labor and financial community cooperation in developing solutions to auto industry problems," said John Thodis, MMA president. "The forecasts also indicate that the declining ability of the [illegible] industry to compete with foreign manufacturers may be symptomatic of other major U. S. manufacturing industry as well."

Peter Van Hull, the Arthur Andersen partner who organized the study, said the findings point up the severity of problems within U. S. auto supplier companies, which employ twice as many workers as the auto manufacturers.

"Much debate has focused on the U. S. vehicle manufacturers' problems and potential solutions, while the importance of U. S. parts suppliers has gone almost unnoticed," Van Hull said.

Like the vehicle manufacturers, parts suppliers face intensifying foreign competition, the study indicated. The competition is partially initiated by U. S. auto manufacturers who import foreign parts and establish major assembly and parts production operations in foreign facilities in order to fulfill foreign trade agreements and content laws, or produce in a less expensive business climate.

Van Hull also said solving the industry's problems will require the cooperation of labor, government, parts makers and bankers. However, he said financial institutions are very interested in providing the money.

"In light of the slow market growth, nearly half of the financial panelists do not believe the required U. S. auto industry investment to be economically feasible," Van Hull said.

Key points from the forecast

Continued on Page E-30, Col. 1

177 selections for 27 makes

Importers increase number of models

By John K. Teahen Jr.
Managing Editor

In the world of imported cars, the sales boom has been accompanied by an increase in the number of models offered to U.S. customers.

The annual AUTOMOTIVE NEWS check found that the leading imported makes had 177 selections on March 1, compared with a revised count of 156 a year earlier.

Two years ago, there were 158, and at this time in 1978 there were 150.

The current 177 selections are listed by 27 makes. Twenty-five of them were included in last year's tabulation. The newcomers are Isuzu from Japan and Rover from Great Britain. The 25 carryover marques accounted for virtually all of the imported cars sold in this country in 1980.

One of those counted last year has dropped out of the car market. Arrow, the Japanese line imported for Plymouth by Chrysler Corp., now offers only pickup trucks. Trucks are not included in this compilation.

Some of the 177 cars are 1980 models, which are still on sale. In some cases, there will be no '81; in others, the '81 hadn't been priced as of March 1.

Two-doors dominant

Two-door models (sedans, coupes, hatchbacks) dominate the import ranks, just as they dominate the domestic field. More than half of the foreign offerings are two-doors — 96 of 177. Four-door sedans are a distant second with 50.

Some of the importers call their hatchbacks three-door or five-door models. They're counted as two-doors or four-doors here because that's the number of side doors they have.

As in past years, the imports have one segment of the market all to themselves—convertibles. The domestic makers haven't offered this body style in several years, and the leading imports currently list 10.

Triumph has three of them; Fiat has two, and there is one each for Volkswagen, Alfa Romeo, MG, Mercedes-Benz and Porsche. The total includes the Fiat X 1/9, the Porsche 911-SC Targa and the Mercedes-Benz 380-SL, which are coupe/roadster units with removable hard tops.

As of March 1, the leading imports had 50 four-door sedans, 96 two-doors, 10 convertibles and 21 station wagons.

A year ago, the breakdown was 37 four-door sedans, 90 two-doors, 9 convertibles and 20 wagons.

By country of origin, Japan is the leader by an overwhelming margin. The 10 Japanese makes offer 99 models in the U. S., three times as many as the 33 listed for the West German lines.

Totals for other countries are: Sweden, 15; France, 11; Italy, 10, and Great Britain, 9.

Toyota is the individual kingpin in the model count, just as it is in the sales standings. Toyota has 27. Datsun is second with 20, followed by Subaru with 16 and Mazda with 15. Also in double figures are Honda, Mercedes-Benz and Volvo with 10 apiece.

Totals for other leading import sellers are: Fiat, 7; Volkswagen, 7; Audi, 6; Renault, 6; Peugeot, 5; Porsche, 5; Saab, 5; Triumph, 5; BMW, 4; Champ, 3; Colt, 3; Isuzu, 3; Jaguar, 2; Lancia, 2; Alfa Romeo, 1; Challenger, 1; Fiesta, 1; MG, 1; Rover, 1, and Sapporo, 1.

The Volkswagen figure omits the Rabbits made in the U. S. They are included in the domestic count. There currently are six U.S.-built Rabbit choices.

The Toyota total is higher than that of any domestic make except Ford, which has 37.

Chevrolet has 27, the same as Toyota, but its total will rise when the J-car is introduced. Pontiac, with 25, also will grow with the debut of the J-car and the T-1000.

In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model.

The import total of 177 models compares with 245 at this time for the domestic makes. The domestic total will climb when the General Motors J-cars and the Pontiac T-1000 arrive and when Ford Motor's EXP and LN7 go on sale.

For the imports, 28 percent of the models offered are four-door sedans, compared with 33 percent for the domestics. The imports have a higher percentage of two-doors — 54 percent vs. 49 percent for the U. S. lines.

Wagons make up 12 percent of the import offerings and 18 percent of the domestic choices. The other 6 percent of the imports are convertibles.

All station wagons are four-door models for both the imports and the domestics. The U. S. makes had five two-door wagons a year ago (Ford Pinto and Mercury Bobcat), but they're gone now.

Here's how the 27 leading imports compare with the domestics in number of models offered:

	Imports	Domestics
4-door cars	50	80
2-door cars	96	121
Convertibles	10	0
Station wagons	21	44
Totals	177	245

Model totals for other imported makes include Rolls-Royce, 5; Lotus, 5; Bentley, 3; Aston Martin, 3; Ferrari, 3, and Maserati, 2.

MODELS OFFERED BY LEADING IMPORTS
AS OF MARCH 1, 1981

	4-Door Models	2-Door Models	Convert-ibles	4-Door Wagons	(March 1, 1981 Totals)	(March 1, 1980 Totals)
Alfa Romeo	0	0	1	0	1	(3)
Arrow	0	0	0	0	0	(2)
Audi	4	2	0	0	6	(4)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	3	0	0	3	(2)
Colt	0	3	0	0	3	(3)
Datsun	5	11	0	4	20	(23)
Fiat	2	3	2	0	7	(7)
Fiesta	0	1	0	0	1	(1)
Honda	2	7	0	1	10	(10)
Isuzu	1	2	0	0	3	(0)
Jaguar	2	0	0	0	2	(2)
Lancia	0	2	0	0	2	(4)
Mazda	5	9	0	1	15	(9)
Mercedes-Benz	5	3	1	1	10	(11)
MG	0	0	1	0	1	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	1	0	5	(5)
Renault	2	2	0	2	6	(2)
Rover	1	0	0	0	1	(0)
Saab	2	3	0	0	5	(5)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(14)
Toyota	6	18	0	3	27	(23)
Triumph	0	2	3	0	5	(3)
Volkswagen*	2	3	1	1	7	(5)
Volvo	3	4	0	3	10	(8)
TOTALS	50	96	10	21	177	
TOTALS (March 1, 1980)	37	90	9	20		(156)

*—Volkswagen totals do not include U.S.-built Rabbits.

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Prices scoot upward in last 12 months

The average increase was $812.60, biggest increase in 12 years

By John K. Teahen Jr.
Managing Editor

Imported-car prices scooted up by sizeable amounts during the past 12 months, the annual AUTOMOTIVE NEWS analysis discloses.

The best-selling models show an average increase of $812.60, or 15.78 percent, for the year ended March 1. This is more than four times as much as the hike of $187.89 the previous year, and it also topped the boost of $690 found in the 1979 survey.

It was the greatest increase in the 12 years that AUTOMOTIVE NEWS has been making this annual industrywide check.

Inflation was a major culprit as import prices went up and up. Inflation is not an American phenomenon; it's worldwide, and the imports are affected on both sides of the pond. There are higher manufacturing costs at home, higher ocean-freight fees and higher distribution costs and other business expenses in this country.

The average increase of $812.60 was based on a comparison of 68 models offered by 13 makes. Cutoff point was $7,500. Cars in this group accounted for 71.5 percent of the imported autos sold in the U. S. last year.

Each year in reporting on the price check, it's necessary to say a word about the cutoff point for the so-called "popular-priced" models. It's now up to $7,500. That's high, but as any customer knows, the under-$4,000 new car is gone, and the under-$5,000 car is fast disappearing. This applies to both domestic and imported models.

Only 8 below $5,000

Among the imports, there are only eight models priced below $5,000, and several of them will move over that figure in the next price increase. The import price leader is the Subaru standard hatchback at $4,399.

A year ago, incidentally, there were five imports below $4,000. Now there are none.

The 68 models in the under-$7,500 comparison are offered by Toyota, Datsun, Honda, Subaru, Mazda, Fiesta, Champ, Colt, Renault, Fiat, Sapporo, Challenger and Triumph.

Eight of the 13 makes show increases above the $812.60 average, with Mazda leading the pack at $1,171. Honda, up $1,071, was next.

(After the survey was made, Mazda raised prices another $200 on the models in this segment.)

Chrysler Corp.'s sporty coupes, the Dodge Challenger and Plymouth Sapporo, rose $895 and $885, respectively. The average hike was $850 for Fiat and $841 for Datsun.

See price list on E-12.

Plymouth Champ and Dodge Colt just about hit the average on the nose with boosts of $814.

Below-average increases were made by Renault, $660; Subaru, $668, and Toyota, $758.

Triumph Spitfire is unchanged since last year, and Ford Fiesta is up $241. However, these are 1980 models. There will be no 1981 Fiesta, and the '81 Triumph had not been priced when the check was made.

These increases apply only to the models priced below $7,500. In the case of makes that also offer more-expensive units, the average for the entire line would generally be higher.

Volkswagen Rabbit hatchbacks were not included in the study because all of them (gasoline and diesel) were made in the U. S. during the period covered. For the record, the Rabbit increase averaged $826, about the same as the average for all the imports checked.

Imported cars in the medium-price range—$7,501 to $15,000—have gone up an average of $1,067.34, or 11.72 percent, in the past 12 months. A year ago, the survey found a boost of $839.20, or 10.49 percent, for this group.

This comparison included 39 models offered by 15 makes. The medium class garnered 24.5 percent of import sales in the U. S. last year.

In the group are all models offered for the entire period by Audi, Alfa Romeo, Lancia, MG, Peugeot, Saab and Volkswagen. (All imported VWs are in this category.) The BMW 320i and Volvos below the GLE series also fall in this segment.

Medium class

The medium class is far-reaching, embracing the more luxurious (and more expensive) series of marques in the popular-price field. Cars like the Datsun 280-ZX, the Fiat Brava, X 1/9 and Spider, the Honda Prelude and top-line Accords, the Mazda RX-7, the Toyota Celica Supra, Corona Luxury Edition and Cressida and the Triumph TR-7 and TR-8.

Nine of the 15 makes in the medium-price comparison have increased prices more than the average of $1,067.34 for the entire group. Biggest boost was $2,480 on the Alfa Romeo Spider Veloce convertible, the only model Alfa is pricing these days.

Elsewhere, average hikes were $1,838 for Saab, $1,528 for Toyota, $1,462 for the single Peugeot compared, $1,381 for Volvo, $1,350 for Mazda, $1,260 for Honda, $1,150 for Datsun and $1,085 for BMW.

(After the survey was made, Mazda raised prices another $400 on its RX-7 models.)

Below-average boosts were registered by Audi, up $405; VW, $699; Lancia, $772, and Fiat, $775. Triumph and MG are unchanged from a year ago, but the figures are for 1980 models. The '81 Triumphs have not been priced, and MG production has ended.

For the luxury class — imports priced at $15,000 and above —the study showed an average increase of $2,235.96, or 8.47 percent. This was less than the year-ago hike of $3,953.92, or 17.65 percent.

The luxury comparison included 23 models offered by Mercedes-Benz, BMW, Porsche, Jaguar and Volvo. The luxury class had 4 percent of the import market in the U. S. last year.

By makes, increases averaged $4,550 for Jaguar, $2,655 for BMW, $2,617 for Mercedes-Benz, $1,970 for Volvo and $457 for Porsche. Some 1981 Porsches had not been priced as of March 1. For Jaguar, one model was a 1981 vs. a 1979 (the '80 hadn't been priced at this time last year), and the other Jaguar was an '80 vs. a '79.

Some other makes now have models in the $15,000-and-up class (Audi, Peugeot, Rover, Saab), but they were not on the market a year ago and thus could not be used in this comparison.

In each of the three classes—popular-priced, medium-priced and luxury—the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices or Port of Entry prices. Where prices differ by geographical areas, East Coast prices were used.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Import sales slow up in '80

All Japanese makes but Mitsubishi gain

By Kathleen Hamilton
News Editor

Import-car dealers had more than high floor-planning costs to take the glow off those rosy, record-breaking 1980 sales figures.

Dealers for nearly half the Top 20 import makes averaged fewer sales in '80 than they did in '79. And the import makes that did boost their average sales per outlet didn't make the big leaps that have been common in recent years.

The gainers this year included all the Japanese makes except Dodge's Mitsubishi-built Colt. Dealers whose averages showed the biggest losses sold MGs (now out of production in England), Renaults (as American Motors dealers by the hundreds were added to the network, dragging down the sales average) and Fiats (whose sales nosedived nearly 37 percent from '79 levels.)

Japan's Big 3

Toyota dealers fared best in 1980. Their average sales increased 56 units over last year's record.

In the 22 years that Automotive News has been compiling the average sales of import dealers, there was only one year and one make above the Toyota dealers' 1980 record of 541 sales. The year was 1968. The make was Volkswagen. The record: Only one more sale per outlet, 542.

Toyota took over the No. One spot in the sales-per-dealer list from VW during 1975. It has held onto it ever since, with the exception of 1979, when Honda inched into the lead.

Honda dealers had their sixth consecutive record year in 1980, averaging 496 sales each. That was eight more sales than in '79, but it didn't keep pace with Toyota's increase of 56.

Datsun retained its No. 3 spot as its dealers averaged 30 more sales in '80 than they had in record-breaking 1979.

After the Big Three of the imports closed their books for 1980, their dealers' average sales differed by only 66 units.

European losses

Volkswagen dealers, even when bolstered by Westmoreland Rabbits, averaged 264 sales in '80—211 cars less than the third-ranked Datsun, and 10 units fewer than in '79. Still, VW held onto its No. 4 spot on the list.

Porsche dealers averaged 11 fewer sales than in 1979, and Audi dealers were down only one unit.

The biggest loser on the '80 sales-per-dealer list was MG, off 31 from last year. But the second half of the year brought some good news for those carrying the discontinued model: Sales averaged 25 in the second half, compared with only 15 in the first.

And since the vast majority of MG dealers also handle Triumph, that make's year-to-year increase of eight sales per dealer also helped mitigate the MG loss.

Fiat dealers weren't as well off. Their average sales declined 29, even in a year when the dealer network declined 9 per-

Continued on Page E-19, Col. 1

SALES PER OUTLET

IMPORTED CARS
New-car sales per franchise for leading imports

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—264	VW*	274— 4
5—213	Mazda	213— 5
6—191	Subaru	175— 6
7—140	Volvo	136— 7
8—132	Mercedes	130— 8
9—103	BMW	98— 9
10— 97	Audi	98— 9
11— 61	Fiat	90—11
12— 45	Triumph	37—17
13— 44	Saab	46—13
14— 42	Peugeot	42—16
15— 40	MG	71—12
16— 32	Porsche	43—15
17— 27	Champ/Arrow	22—19
18— 24	Colt	27—18
18— 24	Renault	44—14
20— 13	Fiesta	14—**

*—Includes U.S.-built Volkswagens.
**—Not in the Top 20 in 1980.

IMPORT SALES PER OUTLET, 1971-1980

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	541	485	423	479	347	295	251	307	282	309
Honda	496	488	396	339	252	214	109	132	86	66
Datsun	475	445	323	384	279	280	200	250	187	198
VW	264	274	213	252	187	232	283	401	372	430
Mazda	213	213	114	95	69	154	182	357	203	126
Subaru	191	175	145	118	76	72	41	71	28	19
Volvo	140	136	120	103	89	126	120	145	126	128
Mercedes	132	130	115	119	107	112	98	110	103	99
BMW	103	98	92	93	89	68	60	54	47	40
Audi	97	98	95	85	79	124	150	168	111	109
Fiat	61	90	89	93	85	140	105	87	80	68
Triumph	45	37	45	77	72	59	48	54	51	47
Saab	44	46	48	42	29	35	33	46	41	40
Peugeot	42	42	32	35	32	42	29	17	16	20
MG	40	71	68	84	63	58	50	58	51	54
Porsche	32	43	54	65	47	54	71	87	81	93
Champ/Arrow	27	22	15	28	—	—	—	—	—	—
Colt	24	27	21	37	26	33	25	23	27	46
Renault	24	44	47	46	24	26	28	27	27	40
Fiesta	13	14	14	—	—	—	—	—	—	—

Your Saabs look better, with Bosch

Bosch fog lights offer your customers a degree of safety *and* styling simply not available with conventional headlights. But they won't buy what they can't see. So be sure to install these handsome lights on every car in your showroom.

To help boost sales of this profitable option, Bosch designed a customized showroom display for all the cars listed below. Each attractive display comes with informative brochures to help you close the sale.

Car with Bosch fog lights off. Start of "S" curve visible.

Same car with Bosch fog lights on. Complete "S" curve visible.

Bosch beam 60% wider

Bosch fog lights (legal in all 50 states) improve visibility in every kind of bad weather. A bright beam cuts underneath, skimming the pavement and reducing the dangerous glare of reflected light.

Even in clear weather, visibility can be a problem on narrow twisting roads. The extra-wide Bosch beam sweeps the road for a full 108°. That's 60° wider than conventional headlights.

As for appearance, Bosch designed their lights to give that stylish, factory-installed look that adds so much to a car's appeal.

Tested by manufacturer

Bosch fog lights are approved for dealer installation by all of the following automobile manufacturers: *Alfa Romeo, Audi, BMW, Fiat, Jaguar, Lancia, Mazda, MG, Peugeot, Porsche, Saab, Subaru, Toyota, Triumph, Volkswagen, Volvo.*

Each manufacturer tests Bosch fog lights to assure compliance with their own stringent quality standards. They also review and approve installation instructions in detail.

That's why you and your customer can rely on instructions specifically written to suit the electrical systems of

cent. Like most import makes, Fiat's second-half sales per dealer (26) fell short of its first-half total (35).

The other big loser in 1980 was the Renault network, with sales-per-outlet down 20 from the '79 total. That's the lowest Renault average since 1964.

But the good news is that Renault's year-to-year sales actually increased—by more than 34 percent. They just didn't keep pace with the 78-percent increase in the number of Renault dealers, as AMC and Renault prep their network for the '82½ Renault that is to be built in large numbers at Kenosha, Wis.

Dealers suffering small losses in '80 handled Saab, down an average of two sales per outlet; Ford's German Fiesta, down an average of one sale, and Dodge's Mitsubishi-built Colt, down three.

Top 20

Dodge's other captive import, Challenger, didn't make the Top 20 list.

The list is comprised of the 20 makes with the highest average sales per franchise but excludes those makes selling less than 6,000 units a year. Challenger and Plymouth's captive Saporro sold enough but didn't make the Top 20.

Top 20 sales represented 98.8 percent of all import-car sales in the U. S.

Average sales for the Top 20 were the lowest since 1976.

Even so, there were seven records set: Honda, Toyota and Datsun have already been mentioned.

Subaru's 191 was up 16 from its 1979 record, making 1980 the sixth consecutive record year for its dealers.

Mercedes-Benz, with 132 was up two from its 1979 record; BMW, with 103 was up five from 1979's record high, and Peugeot, with 42, tied its record totals of 1979 and 1975.

Other makes to register gains without setting records were the Plymouth Arrow/Champ, up five from the '79 average, and Volvo, up four.

Mazda and Peugeot registered no changes in sales per outlet from '79.

In the U. S. market including both domestic and import sales per outlet, Toyota was the leader by a wide margin. Imports captured the first three spots in sales per dealer among all cars sold in the U. S. in 1980.

Toyota averaged 541 sales per outlet last year, followed by Honda with 496 and Datsun with 475.

Chevrolet, the domestic pacesetter with 303, was fourth overall. Volkswagen was fifth with 264. The VW total includes U. S.-built and imported models.

Rounding out 1980's Top Ten were Oldsmobile, Buick, Mazda, Ford and Pontiac.

In 1979, Honda was the leader in sales per dealer with Toyota second and Datsun third.

SALES PER OUTLET
DOMESTIC AND IMPORTED CARS
TOP TEN

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—303	Chevrolet	364— 4
5—264	VW	274— 6
6—251	Oldsmobile	286— 5
7—239	Buick	234— 9
8—213—	Mazda	213—10
9—204	Ford	267— 7
10—195	Pontiac	241— 8

Peugeot adds six more dealers

LYNDHURST, N. J.—Peugeot has added six dealers in five states. The newly franchised outlets are:

Bob Marco Buick, Inc., Houston; John Sardis, Houston; Shelby Motors, Inc., Champaign, Ill.; Superb Motors, Nashville; Bart Roach Datsun, Little Rock, and Trice Juron Ford, Saratoga Springs, N. Y.

VW building the world car

Continued from E-8

country-by-country breakdown of where Volkswagenwerk AG vehicles are built:

West Germany—Derby, Polo, Golf, Jetta, Transporter, Transporter Lasten and MAN trucks, Passat, Audi 80 (Audi 4000), Scirocco, Rabbit convertible, Audi 100 (Audi 5000), Audi 200 (Audi Turbo), Audi Avant (a hatchback Audi 5000), Audi Coupe, Audi Quattro, (a powerful rally car) and the Iltis (a four-wheel-drive off-road vehicle).

United States—Rabbit and Rabbit pickup.

Brazil—Beetle, Brasilia (a hybrid) and Beetle, Gol (Rabbit type with an air-cooled, front-drive, front-engine), Passat (Dasher) and Commercial (Type 2).

Mexico—Beetle, Brasilia, Caribe (Rabbit), Safari (Thing) and Commercial.

Argentina—Beetle, Passat, Audi 4000, Audi 5000, Type 2—van, bus, pickup.

South Africa—Golf, Passat, Audi 4000, Audi 5000, Jetta and Commercial.

Nigeria—Beetle, Brasilia, Passat and Audi 100 (Audi 5000).

Belgium—Passat and Golf.

Yugoslavia—Golf and Jetta.

Ford Argentina plans $25 million painting facility

BUENOS AIRES. — Ford Argentina plans to build a $25 million auto paint plant at the Ford facility at General Pacheco, north of here.

The company said the paint plant, due to open in early 1982, will use the same technology employed by Ford in the U. S. and Europe.

The plant brings to $491 million the funds Ford plans to reinvest through 1984 to expand output. A $197 million truck and utility vehicle plant in General Pacheco also will open in 1982.

In late December, Ford Argentina also launched a new car model, the Taunus 81, a local version of the Taunus manufactured by Ford in West Germany and the Italian-made Ghia.

Ford now holds nearly 40 percent of the Argentine vehicle market. The firm produced 104,141 of the 264,376 vehicles manufactured during the first 11 months of 1980, compared with 78,753 of 235,891 during the same period in 1979.

The firm's output is expected to surpass 110,000 units in 1981.

your customers see better
fog lights

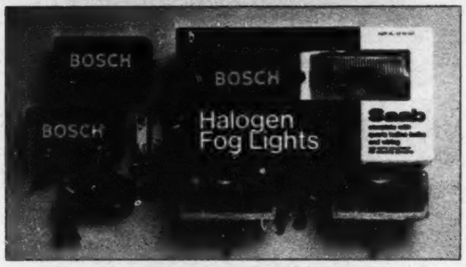
Saab
Halogen
Fog Lights

the cars you sell. Illustrations clearly show where to mount the lights, which wires to connect and where to connect them. You even get directions on aiming lights for maximum performance.

Parts supplied for easy installation

Most other fog lights are sold without the hardware needed to install them. In the Bosch kit you get a pre-wired harness containing relay, fuse holder and toggle switch. You get bulbs, connectors, grommet, washers, screws. For most makes and models this is all the hardware you need for *immediate installation.*

These easy-to-install kits will appeal both to your busy service people and to the customer who enjoys doing it himself.



Handy customized Bosch Fog Light Kit contains hardware needed for immediate installation

How to sell more fog lights

Bertles Imports, of South Bend, Indiana, has sold Bosch fog lights for over 10 years. Here are a few things Bertles sales and service people have found successful in stimulating customer interest.

1. Have every salesman install Bosch fog lights on his own automobile. This will afford personal experience with the product so he can talk with conviction.
2. Have the lights installed on all demonstration models. There may not be many opportunities to use them but they give every car that high performance look.
3. Recognize that prime prospects are rural customers and others who need that extra-wide Bosch beam especially on poorly-lit or winding roads.
4. Sell a customer once and chances are he'll want a set of Bosch fog lights on every car he buys. Repeat sales will be a big part of your business.

Order your free Bosch fog light display

If you sell any of the automobiles listed here, contact your vehicle manufacturer's parts department for Bosch fog lights and your customized showroom display.

ROBERT BOSCH

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BEST AVAILABLE COPY

The warning: Many parts makers face extinction unless they move to globalize their industry now

By Francis J. Gawronski
Service Editor

DEARBORN. — An alarming picture for the automotive components industry was portrayed here by Henry P. Allessio, senior vice president, Hayes/Hill, Inc., a New York based international management consulting firm.

Speaking to the Automotive Market Research Council, Allessio warned that many of these manufacturers face corporate extinction if "they continue in the same way with their products, businesses and geographic markets of today."

This in part, he said, is the driving force behind the technological, marketing and competitive trends evident in the world auto industry.

Allessio, however, offered a solution to the problem facing the automotive components makers by suggesting that the key to avoiding corporate extinction is — what he terms — "globalizing."

U. S. auto component makers are now pressured by two significant trends which, Allessio said, are symptomatic of a general globalizing of industry: One, the growing corporate investment in America by overseas auto and auto parts makers and, two, concurrently, the increase in imported components by original equipment manufacturers (OEMs).

Foreign trend

Total foreign investment in the U. S. has increased sharply since 1973—from $20.6 billion to $39.7 billion in 1978, he said. The automotive industry has been one of the active segments.

Allesio said a recent Hayes/Hill analysis of more than 70 foreign investments in the U. S. in the auto components industry produced some interesting trends.

He said 75 percent of the investments were European (with 70 percent of this total being German or British), while the remainder of the investments were Japanese.

The majority of the German investments and virtually all Japanese investments were in plant startups or the acquisition of facilities, as opposed to the majority of other European investments, including the United Kingdom, which have been acquisitions or equity joint venture participation.

Allessio said the supporting reasons for corporate foreign investment are many. Some of these, he said, include:

1. Many overseas parts manufacturers are investing in the U. S. because some of their own OEMs such as Volkswagen and Honda have built American plants and they want to service these customers better. This is tactical. There are, however, more and deeper reasons for U. S. investment.

2. Generally, local markets for foreign components suppliers are far more limited in size and growth than the U. S. market.

3. Alternative geographic markets (i.e., countries other than the "home" country of the components suppliers) tend to be either small or parochial in nature relative to the U. S.

4. Detroit's shift to compact cars has increased demand for parts the Japanese and Europeans have long been producing and selling worldwide.

Free enterprise

5. The free enterprise system in the U. S. is more supportive of marketing activities here than in other countries. Market entry is relatively easy. Entry options are broad and include acquisition, joint venture, licensing, construction of new facilities, product sales and distribution.

For example, he said, 50 Japanese parts makers already have some representation in the U. S., according to Japanese Auto Parts Industries Assn. (JAPIA). Eighty percent of their total component sales are to either U. S. or Japanese OEMs.

Also, the Japanese have opted for many means of entry. Of the 1,000 licensing agreements between Japanese auto parts companies and foreign companies, over 600 are with American partners, including Borg-Warner, Eaton and TRW.

Also, key Japanese firms have either built facilities here or are presently contemplating such action. Included are potential competitors of U. S. firms such as NGK Spark Plug, Nippon Oil Seal Industry, Izumi Motor, Nippon Cable Systems, Yuasa Battery and Stanley Electric, he said.

6. Management freedom is greater than in the rest of the industrialized world. This is particularly attractive for German companies, accustomed to co-determination, as domestic companies generally don't have worker participation on boards of directors.

7. The U. S. is perhaps the safest "haven" for investment capital in the world.

8. Ante cost can be relatively low and capital more available.

9. Investment in the U. S. also provides a hedge against the threat of import quotas.

10. Successful acquisition and ventures by foreign companies in the U. S. have fed on themselves and attracted still more interested companies to the arena.

The increase of imported components by U. S. OEMs has become a sensitive issue, according to Allessio.

"The three top American auto OEMs produced nearly nine million cars in 1979," he said. "To do this they spent over $50 billion a year for parts. No one knows exactly what percent is for imports, but all agree it is rising. It could be 10 percent by 1985 and 15 percent by 1990.

"We are talking about a $5 to $7.5-billion market," Allessio said. "Compare the purchases of domestic components by foreign OEMs. They buy in the million, not billions." (Refer to Chart One.)

Imported components

Looking at all forms of imported components, Allessio said there has been a 24 percent yearly growth since 1973. Japan represents nearly half and has grown at 30 percent per year.

Further analysis shows a big share of imports is knockdown units and the vast majority of the remainder is for production or OE use.

U. S. auto OEMs are now thinking in terms of a "world car" which can be assembled and marketed in different geographic areas. The reasons to import parts for a U. S. version, according to Allessio, are many. These include:

1. As with foreign investment, European and Japanese companies are experienced in manufacturing for the new down-scaled U. S. models.

2. Adding to the dilemma for U. S. manufacturers, GM and Ford both make many parts themselves in Europe and undoubtedly will use them for the smaller American cars when possible.

3. A big attraction of imports is low cost foreign suppliers who have often more efficient capacity and lower wage rates which undercut the competitiveness of U. S. suppliers.

4. Adding further to the problem for U. S. components makers is that the Big Three have been weighing huge investments in their own parts plants here and abroad against purchases of pieces. Often the U. S. investment appears more expensive. Many financial analysts see this trend as a short-term survival technique.

Capital drain

Analysis shows that imported production, or OE, components are mostly for Ford and Chrysler, who are trying to minimize capital drain, Allessio said. In only a few instances has GM imported parts for U. S. assembly.

However, in many cases the common ground seems to be technology, e.g., small car componentry, diesel engines and products for autos not trucks, front-wheel-drive configurations and rack-and-pinion steering units, he said.

The American auto industry, including the aftermarket, according to Allessio, is rapidly maturing, complicated by foreign companies which, in a fever pitch, are jockeying for positions in the worldwide lineup.

As the industry shakeout worldwide accelerates, Allessio said companies which do not strive for international positions will be seriously threatened.

Though globalizing is but one environmental force impacting the auto components industry, he urged auto companies to analyze specific issues and make difficult decisions in order to participate successfully in the future market.

Bigger market

"Components suppliers must recognize their market as all world vehicles lest their businesses atrophy to only domestic markets," he said. "This domestic-only position risks being a temporary survival measure.

"A foreign supplier could succeed in globalizing, create a comparative advantage that displaces parochial domestic suppliers. This is essential for OE suppliers.

"If you supply the aftermarket you should, at a minimum, broaden coverage to all world vehicles registered in the U. S.," Allessio said.

He recommended an analysis of future market demand be done with new techniques to defend against new suppliers.

He also stressed the need to invest in product and process development and cautioned the aftermarket supplier "not to fall asleep at the switch" as the OEMs did in the mid-1970s when their retooling efforts were not responsive to the market.

Allessio said analysis of delivered costs is a worthwhile exercise and that marketing, distribution and product development may be more critical than production costs.

Move facilities

He recommended moving facilities to the market as the answer for some products and, for others, the critical issue is adapting to a worldwide marketing function.

"I want to leave you not only with the fact that foreign companies are in your market in force, but also that there is a strategic gravity associated with their presence," he said. "They are not only surrounding us; they are holding our historical trump card — technology. (See Chart Two.)

"I call it the triple whammy. The importer/distributors have $6-700 million in sales. The imports of OE components are growing at 24 percent per year and projected to gain further inroads. Investments — acquisitions, new plants and joint ventures—are growing.

"If you expect history to repeat itself at least in the short term, this trend will continue," he said. "Success means knowing the competition—and your place in it."

Allessio posed questions to the components industry which he said may provide clues to a company's ability to survive.

Answers to these questions, he said, should identify sustainable comparative advantage, the merits of acquisition or internal development of technology, the rationale behind changing from aftermarket to OE, and the requirements for entering a foreign market alone or in partnership with a foreign company.

This, he said, is information companies must analyze to compete in today's global business.

TRIPLE WHAMMY EFFECT OF EQUIPMENT GLOBALIZATION

Foreign Made OE Requirements (Imported for Production)

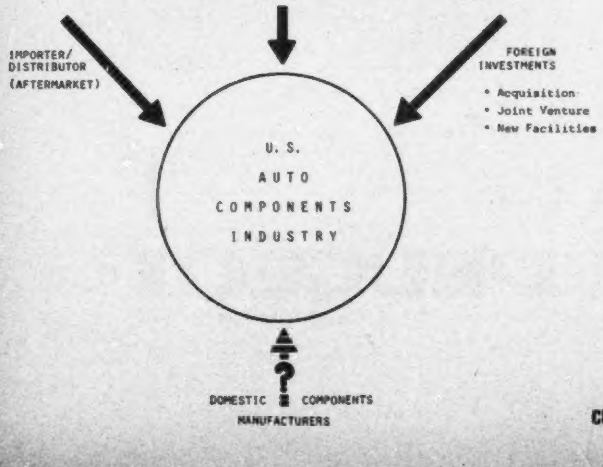
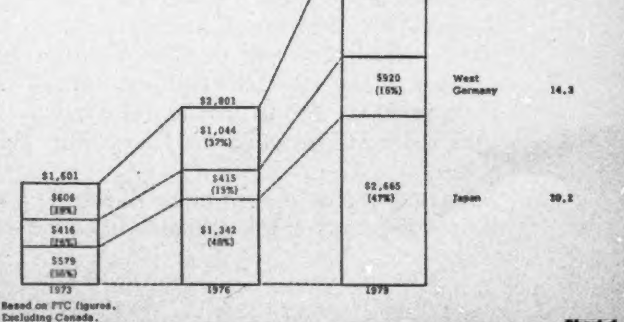


Chart 2

IMPORTED MOTOR VEHICLE PARTS (1)

(Millions of Dollars)



(1) Based on FTC figures.
(2) Excluding Canada.
(3) In current dollars.

Chart 1

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The total only decreased 1.4 percent in '80

Import dealers hang tough

By Kathleen Hamilton
News Editor

The import-dealer networks throughout the U. S. hung tough in 1980, despite huge losses of the domestic-car outlets which carried captive imports.

The import-dealer total was 16,681 on Jan. 1 of this year, compared with 16,919 a year earlier, AUTOMOTIVE NEWS reported.

The total decreased only 1.4 percent in 1980. The numerical loss was 238. In light of skyrocketing floor-planning costs and a mortality rate of 6.9 percent in the domestic-car dealership population, the import dealers had a pretty good year.

According to the annual AUTOMOTIVE NEWS census, domestic dealers handling non-captive imports swelled enough to almost cover the 8.7-percent decline in the number of domestic dealers carrying captive imports.

The captives — Ford Fiesta, Plymouth Arrow/Champ and Sapporo and Dodge Colt and Challenger — are the import makes built by companies owned in part by a domestic maker and whose U. S. distribution is controlled by the U. S. partner.

The AMC-Renault partnership therefore doesn't qualify Renault as a captive.

The domestic dealerships carrying captives declined by 862 during 1980. That compares with a decline of 1,607 among all U. S.-car dealerships during the year.

Fiesta lost the most franchises in 1980 — 507. That was greater than the attrition among the total Ford Division dealership population, which declined 417 last year.

But the Chrysler Corp. dealers who carried captives did better than those without. Colt/Challenger outlets declined 207 during the year, while the total Dodge dealership count was down 293. And Champ/Arrow/Sapporo franchises were down 148, compared with a loss of 311 in the total Plymouth network.

Renault, Rover expand

On the plus side of the ledger, Renault upped its dealer count 573, as AMC dealers signed on. When 1979 closed, Renault's dealer network was the 10th largest among all imports. But at the end of '80, it was No. 4, right behind the captives.

Most of Renault's 1980 additions were AMC outlets, which boosted the total of domestic-import duals.

Another factor also helped offset the losses caused by the extensive closings of U. S.-car stores that carried captives.

This was the increase in the number of single-line import deals. West German makes logged 15 more exclusives in '80 than in '79, bringing their single-line dealership number to 504.

More Japanese exclusives

Japanese-car lines did even better, increasing their exclusive-dealer total 118, to 2,057.

Each of the Japanese noncaptives increased its exclusive-line deals. Toyota now has 699 exclusives, 64 percent of its total network; Datsun has 648, for 60 percent; Honda, 310, for 40 percent; Subaru, 296, for 39 percent, and Mazda, 104, for 14 percent.

Other lines with large numbers of exclusive deals are Volkswagen, 354, for 35 percent of its total, and Fiat, with 117, for 20 percent of its total.

In all, 46 percent of the noncaptive Japanese-car dealerships are exclusives. Only 12 percent of all European-car dealerships are exclusives.

Eight records in '80

Eight makes turned in record numbers in franchise totals. Six of these broke records set in July, 1980: Renault's 1,302 franchises was an increase of 145 from that census; Toyota's 1,085 was an increase of six; Honda's 769 was up 9; Mazda's 764 was up four; Subaru's 750 was up five, and BMW's 370 was up 11.

The other two records were really ties with earlier alltime highs: The Mercedes-Benz total of 409 matched a January, 1980, high, and the Rolls-Royce total of 67 matched the alltime high set in July, 1979.

TVR wasn't included in this year's census; TVR Engineering in England plans to rework its dealer network when its new Tasmin hits the U. S. shores, perhaps yet this year.

The Top 10 import franchise list at the end of 1980 looked like this: Fiesta, Colt/Challenger, Arrow/Champ/Sapporo, Renault, Datsun, Toyota, VW, Honda, Mazda and Subaru.

A year ago the order was Fiesta, Colt/Challenger, Arrow/Champ/Sapporo, Datsun, Toyota, VW, Mazda, Honda, Subaru and Renault.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.9%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	−0.2%
Jan. 1, 1966	33,114	+0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1981		Jan. 1, 1980	
Imported cars only				
Exclusives	2,937		2,863	
Duals	1,624		1,649	
		4,561		4,512
Import-domestic duals				
U. S. duals w/captive imports	9,019		9,881	
U. S. duals w/other imports	3,101		2,526	
		12,120		12,407
Total imported-car outlets		16,681		16,919

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow/Champ and Sapporo. 1980 totals have been revised.

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IMPORT FRANCHISES

	Jan. 1, 1981	Jan. 1, 1980
JAPAN	8,499	8,768
Colt/Challenger	2,023	2,230
Arrow/Champ/ Sapporo	2,022	2,170
Datsun	1,086	1,069
Toyota	1,085	1,062
Honda	769	740
Mazda	764	759
Subaru	750	738
WEST GERMANY	7,528	8,025
Fiesta	4,974	5,481
Volkswagen	1,018	1,015
Audi	432	438
Mercedes-Benz	409	409
BMW	370	355
Porsche	325	327
FRANCE	1,625	1,024
Renault	1,302	729
Peugeot	323	295
GREAT BRITAIN	1,144	1,092
MG	335	358
Triumph	324	342
Jaguar	250	269
Rover	123	0
Rolls-Royce	67	64
Lotus	31	20
Aston Martin	14	18
ITALY	944	1,037
Fiat	581	640
Lancia	156	170
Alfa Romeo	145	170
Ferrari	41	37
Maserati	21	20
SWEDEN	705	724
Volvo	407	408
Saab	298	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,470	20,695

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IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1981.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1958	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,240
Jan. 1, 1974	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681

*—Alltime high

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factories list auction dates

American Motors

March 17—Ohio Auto Auction, Grove City, O.

March 18—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 20—Concord Auto Auction, Hosmer St., Acton, Mass.

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

March 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 18—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

March 24—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago (tentative, call auction); Chrysler Leasing Corp., NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

March 25 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 26—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Big H Recon Center, 918

Continued on Page 43, Col. 1

Used car sales

Auction Averages

March to date	$4,263
Month ago	$4,194
Year ago	$3,219

Model breakdown

Auction Averages

	March To Date	February	January
1981	$8,991	$7,138	$7,757
1980	5,535	5,704	5,867
1979	5,416	4,773	4,728
1978	3,728	3,705	3,565
1977	3,082	2,997	3,125
1976	2,274	2,265	2,882
1975	1,550	1,863	1,541
1974	1,362	1,265	1,290
Overall Average	$4,263	$4,876	$3,981

used-car auction directory

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Sale Thursday Phone 703/898-4900
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Sale Wednesday Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
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WANT ADS BRING QUICK RESULTS

First signs at Geneva Auto Show

Europeans beginning to fight back

Continued from Page 43

establish BL in the big German market.

That other product of the UK taxpayer, the DeLorean, made its long-awaited European bow. There is no doubt that photos do not do justice to the stainless steel finish, and it is a fine looking car.

• It is Daimler-Benz's intention to offer its world-first air-bag system as an option on all models. Initially, however, it will be offered only on the S-class, starting from July this year.

It will go into all European markets—at a price in the region of $800—but not in the U.S. until it is required by the regulations.

Daimler-Benz carried out some 2,000 dynamic tests in the 10-year period to 1980, and is clearly convinced of the unit's efficiency.

It uses a gas produced by a solid propellant to inflate the bag, which is activated by an electric trigger.

Daimler-Benz considers it only as a complement to the standard inertia reel belt.

• If Daimler-Benz's safety systems were futuristic, so was some of the styling coming out of Ford, and in particular its Ghia design studios in Turin.

There were three examples of the group's work. While none is for production, each showed imagination in tackling some of the problems which auto makers are facing.

Avant Garde was a two-plus-two based on the Escort. It featured enclosed rear wheel arches and deep sides, a side elevation like an upturned bowl and a steeply raked screen.

Alongside was an eye-catching version of the mid-engined AC Cars 3000ME sports car. It has its origins dating back to the 1978 Turin show sports racing car, but updated with the use of the mechanical components of the AC.

Larger wheels and tires were fitted to an otherwise standard car. Then Ghia's Filippo Sapino clothed it with a very sleek all-steel body with wedge shape and high tail.

AC's 3000 dates back to the early '70s. It is in limited production using a Ford Essex V-6 mounted across the middle of the chassis and behind the driver.

Prize for the weirdest of Ghia's creations for Geneva went to the vehicle called Cockpit. It was a three-wheeler (two at the front) with space for two line-astern. It brought back memories of the horrible little Messerschmitt bubble cars of the early postwar years.

But any vehicle with a projected stop-start city driving consumption of 95 MPG has to be taken seriously, and that was what Cockpit was all about.

Power source was a 200cc (12 CID) air-cooled Piaggio gasoline engine which drives the rear wheel. Alternatively, says Ghia, it could be powered by an electric motor or one of the alternative power sources now being researched by Ford.

It had a triangular chassis, an upwards-opening roof/door and weighed 770 pounds.

• The other Ford prototype was Probe, first seen at Frankfurt in 1979 and now transformed to a working prototype. It is based on the mechanical components of the Ford Mustang, The test program in the U. S. was suspended just to show the car at Geneva.

Another Italian stylist created plenty of interest, as ever it does when fine styles are talked of. Pininfarina's gem for the Geneva show was the Quartz, based on the Audi Quattro four-wheel-drive which was the star of the show a year ago.

Pininfarina adopted a whole range of lightweight materials for the Quartz—Kevlar, honeycomb, carbon fibres, metal-plastic laminates and polycarbonates.

Prototypes such as these are often a long way from reality.

But prime example of the way the Italian houses' abstract ideas get turned into reality could be found on the stand of Pininfarina's great rival, Ital Design.

Ital's Ace of Clubs of two years ago turned up as the Isuzu X-car, a fully engineered machine that goes into production in Japan in May. It is known as X because the Jappanese company has yet to announce it officially.

• By any standards it was an impressive - looking production car. It was a sleek coupe that will be powered by 135-HP, 120-HP and 115-HP twin-overhead camshaft engines. Five - speed manual or automatic gearboxes are used.

Isuzu is said to be working on a turbocharged diesel version as well.

Word is that Isuzu will initially start building the car at a rate of 3,000 a month. This will build up to 5,000 monthly within the year, when exports to Europe and the U. S. will begin.

Opel's wagon entry

Opel Voyage station wagon is based on the large Commodore sedan. With Mercedes-Benz, Volkswagen and Ford already in the market, an Opel wagon was considered long overdue.

NUOVA Lamborghini

A glance at the past

Running against the current tide which favors small, economical machines, this Lamborghini Jalpa was displayed at the Geneva Auto Show.

Sign of the times

Zagato, a custom body builder known in the 1950s and 1960s for its ultra-sleek styling, displayed this chunky electric car for in-town use at the Geneva Auto Show.

Rate of decline is lowest since last June

Truck sales sag eases in February

Continued from Page 8

down 12.7 percent, 45,155 versus 51,748.

Big Three dealers retailed 18.4 percent fewer trucks in February than they did a year ago, 146,129 versus 179,112. The two-month total was down 24.6 percent, from 367,443 units a year ago to 277,007.

Ford sales during the month topped Chevrolet"s by more than 5,000 units, but the latter's strong showing in the first month of 1981 kept the GM nameplate in the No. 1 spot through February.

Ford dealers retailed 59,896 vehicles in February, off only 8.3 percent from last year's 65,283. The total included 6,904 Courier compacts, compared with 7,609 in 1980.

The two-month total climbed to 108,742 units, a decline of 22.2 percent below the year-earlier 139,702. Dealers sold 11,563 Couriers through February, down 25 percent from last year's 15,400.

During the month, Chevrolet dealers retailed 54,788 vehicles, a decrease of 23.6 percent from the year-earlier 71,715. Included in the total were 5,342 LUV pickups, off almost 40 percent from last year's 8,722.

Chevrolet"s two-month total stood at 109,368 units, down 25.3 percent from the year-ago 146,476. LUV sales through February were off almost 36 percent, from 18,209 in 1980 to 11,708.

• Dodge and Chrysler - Plymouth dealers sold 18,256 units in February, a drop of 24 percent below last year's 24,029. Sales of both the Ram-50 and Arrow pickups were down from a year ago. The Ram-50 total was 4,031, compared with 4,365 in 1980. The Arrow count was down from 2,101 in 1980 to 1,380.

Two - month sales at the Chrysler outlets were down 31.6 percent, from 44,506 a year ago to 30,457. Included were 6,213 Ram-50 sales, compared with 7,944 in 1980, and 2,129 Arrows, as against 3,809 a year earlier.

February sales at GMC dealerships were off 27.1 percent from a year ago, 13,189 units versus 18,085. The two-month total of 28,440 units was 22.6 percent lower than last year's 36,759.

Sales of Jeep four - wheel-drive vehicles in both February and the two months were down significantly from a year ago.

During the month, dealers retailed only 3,695 units, off 54.8 percent from the year ago 8,168. Through February, the total was 8,132, a decline of 53.1 percent from last year's 17,339.

Mercedes - Benz of North America reported increases for both February and the two months. The February total of 301 units was 6.7 percent higher than the year-ago 282, and the two-month count was up 13.4 percent, from 506 units in 1980 to 574.

• Toyota was the only one of the three non-captive compact-pickup makes to report a decline in sales in February. All three, however, had lower two-month totals than a year ago.

Datsun dealers retailed 10,806 units during the month, an increase of 2.2 percent over the year-ago 10,573. The total through February was 18,056, off 14.3 percent from last year's 21,076.

February sales of Toyota trucks dropped 30.6 percent below last year's mark, from 15,131 units to 10,502. The two-month total of 20,160 vehicles was 28.1 percent lower than the 28,025 retailed in the like period in 1980.

Mazda dealers sold 1,185 units during the month, a gain of 9.8 percent over the year-earlier 1,079, but the two-month count was down 1.4 percent from last year, 1,875 versus 1,902.

Big Three February, year-to-date truck sales

			Calendar Year	
	1981	1980	1981	1980
Ford				
Vans	7,580	6,191	13,621	15,126
Club Wagon	2,075	1,320	3,436	3,649
Courier	6,904	7,609	11,563	15,400
Bronco	3,157	3,455	5,934	7,870
Conventional Pickups	36,472	41,163	67,231	86,406
Mediums	3,099	4,415	5,830	8,663
Heavies	609	1,130	1,127	2,588
Chevrolet				
Vans	1,248	9,407	12,555	18,719
Sportvan	6,622	1,795	2,323	3,608
LUV	5,342	8,722	11,708	18,209
El Camino	2,721	3,730	5,391	7,737
Blazer	1,792	2,492	3,681	5,768
Suburban	1,780	2,410	3,836	4,462
Conventional Pickups	33,570	40,065	66,591	81,700
Mediums	1,708	2,860	3,272	5,797
Heavies	5	234	11	476
Chrysler				
Vans	4,012	5,937	6,622	11,351
Voyager	419	597	779	1,042
Ram Wagon	1,380	1,768	2,554	3,250
Arrow	1,409	2,101	2,129	3,809
Ram D-50	4,031	4,365	6,213	7,944
Trail Duster	177	445	376	748
Ramcharger	397	1,217	910	2,068
Conventional Pickups	6,431	7,599	10,874	14,294
GMC				
Vans	1,376	2,337	2,980	4,752
Caballero	360	426	782	834
Jimmy	373	576	812	1,329
Suburban	416	425	911	920
Conventional Pickups	8,085	8,926	16,996	19,800
P models	178	455	469	620
Mediums	1,350	2,850	3,169	4,847
Heavies	1,051	2,090	2,321	3,657

From 78½ days to 59 in a month's time

Rebates slash new-car inventories

Continued from Page 1

industry had only a 42-day supply of subcompacts March 1, compared with a 71½-day stockpile a month earlier.

The industry had a 62-day stock of compacts, down from 86 days; a 69-day supply of intermediates, down from 91½ days; a 67-day inventory of standards, off slightly from 68½ days, and a 58-day supply of luxury cars, down from 61 days.

The March 1 inventory was divided this way among market classes: Subcompact, 18.54 percent; compact, 30.03 percent; intermediate, 32.01 percent; standard, 13.71 percent, and luxury, 5.71 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 20.60 percent; compact, 29.65 percent; intermediate, 32.32 percent; standard, 12.50 percent, and luxury, 4.93 percent.

The March 1 days-supply figures by market class were:

Subcompact—Monza, 26; Sunbird, 26; Bobcat, 31; Chevette, 32; Escort, 41; Pinto, 47; Lynx, 50; Spirit, 52; Horizon, 54; Omni, 55, and Rabbit, 58.

Compact—Skylark, 37; Omega, 47; Volare, 50; Aspen, 50; Zephyr, 52; Concord, 55; Capri, 57; Eagle, 59; Phoenix, 61; Reliant, 66; Citation, 66; Camaro, 67; Mustang, 72; Firebird, 72; Aries, 72½; and Fairmont, 76.

Intermediates—Regal, 48; Supreme, 50; Cutlass, 52; Grand Prix, 64; Thunderbird, 71; XR-7, 75; Monte Carlo, 75; Cougar, 76; Century, 76; Diplomat, 80½; LeBaron, 84; Cordoba, 87; Malibu, 92; LeMans, 94½; Granada, 103, and Mirada, 107.

Standard—Olds 98, 43; Olds 88, 44½; Gran Fury, 54; Mercury, 56; LeSabre, 60; Chrysler, 61; Electra, 63½; St. Regis, 66; Chevrolet, 80½; Ford, 84, and Pontiac, 86.

Luxury—Eldorado, 50; Cadillac, 52½; Toronado, 52½; Riviera, 55½; Mark VI, 56½; Lincoln, 59; Seville, 72; Corvette, 74, and Imperial, 176.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Mar. 1, 1981	Feb. 1, 1981	Mar. 1, 1980
Spirit	52	95	76
Concord	55	86	101
Eagle	59	85	149½
AMERICAN MTRS.	55	88	102½
Horizon	54	91½	61
Reliant	66	[illegible]	—
Volare	50	82	125
Gran Fury	54	74	86
Plymouth	59	69	83½
Imperial	176	213	—
LeBaron	84	97	118½
Cordoba	87	107	214
Chrysler	61	70	126
Chrysler	80	96	145
Omni	55	91½	62
Aries	72½	68	—
Aspen	50	87	141½
Diplomat	80½	102	143
Mirada	107	142	199
St. Regis	66	94	127
Dodge	67½	86	107
CHRYSLER CORP.	66	81	106
Escort	41	58	—
Pinto	47	68	75
Mustang	72	110	76
Fairmont	76	101	43
Granada	103	135	109
Thunderbird	71	107	74
Ford	84	100	130
Ford	65	94	73
Lynx	50	76	—
Bobcat	31	59	71
Capri	57	107	75
Zephyr	52	93	39
Cougar/Monarch	76	118	93
Cougar XR-7	75	111	78
Mercury	56	77	79
Mercury	57	92	67
Lincoln	59	94	161
Mark VI	56½	106	123
Lincoln	57½	100	137
FORD MOTOR CO.	63	93	74
Skylark	37	53	16½
Century	76	65	41½
Regal	48	70½	68
LeSabre	60	57	69
Electra	63½	61	71
Riviera	55½	48½	57
Buick	52	61	50
Seville	72	69½	77
Cadillac	52½	47	73
Eldorado	50	50	50½
Cadillac	54½	51	69
Chevette	32	81	39
Monza	26	32	51
Citation	66	98	30
Camaro	67	95	96
Malibu	92	87½	79
Monte Carlo	75	117½	124½
Chevrolet	80½	78½	79
Corvette	74	85	52
Chevrolet	59½	87½	62
Omega	47	59	23
Cutlass	52	47	36½
Supreme	50	66	54
Olds 88	44½	42	53
Olds 98	43	40	66
Toronado	52½	44	63½
Oldsmobile	48½	52	47
Sunbird	76	47	52
Phoenix	61	92	16½
Firebird	72	114	118½
LeMans	94½	94	94
Grand Prix	64	103	123½
Pontiac	86	87	95
Pontiac	65	86½	81½
GENERAL MTRS.	56	72	60½
VW	58	76	32
TOTAL	59	78½	68

Jones & Sons sets up its own sales network

RIVERSIDE, Calif.—Jones & Sons Coachbuilders, Inc., announced it broke with the sales firm which handled its Cadillac and Lincoln limousines and customized Cadillacs and is now selling its products directly.

Jones & Sons has established several distributorships to handle sales and service of its vehicles.

Reagan budget tags $100 million to replace cars

WASHINGTON. — One line item in the Reagan budget which cuts and cuts and cuts is the retention of $100 million for the government to buy motor vehicles from the beleaguered industry.

"The original proposal, which would have replaced all motor pool vehicles over five years of age, will be changed to include replacing some leased vehicles with new vehicles," it says.

"These purchases of new vehicles will assist the automobile industry during a particularly difficult period."

Oakleaf Software…

But output trails year-ago period

Auto production moves up for week

By Patricia Hoffman
Staff Writer

U. S. auto production last week was nearly 10 percent below that of the comparable 1980 week, but the total rose above the previous week's output.

The auto makers slated production last week at 140,039 units, an increase of 4.53 percent from the 133,968 completed in the previous week and down 9.57 percent from the 154,857 cars assembled in the comparable 1980 week.

So far this year, the auto makers have built 1,217,326 units, a 17.18 percent decrease from the 1,469,810 units assembled in the comparable 1980 period.

Breakdown of last week's total by companies was: General Motors, 58.80 percent; Ford Motor Co., 23.41 percent; Chrysler Corp., 13.71 percent; American Motors, 1.07 percent; Volkswagen of America, 2.97 percent, and Checker Motors, 0.04 percent.

General Motors said that production of the company's new J-cars will begin today (March 16) at Lordstown. The first J-car is expected to come off the assembly line one day this week.

Assembly of the J-cars at the GM Southgate point is scheduled to begin at the end of March. However, preparations for production of the cars at Southgate have begun.

Chrysler Corp. announced that all of its U. S. car assembly plants are scheduled to work this week, making it the fifth consecutive week of full production to meet a higher rate of dealer orders.

Chrysler's Belvidere plant scheduled overtime last week for both shifts. Also at Belvidere, today (March 16) will begin the third week of nine-hour shifts Monday through Friday. The plant builds the Dodge Omni, Plymouth Horizon, Dodge 024 and Plymouth TC3.

The company's Jefferson and Newark points (K-cars) will continue at their present combined daily rate of 1,760 units per day on two shifts.

The Chrysler St. Louis and Lynch Road plants will continue at their single-shift rates of 424 cars and 320 cars, respectively.

General Motors' Janesville car point was down last week and will remain idle this week. Also at GM, Saturday overtime is slated this week at Oklahoma City and Tarrytown.

As of March 30, GM will cut one shift of its Corvette line in the St. Louis plant to begin moving operations to the Bowling Green (Ky.) plant which is slated to begin operations sometime in June.

breaking news

Continued from Page 1

the loss in an interview on the local public television station. VW's loss in the first half of the year was earlier reported as $25.6 million.

UAW and URW to discuss merger

DETROIT. — The UAW and the United Rubber Workers are setting up committees to discuss merger plans between the two unions. The merger possibilities surfaced last September when URW President Peter Bommarito and UAW President Douglas A. Fraser had a short discussion on the matter at the auto industry advisory committee meeting here.

The URW has been losing members rapidly over the past few months because of the sagging rubber industry and now has about 128,000 members. The UAW, also hit by heavy layoffs, has about 1.3 million members.

California slaps Model A firm

LOS ANGELES. — The California state commissioner of corporations has ordered Model A & Model T Motor Car Reproduction Corp. "to desist and refrain from the further offer or sale of franchises" in the company. The commissioner said that the order was issued because she believed it is "necessary and in the public interest for the protection of investors consistent with the policy and provisions of the franchise investment law."

Park your Toyota in Tokyo, UAW says

DETROIT.—The UAW won't kick imported cars out of its parking lot at Solidarity House any more, but it will discourage them and might like to export their drivers. A few months ago, the union put up signs banning imported cars from parking in the lot and asking their drivers to park elsewhere. Now, they're recommending a place for them to park. The new signs read "300,000 laid-off UAW members don't like your import. Please park it in Tokyo."

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
CHEVROLET	8,215	16,560	10,010	18,225	151,267	118,207
DODGE/PLYMOUTH	1,700	4,500	1,677	3,377	32,528	13,516
FORD	13,153	17,524	15,079	28,232	148,004	113,614
GMC	4,225	3,609	3,507	7,732	37,862	44,469
INTERNATIONAL	1,690	....	1,708	3,398	....	15,199
MACK	....	625	....	....	6,599	....
WHITE	....	125	....	....	1,894	....
JEEP	1,550*	2,850*	1,600*	3,150*	25,918*	18,586*
AMC CORP.	85*	180*	85*	170*	3,402*	850*
VOLKSWAGEN	1,040	687	1,003	2,043	5,116	9,143
MISCELLANEOUS	1,200*	800*	1,200*	2,400*	8,660*	10,900
Total Trucks, U. S.	32,858	47,460	35,869	68,727	421,250	344,484

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
CHRYSLER CORP.	1,600	1,600	1,663	3,263	4,697	11,200
FORD MOTOR	3,520	4,826	3,390	6,910	40,970	34,715
GENERAL MOTORS	6,400	6,094	6,370	12,770	59,752	63,611
AMERICAN MOTORS	....	900	....	....	6,704	....
INTERNATIONAL	245	465	243	488	2,594	2,600
MACK	....	60	....	....	636	....
WHITE	....	65	....	....	655	....
Total Trucks, Canada	11,765	14,010	11,666	23,431	116,008	112,126
N. American Trucks	44,623	61,470	47,535	92,158	537,258	456,610

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck assemblies decline 8 pct. from week ago

U. S. truck production last week fell below the previous week's output, and the total was down considerably from the comparable 1980 week.

Planned production last week was 32,858 units, off 8.39 percent from the 35,869 trucks assembled in the previous week and 30.75 percent below the 47,460 units built in the week ended March 15, 1980.

The year-to-date output for the truck makers is 344,484 units, down 18.22 percent from the 421,250 assembled in the comparable period last year.

General Motors' St. Louis and Lordstown truck lines were down last week, with operations slated to resume today (March 16).

Downtime is scheduled this week at GM's Pontiac point (GMC). Operations are slated to resume March 23.

Chrysler Corp. reported that its Warren truck assembly plant will work this week, making it the fifth consecutive week without downtime. The plant builds 424 trucks per day on a single shift.

Car, truck output in Canada shows gain for week

Canadian auto and truck production improved last week from the previous week's output, however both car and truck totals were below the comparable 1980 week's levels.

Auto production last week was slated at 18,249 units, an increase of 8.36 percent from the 16,840 cars completed in the previous week, but down 0.98 percent from the 18,431 units built the same week last year.

For the year-to-date, auto production is far behind 1980. So far this year, the auto makers have completed 133,551 units, a drop of 23.61 percent from the 174,834 cars built in the comparable period last year.

The Canadian truck makers increased production last week by 0.84 percent with output of 11,765 units, up from the 11,666 trucks assembled the week ended March 7, but down 16.02 percent from the 14,010 units completed in the comparable week last year.

So far this year, the truck makers have completed 112,126 units, down 3.34 percent from the 116,008 assembled in the comparable period last year.

U. S. CAR PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
AMERICAN MOTORS	1,500*	4,525*	2,032*	3,532	45,811*	18,354*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	19,200	16,200	18,164	37,364	132,857	143,122
Plymouth Total	10,100	7,310	9,345	19,445	61,639	72,191
Horizon	4,000	3,280	3,422	7,422	34,246	25,896
Volare	....	3,240	....	....	21,234	....
Gran Fury	5,000	....	4,889	9,889	....	40,835
Caravelle	150	120	126	276	897	728
Reliant	950	670	908	1,858	5,262	4,732
Chrysler Total	1,650	2,430	1,717	3,367	16,572	11,590
Chrysler	1,100	2,030	1,139	2,239	12,910	8,061
LeBaron	550	400	578	1,128	3,662	3,529
Dodge Total	7,450	6,460	7,102	14,552	54,646	59,341
Omni	2,500	2,840	2,113	4,613	30,601	18,192
St. Regis	....	2,160	....	....	15,128	....
Diplomat	3,700	....	3,753	7,453	....	33,263
Aspen	900	930	895	1,795	5,374	5,846
Aries	350	530	341	691	3,543	2,040
FORD MOTOR	32,787	38,508	22,375	55,162	275,168	250,365
Ford Division	23,128	26,721	15,342	38,470	194,597	173,325
Pinto	8,192	....	7,824	16,016	....	81,801
Must./Must. II	....	3,299	....	....	11,691	....
Fairmont	3,884	7,189	1,298	5,182	51,249	21,509
Granada	4,285	7,052	4,200	8,485	52,358	32,662
Thunderbird	1,594	3,177	308	1,902	19,158	11,095
Ford	3,483	2,364	....	3,483	37,507	9,264
Escort	1,690	3,640	1,712	3,402	22,634	16,994
L-M Division	9,659	11,787	7,033	16,692	80,571	77,040
Mercury Total	8,825	11,546	5,678	14,003	70,709	66,526
Bobcat	....	751	....	....	2,795	....
Capri	2,824	....	2,698	5,522	....	27,350
Zephyr	1,192	2,213	323	1,515	16,392	6,325
Cougar/Monarch	1,066	2,404	1,149	2,215	16,724	9,754
XR-7	887	1,382	194	1,061	6,519	5,197
Mercury	1,063	2,226	....	1,063	13,834	4,590
Lynx	1,293	2,570	1,314	2,607	14,445	13,310
Lincoln Total	1,334	241	1,355	2,689	9,862	10,514
Lincoln	567	....	649	1,216	3,432	4,908
Versailles	....	241	....	....	1,203	....
Mark VI	767	....	706	1,473	5,227	5,606
GENERAL MOTORS	82,332	90,715	87,274	169,606	978,641	767,318
Buick Division	19,993	19,445	19,920	39,913	186,096	184,055
Skylark	5,585	4,638	5,605	11,190	50,448	52,497
Century	3,990	4,633	4,043	8,033	36,572	36,193
Regal	5,950	4,619	5,955	11,905	44,938	49,178
Buick	3,360	4,310	3,355	6,715	40,855	34,337
Riviera	1,108	1,245	962	2,070	13,283	11,850
Cadillac Division	6,549	7,168	6,103	12,652	66,949	62,702
Seville	4,264	4,568	4,266	8,530	39,852	42,526
Cadillac	1,475	1,545	1,191	2,666	15,088	13,370
Eldorado	810	1,055	646	1,456	12,009	6,806
Chevrolet Division	30,665	38,015	34,585	65,250	411,492	272,773
Chevette	8,060	9,500	8,694	16,754	99,690	58,243
Monza ('80)	....	3,481	....	....	32,756	....
Camaro	3,045	3,270	3,026	6,071	29,377	24,988
Citation	8,955	10,184	7,675	16,630	101,550	68,810
Malibu	6,615	6,563	6,359	12,974	57,388	48,811
Monte Carlo	3,190	2,697	3,268	6,458	30,776	26,050
Chevrolet	....	1,320	4,771	4,771	49,359	38,121
Corvette	800	1,000	792	1,592	10,596	7,750
Oldsmobile Division	17,074	16,497	18,320	35,394	174,238	180,676
Omega	3,550	2,322	3,390	6,940	26,134	30,439
Cutlass	7,525	6,670	7,797	15,322	72,076	86,052
Oldsmobile	4,970	6,370	6,264	11,234	64,418	54,639
Toronado	1,029	1,135	869	1,898	11,610	9,546
Pontiac Division	8,051	9,590	8,346	16,397	39,866	67,112
Acadian†	685	400	685	1,370	3,920	3,896
Sunbird ('80)	....	3,131	....	....	33,719	....
Phoenix	952	2,490	1,028	1,980	21,911	10,421
Firebird	2,354	2,819	2,670	5,024	28,649	23,816
LeMans	2,400	....	2,342	4,742	16,567	16,472
Grand Prix	1,460	430	1,412	2,872	13,245	9,480
Pontiac	200	320	209	409	21,855	3,027
VOLKSWAGEN	4,160	4,809	4,063	8,223	36,652	37,704
CHECKER	60*	100*	60*	120*	681	463
Total Cars, U. S.	140,039	154,857	133,968	274,007	1,469,810	1,217,326

CANADIAN CAR PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
AMERICAN MOTORS	720	....	608	1,328	....	5,664
CHRYSLER CORP.	....	3,200	....	....	13,958	3,538
FORD MOTOR	4,792	7,146	3,185	7,977	42,899	18,350
GENERAL MOTORS	12,512	7,872	12,822	25,334	115,582	103,850
VOLVO	225	213	225	450	2,395	2,149
Total Cars, Canada	18,249	18,431	16,840	35,089	174,834	133,551
N. American Cars	158,288	173,288	150,808	309,096	1,644,644	1,350,877
N. American Trucks	44,623	61,470	47,535	92,158	537,258	456,610
North American Cars and Trucks	202,911	234,758	198,343	401,254	2,181,902	1,707,487

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

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Task Force has a bagful of aids for auto industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Import restraints on Japanese cars, reductions in federal regulations, refundable tax credits, faster write-off of capital investments, relief from antitrust laws so auto companies may cooperate on technology and comprehensive programs to improve the economy—just about everything the domestic industry dreams about—have been recommended by the House Auto Task Force.

The recommendations are the result of hearings here and in Detroit by the Task Force headed by Rep. Bud Hillis, Indiana Republican, and Rep. William Brodhead, Michigan Democrat.

Hillis and 15 others have sent a letter to President Reagan, urging him to "slow the flood" of Japanese cars coming into the U. S.

The letter adds, "Should the Japanese refuse to adopt some form of voluntary limits, we are confident that legislation will be forthcoming to place mandatory limits on Japanese imports."

While cognizant of the arguments for free trade, the lawmakers said the "urgency of this situation and the importance of the automobile industry mandate that we act to prevent the industry from being dismantled."

The report came just days before the Reagan Administration is scheduled to release its own recommendations but at a time when the Cabinet still was split between its philosophical bent to let the market operate freely and the temptation to help a sick bellwether industry.

So far, the Secretaries of Labor, Commerce and Transportation veer toward voluntary quotas. The State Department, the Office of Management and Budget and the Council of Economic Advisors at this point argue against market distortion that would favor one industry and invite other requests for special treatment. Ambassador Bill Brock talks on both sides. The President has not spoken.

Hillis and Brodhead met with Transportation Secretary Drew Lewis to urge that their program be adopted so U. S. auto makers can develop "design, quality, fuel efficiency and pricing structures to meet world standards."

They warned these measures need a "coordinated and comprehensive policy developed by

Continued on Page 43, Col. 1

Convertriple

A topless trio from National Coach

Ah, spring . . . and a car buff's fancy turns to convertibles. Here are three new ones—a Chrysler K-car, Honda Prelude and Pontiac Grand Prix—from National Coach Engineering, Ltd., Fort Sanilac, Mich. With tops up, the K-car and Prelude have full rear seats. The Grand Prix, with optional power top, has a fulltime two-passenger rear seat. Dealer price for the conversions is $3,995. The Grand Prix power top costs $700 more.

Debate on curbs on Japanese cars heats up Capital

WASHINGTON.—There were conflicting reports flying through the Capital last week about what the Reagan Administration will do regarding Japanese imports.

It appeared at press time that the Administration is leaning toward jawboning for a short-term voluntary agreement with Japan whereby an informal limit will be imposed by that country on the number of vehicles its auto producers send to the U. S. Japan is believed to be amenable to such a move.

According to knowledgeable sources, the rollback would be for no more than three years with reductions to as low as 1.6 million units being talked about, but no firm decision yet has been made. It's more likely that if the decision is made to go ahead with import limitation the target goal will be transmitted privately to the Japanese government, the sources said.

President Reagan and the Cabinet were to have been briefed on the auto situation late last week and, reflective of the tentativeness of the import restrictions proposal, to hear again the arguments of the two warring camps on the Auto Task Force. One would impose no limits on imports and the other wants limits as low as 1.2 million units per year.

- The former group is headed by Office of Management and Budget Director David Stockman, Council of Economic Advisers Chairman Murray Wiedenbaum and Treasury Secretary Donald Regan.

They argue that import limits would be inflationary and undermine the Administration's economic recovery program.

The best thing for the auto industry would be to implement the Administration's economic plans, get interest rates and unemployment down and personal income up, they say. Further, they argue that giving special consideration to one industry is anathema to the Administration's economic philosophy and would only encourage other troubled industries to seek help from the White House.

Though not in disagreement with that thinking, the pro-import-limit element of the Auto Task Force, Transportation Secretary Drew Lewis, Commerce Secretary Malcolm Baldridge and Labor Secretary Raymond Donovan argue that a rollback of Japanese imports is necessary if the troubled U. S. auto industry, and in particular Ford, is to have a chance of being competitive once again. The industry simply must have some breathing room, they say.

United States Trade Representative Bill Brock is sitting on the fence.

Prior to the President's Cabinet meeting a significant amount of lobbying was being done on the hill with Ford, Chrysler, American Motors, the Motor Vehicle Manufacturers Assn. and the United Auto Workers, meeting here last week, pressing their case for import limits and hoping to have that passed on by Congressmen to the Administration.

Senate Democratic Leader Robert Byrd of West Virginia, meanwhile said at the United Auto Workers Community Action Conference being held here that "a temporary respite from the escalating influx of Japanese imports is needed to give our auto industry time to adjust to

Continued on Page 42, Col. 1

Prices start at $5,917

Isuzu begins selling in California

By Jim Plegue
Staff Writer

LOS ANGELES. — American Isuzu Motors, Inc., is off and running.

The company officially becomes the sixth independent importer of Japanese-built vehicles in the U. S. when its I-Mark car and P'up truck lines make their public debut in 21 of 22 sales states on April 1. The cars have already bowed in California.

The introduction seems ill-timed. Isuzu is entering a troubled U. S. marketplace, beseiged by stubborn buyers, a sluggish economy, high interest rates, rising anti-import sentiment and the accompanying threat of some form of curbs on imports.

The timing, according to Jack Reilly, senior vice president and general manager, couldn't be better.

"The economy's in the pits, the political atmosphere is very anti-import," Reilly said at the national press preview. "So, really, all of the major hurdles are right here, right now. We probably won't ever have to face them again.

"We're starting with everything against us and, if we succeed—as we think we're going to—then it is a good time for us to start."

Isuzu has not sold cars in the U. S. since 1979, when the Isuzu-built Opel models was last marketed by Buick dealers.

The Isuzu product line for 1981 consists of 13 models—seven I-Mark coupe and sedan models and six standard and long wheelbase P'up trucks.

I-Mark coupe and sedan models are available in deluxe [illegible] LS trim, with choice of 1.8-liter gas or 1.8-liter diesel engines. A base diesel-powered coupe is also available. Prices range from $5,917 for the deluxe gas-engine coupe to $7,660 for the high-line LS diesel-engine coupe. The lowest-priced diesel model, the base coupe, is priced at $6,699.

The P'up is available in standard wheelbase, long wheelbase and four-wheel-drive (standard wheelbase) models with choice of 1.8-liter gas or 2.2-liter diesel four-cylinder engines. Price for the standard gas model is $6,117. Prices have not yet been set for the diesel trucks.

Reilly said he feels the diesel I-Mark cars fill "a niche in the marketplace that at this point only Volkswagen has entered, and that's the small diesel market."

Isuzu expects 80 percent of the estimated 20,000 I-Mark models sold this year to be diesels. The

Continued on Page 43, Col. 4

breaking news

GM launches new rebates

DETROIT. — A new General Motors rebate runs from March 20 to April 4. It pays customers $700 on Firebird/Camaro and $500 on all Chevrolet Malibu and Pontiac LeMans models and $500 on Oldsmobile Cutlass and Buick Century four-door sedans and wagons. Customers can buy out of stock or order during the period to get the rebates. Dealers contribute $300 of the $700 and $200 of the $500.

GM, however, will pay the full $500 and $700 on newly rebated units ordered, but not delivered, before March 20. Fleet buyers get only the GM portion of the rebate, $400 or $300. Over 200 newspapers in the top 50 markets introduced the program March 20 with a "Let's Keep America Rolling" theme. Car sales ran 20 percent higher than expected under the old rebate, GM said.

Isuzu raises U. S. car prices

WHITTIER, Calif. — American Isuzu Motors has raised the prices of the cars it is just now placing on sale in the U. S. New prices of the gasoline-engine I-Mark models are: Deluxe coupe, $5,917 (up $237); Deluxe four-door sedan, $6,069 (up $239), and LS coupe, $6,535 (up $365). The LS now has a stereo radio instead of a monaural AM/FM unit. Diesel cars, newly priced, are: Base coupe, $6,699; Deluxe coupe, $7,044; Deluxe four-door sedan, $7,194, and LS coupe, $7,660. Pickup truck prices are unchanged from those announced earlier.

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Plans call for fall debut of Countach SV

Lamborghini prepares U.S. re-entry

By Kathleen Hamilton
News Editor

HARBOR CITY, Calif. — The U. S. is to play a key role in the future of the rescued-again Lamborghini auto works, if all goes according to plan at the EPA test track.

If the $100,000, 170-MPH Countach passes the 50,000-mile emissions test as expected, the president of a major U. S. federalizing firm will become sole importer and distributor for Lamborghini.

Jasjit S. Rarewala, president of ACI (Automotive Compliance, Inc), which has brought a dozen Countach units up to U. S. standards since it was founded here in 1977, is to assist Nuova Automobili Lamborghini in meeting the EPA-dictated emissions levels.

DOT standards are already met, he said.

"We have done enough of these one-shot tests to have a very good idea of what must be done," Rarewala said in an interview at the prospective headquarters of Lamborghini North America. Engines are expected to arrive in this Los Angeles suburb this month for design of emission systems by ACI.

• Once the standards are met, the Lamborghini factory in Sant'Agatha, near Bologna, Italy, will produce the U. S.-ready Countach SV.

It will differ from the European Countach S mainly in the reworked and re-geared five-speed transmission.

The new V-12 will be built from the same block as the European 4.0-liter engine, but will probably be 4.8 liters in displacement, Rarewala said. It is to be fuel-injected by the Bosch CIS system.

Horsepower is expected to be reduced to around 300 but this is to be offset by an increase in torque to the 250- to 300-pounds-feet range.

Upgraded leather interior, electronic instrumentation, a roomier cockpit and 240-watt-per-channel sound system are to distinguish the new SV. It is expected to sell in the $98,000 range, as opposed to the $110,000 (including certification deposit) of current ACI-federalized Countach S models.

It is to be marketed initially through five dealers in the U. S. — in Southern California, New York, Florida, Chicago and the Dallas-to-Atlanta region, Rarewala said. It is unlikely that Lamborghini North America will sell the cars to consumers, he said.

In addition, "seven or eight" service-only points are already lined up to be licensed, with that number eventually growing to as many as 40. Training is to be done here, with a factory mechanic scheduled to regularly visit Lamborghini points.

As part of the effort to restore Lamborghini's reputation for fine mechanicals, Rarewala is planning to institute a service plan reminiscent of that instituted by Ferruccio Lamborghini for his first automobiles.

Under the plan, major warranty work and engine rebuilding will be done exclusively at a West Coast facility, under the direction of a factory mechanic. Eventually, a second facility may be added in the East.

If the car is in its 12-month warranty period, Lamborghini North America will pick up the entire freight bill; if it is out of warranty, the buyer will pay half the freight charge. Rarewala said.

Tied to the licensing of service outlets, spokespersons for the fledgling auto importer said plans are in the works to take court action against what they view as widespread unauthorized use of the Lamborghini name and logo in this country.

• Lamborghini has decided to resume exportation to the U. S. after a six-year absence (except for privately imported autos, independently certified) to "try to compete with the large smuggling market and to try and use up the Ferrari market," Rarewala said.

The Lamborghini team hopes to lure customers who would otherwise have to import their own Ferrari 512 Berlinetta Boxers and suffer the delays of individual federalization.

Contacted in Montvale, N. J., Ferrari North America General Manager John Spiech said only that the firm is "examining all its options" on importation of the Boxer.

Rarewala projected 40 Countach SV sales in the first 12 months of importation; after that, he said, no more than 60 a year would be sold in the U. S.

Canadian sales are also a possibility, but Mexico is out for the present because of a 160-percent import tariff, he said.

• By late summer, 1982, Rarewala expects that the redesigned Silhouette, displayed at the Geneva Auto Show as the Jalpa, will be available in the U. S.

It is now in the tooling stage, and a maximum of 200 a year are to be built when at full production. Rarewala is aiming to get 40 percent of that output shipped to the U. S.

Designed to compete against the Ferrari 308, the two-seat, V-8-powered Silhouette / Jalpa will follow essentially the same body lines as its predecessor. The old 3.0-liter Silhouette engine, which Rarewala admitted was fraught with problems, has been redesigned, using the same engine block. Horsepower is expected to be in the 240 area.

The car will be in the $50,000 to $60,000 price range, he said.

Another Geneva Auto Show vehicle, the redesigned four-wheel-drive Cheetah, is expected to go into production this summer at Sant'Agatha. Up to 1,500 will be built as military vehicles before civilian versions of the this ultimate dune buggy are issued.

Priced in the $30,000 to $40,000 range, the Cheetah (or M-01, in military circles) is said to climb a 2-foot-8-inch wall, reach desert speeds of 66 MPH or 105 MPH on the highway and carry four passengers or two passengers and an anti-tank rifle.

Orders are already in hand from Mideast countries, Rarewala said.

The Athon — a Bertone-designed topless spider on the Silhouette chassis — and the Bravo — a downsized 6-cylinder replacement for the Countach — are also on the Lamborghini drawing boards.

• Nuova Automobili Lamborghini is being run by two French brothers, Patrick and Jean Claude Mimran, under the administration of the Bologna bankruptcy court. The court has been in the picture since 1978, when Lamborghini was owned by the Swiss interests headed by Rene Leimer.

The Mimrans took over last September from a German consortium headed by real estate magnate Raimond Neumann and ex-racer and Lamborghini importer Hubert Hahne.

Operating under court-set employment and output levels, the Mimrans hope to own the company outright this fall. Patrick, 25, an avid motoring enthusiast, is president of the auto venture; Jean Claude, 36, is partner.

The family is engaged in African foodstuff and sugar import and export.

In Geneva, Patrick Mimran said the Sant'Agatha factory's 150 workers are now turning out seven to eight Countach models a month.

He took over the frequently insolvent auto works, he said, because "I thought it was a pity that a marque like that should die."

Rarewala's ties to Lamborghini date back to 1974, when he served as a consultant for the U. S. importer on safety requirements for the U. S. market. The job followed on the heels of a U. S. government-funded taxi design project undertaken while he was a student at the Pratt Institute for Industrial Design.

Rarewala, 35, comes from an agricultural family in India. Capital for the Lamborghini venture comes from ACI federalizing projects, not family money, he said.

He expects to be sole owner of Lamborghini North America for at least the first year of its operation, perhaps taking on an employe stockholder, Kurt Dunholter.

Exhibit of exotic cars slated for Miami Beach

MIAMI BEACH.—A collection of exotic automobiles will be on display in the Miami Beach Convention Center March 25-29.

The exhibit will include Maserati, Avanti, Clenet, Golden Spirit, Moselle, Excalibur, Aston Martin, Grandeur, Stallion, Jaguar, Doval Duchess, Berlina, Porsche, Spark, Cord, Auburn and Lamborghini.

New nameplate

Pontiac will introduce the J-2000 J-car to its product lineup early in May. The alpha-numeric name for the FWD subcompact represents a different approach for Pontiac, which wants to project a contemporary image. National press preview date for the J2000 is April 15.

Kathleen Hamilton

Importer to design emission controls

After a six-year absence, Lamborghini plans to re-enter the U. S. market this fall with a winged version of the Countach that will be modified at the Italian factory. Jasjit Rarewala, who has federalized the car for individuals, is to be named importer if efforts to pass emissions tests are successful.

Rebates push new-car sales above year-earlier levels

By Jenny L. King
Staff Writer

The promise of rebates or reduced price tags continued to attract new-car buyers the first 10 days in March, boosting domestic sales 8.72 percent above year-ago levels.

It was the first time since early and mid-September, 1979, that domestic sales had shown a year-to-year increase for two consecutive 10-day periods. (Late-February sales this year climbed 5.83 percent.)

Domestic new-car dealers sold 204,231 units March 1-10 compared with 187,852 for the period in 1980. Based on eight selling days in each year, the daily rate was 25,529, up 8.72 percent from 23,482 a year ago.

Chrysler Corp., reporting a 51.21-percent sales jump, said its front-wheel-drive cars were responsible for the surge. General Motors, which enjoyed its second-best early March selling period and a sales increase of 7.04 percent, said its cash bonus to customers program was improving showroom traffic and retail sales.

GM sales numbered 125,549, up 7.04 percent from 117,296 last year. Ford Motor Co. reported a sales decline of 3.58 percent, to 44,227 from 45,871. Chrysler sales exploded 51.21 percent, to 25,900 from 17,128. Volkswagen of America reported sales of 3,855 U. S.-built Rabbits, up 5.41 percent from 3,657, and estimated sales of AMC cars were 4,700, up 20.51 percent from 3,900.

Chrysler continued to increase its share of the market and remain in the double-digit percentile segment, earning 12.68 percent—best so far this calendar year, and up from 9.12 percent in 1980. GM earned 61.47 percent, down from 62.44 percent. Ford was squeezed back to 21.66 percent from 24.42 percent, VWoA had 1.89 percent compared to 1.94 percent in 1980 and AMC had an estimated 2.30 percent, up from 2.08 percent.

Among the 14 U. S. makes, Plymouth drove away with a 75.42-percent increase in sales for the early March period, to 12,055 from 6,872 last year. Dodge sales jumped 58.09 percent, to 10,546 from 6,671. Oldsmobile was up 26.04 percent to 26,397 from 20,944; Buick sales were up 20.60 percent, to 21,608 from 17,917; Lincoln edged ahead 1.47 percent, to 2,136 from 2,105, and Pontiac was up 0.96 percent to 17,381 from 17,216.

Chrysler dropped 13.42 percent below last year; Ford was down 3.83 percent; Mercury dipped 3.82 percent; Cadillac was down 4.69 percent, and Chevrolet was off 1.41 percent.

Chevrolet Chevette was the number-one selling nameplate in early March at 20,050, far ahead of the competition. Second was Chevrolet Citation at 13,358, followed by Oldsmobile Cutlass Supreme at 10,894, Ford Escort at 8,460 and Buick Regal at 7,719.

Year to-date sales through March 10 totaled 1,217,656, down 10.92 percent from 1,366,848 for the comparable 1980 period.

DOMESTIC SALES

	March 1-10, 1981	March 1-10, 1980
AMERICAN MOTORS...	4,700†	3,900†
Chrysler	3,104	3,585
Imperial	195	—
Plymouth	12,055	6,872
Dodge	10,546	6,671
CHRYSLER CORP.	25,900	17,128
Ford	32,233	33,517
Mercury	9,858	10,249
Lincoln	2,136	2,105
FORD MOTOR	44,227	45,871
Buick	21,608	17,917
Cadillac	5,544	5,817
Chevrolet	54,619	55,402
Oldsmobile	26,397	20,944
Pontiac	17,381	17,216
GENERAL MOTORS	125,549	117,296
VOLKSWAGEN	3,855	3,657
INDUSTRY TOTAL	204,231	187,852

†—Estimate.

1.6-liter engine is mis-positioned

WASHINGTON.—A story last week in Automotive News reporting that EPA had granted General Motors a waiver from the 1982 Carbon Monoxide standard for its 1.6-liter engine incorrectly noted this engine would be used in GM's new J-cars.

The 1.6-liter engine, of course, is used in the Chevrolet Chevette and Pontiac T-1000.

The J-car will use GM's new 1.8-liter engine, which previously had been granted a waiver from the 1982 CO standard by EPA. Both engines need meet only a 7 grams per mile CO standard instead of the statutory 3.4 gpm standard.

world news briefs

Revised BMW 5-series in the offing

The Frankfurt Auto Show in September will mark the debut of the new BMW 5-series sedans. The cars are said to look similar to current models but are lower, wider, lighter and more streamlined.

Diesels make gains in Italy

Diesel cars accounted for 12.4 percent of all sales in Italy in January — said to be the highest penetration in Europe. Diesel fuel is only 40 percent of the price of gasoline in Italy.

Perkins reaches a milestone

Perkins' UK factory, currently researching a new generation of diesel car engines, has built its five-millionth diesel engine. It went to International Harvester in Australia.

Ford set to replace its medium trucks

Ford of Europe will reveal details of its new mid-range truck within a few days. The low drag Cargo will replace the best-selling D-series dating from 1966.

Suzuki launches European Alto

Chief attraction at the Amsterdam Auto Show was the Suzuki Alto FX, a miniature five-door hatchback making its European debut. The 130-inch-long car is powered by an 800-cc, three-cylinder engine developing 40 horsepower.

Japanese imports fall

Imported car sales in Japan last year amounted to 1.6 percent (44,900), compared with 2 percent (60,200) the previous year.

Former Aston man joins Lotus

Alan Curtis, the self-confessed non-car enthusiast who recently sold his interest in Aston Martin, has joined the board of Lotus Cars as a non-executive director.

VW launches its diesel Transporter

Volkswagen has begun sales in Europe of its rear-engined Transporter model powered by diesel. The engine is an adaptation of the car unit. In West Germany it costs $760 more than the flat-four gasoline model.

What does he mean?

Honda President Kiyoshi Kawashima has given a broad hint about possible further collaboration between his company and BL. (The UK company is to begin assembly of the Honda Ballade later this year.) Kawashima said, "With increased reliability established between the two companies we will soon proceed to the second step of cooperation." BL says it doesn't know what he means.

Toyota advances in Switzerland

The Volkswagen-Audi group retained its lead in the Swiss new-car market last year despite reduced sales of 40,440. But it lost its lead in light commercial vehicle sales to Toyota, which doubled registrations to 4,645.

Scania buses go west

Scania of Sweden is supplying three BR112 single-deck buses for tests by the city of Norwalk, Conn., this June. The company says it wants to make the evaluations in a city small enough for vehicle differences to be noticed.

A puzzle

At 27,000, sales of cars from Communist countries in the UK last year were down 31 percent—nearly three times the overall trend. But plans are well in hand for the introduction of the Yugoslav Zastava and Romanian Decia to be added to the list of Russian Lada, Polish Polski and Polonez and Czechoslovak Skoda.

First for Ford commercials

Ford of Europe has claimed the No. 1 sales spot in Western Europe for commercial vehicles last year. It sold 179,000 units for a market share of 13.4 percent. Runners-up were Renault Industrial Vehicles and Peugeot SA.

Slow progress on SEAT

Officials of INI, the Spanish holding company that controls SEAT, made little progress in their Tokyo talks aimed at trying to persuade Toyota to take a majority stake in the ailing company. INI has been trying to find partners since Fiat pulled out of take-over nearly a year ago.

Despite a declining market

Auto investment rises in Spain

By Jan P. Norbye
Staff Correspondent

Spain's auto industry must be praised for its progress in restructuring itself, and pitied for the sacrifices it has been forced to make on the altar of the general consumer price index.

The domestic market for Spanish cars has receded by 12 percent, compared with 1979, and 20 percent compared with 1977.

Imports more than doubled in 1980—from 23,058 cars to 51,233.

Despite the dismal climate and poor short-term prospects, several companies have gone ahead with massive investment plans, Renault, Seat, Citroen and General Motors.

Renault has passed SEAT as the nation's top car maker, mainly due to the introduction of the R-18. The range also includes the R-4 in wagon and commercial versions; the R-5, which has become a runaway best-seller with a production figure of 146,807 units last year); the R-6, whose sales are still advancing to the depressed market situation; the R-7, which is a stretched-body notchback on the R-5; the R-12, and the R-14.

- Arrival of the Panda a year ago did much to boost SEAT's fortunes, and the rear-engined 133 has been phased out (except for CKD shipments).

The 127 is the most-produced model, helped in no small measure by SEAT having the four-door hatchback as an exclusive, and selling it all over Europe, through Fiat dealers, but the 124 is still going strong, largely aided by being available with a diesel engine (Talbot ex-Barreiros). SEAT also builds both the 131 and 132 in important numbers, and even assembled 800 Lancia Beta during 1980.

Little indication of coming integration between the Peugeot group's two Spanish subsidiaries—Talbot and Citroen—has been forthcoming, but it's considered inevitable by both local and French observers.

The Citroen organization is the bigger, and has been building the Peugeot 504 since 1977 and the 505 since 1980. An amazing 30,425 Peugeot 505s were built last year, split 50/50 between diesel and gasoline. Most of the diesels were sold in Spain, and most of the gasoline-fuel cars exported.

Citroen makes the 2-CV and Dyane mainly for the domestic market but has a high export percentage for the GSA Palas and Break Club.

The Talbot range is dominated by the Horizon, with a 1980 output of 17,717 cars. Interestingly, they were sold mainly in the home market, like the rest of Talbot production, which includes the old 1200 (originally 1100), the 180, 2-Litros, and Diesel designed by Chrysler in England, and the 150, which is the Spanish version of the 1510/Alpine.

PRODUCTION OVERSEAS

SPAIN

Cars	12 mos., 1980	12 mos., 1979
Citroen	131,393	160,730
FASA-Renault	343,678	275,322
Ford	265,839	232,432
SEAT	297,632	298,859
Talbot	65,756	72,891
Total	1,104,298	1,040,234
Trucks and buses		
CAF	2,315	4,499
Dodge	4,123	4,523
Ebro/Avia	27,106	27,278
Mevosa	10,367	14,182
Pegaso	6,108	6,228
Santana	17,900	17,150
SAVA	9,442	8,824
Total	77,361	82,684
Total Vehicles	1,181,659	1,122,918

The Fiesta is Ford's only locally built car, in Base, Lujo, Gran Lujo, Sport and Ghia versions. The Ford plant works mainly for export, and shipped 205,014 cars to destinations outside Spain, while 56,902 were sold domestically.

The truck market can be considered as having held up well in 1980. Motor Iberica, with its trademarks Ebro and Avia, dominates the light-duty end of the market, also playing a supporting role (under 2,000 units) in the market over 9 tonnes GVW, which is disputed between ENASA (Pegaso) and Dodge (part of Talbot in the Peugeot group).

Last year, Pegaso built 5,436 heavy trucks compared with Dodge's 4,066. Pegaso practically owns the domestic bus market, which grew by 23 percent last year to a total of 2,074 units.

The four-wheel-drive market is dominated by the Land-Rover (built by Santana) which also exports 30 percent of its production.

CAF (Construcciones y Ausiliar de Ferrocarriles S.A.) suffered a 49-percent drop in its production of Jeeps during 1980, most of the slack being caused by home-market flexing.

Contrary to general belief, the Spanish truck market is not closed to imports. Sales rose from 4,054 to 6,305 units in 1980.

Slowdown in Sweden

New-car sales in Sweden last year were 192,6000—the lowest figure since 1967.

French city buys diesel-electrics for bus fleet

The Urban District of Nancy, France, has placed an order for 48 buses of a new type with Renault Industrial Vehicles.

The design is an articulated design with dual power trains: Trolleybus getting energy from overhead cable in the inner city, diesel engine and mechanical transmission for suburbs and expressways.

The engine selected is a 225-HP MIDS 06.20.30 turbocharged 8.82-liter six, combined with a four-speed transmission and propeller shafts to two driving axles (one on the front unit, one on the 'trailer').

The electric power train includes a 185-kW Motor and a freon-cooled chopper which permits energy savings up to 20 percent, thanks to low starting requirement and partial recuperation of kinetic energy during deceleration.

Group assembly for limousines

Jaguar Cars has completud a new 40,000-square-foot assembly facility at its Coventry factory for production of the Daimler Limousine. Group assembly techniques are being used for the first time in the company's history, as it would have been impossible to produce the car on the same lines as the sedans and XJ-S coupes. Daimler limousines previous were made at the Vanden Plas coachworks, now closed. More than 2,800 limousines have been built since introduction in 1968.

New models previewed in Morocco

Talbot exhibits style, falls down on image

Continued from Page 10

and power steering as standard.

Next month (April) the turbocharged diesel and V6 gasoline versions are to go into production.

The 2.3-liter (140.5 CID) diesel is the unit from the 505/604 Peugeots and produces 80 HP.

The SX top model uses the Peugeot - Renault - Volvo V-6 of 2.6 liters (162.5 CID). But in keeping with Talbot's declared aim of projecting a sporting image—it is fielding a Formula 1 Grand Prix team this season—it is the most powerful application yet for the engine.

The output is 165 HP on three two-barrel carburetors compared with 144 for the Peugeot 604-Ti, 142 for the Renault 30TX and 155 for the Volvo 264-GLE.

Talbot is planning production of 3,200 per month, making a 12-month output of more than 38,000. Half will be the GL and GLS models, 30 percent will be diesels and the remainder the V-6.

The car is manufactured at the large Poissy factory near Paris. There is clearly the capacity to increase Tagora volume, but Talbot's projections are based on what it believes it can sell.

At present the 180/2-liter will continue in production at Talbot's Villaverde factory near Madrid, but company sources say the model could be replaced by the Tagora within a couple of years.

Talbot recently introduced the Horizon hatchback into its Spanish factory, to complement the 150 (known in the rest of Europe as 1510 and in the UK as the Alpine). It is likely to do the same with the Horizon in the UK at Ryton following the announced withdrawal from Linwood.

• But it is a tough time to launch any luxury car in Europe, especially one from a company not known for its strengths in that sector. Talbot cheerfully says that there are 1.3 million customers in Europe for such cars.

Until now, Talbot has not even been able to sniff a market in which all its competitors are now well established.

Skeptics point to the recent fortunes of companies like Opel, Ford, Renault, Audi, Peugeot and Rover. They offer some pretty competitive autos in the top European sector, but their business there has been exceptionally hard hit by the swing away from large cars.

But Talbot was putting the finishing touches to an even more important new model even while Tagora was being launched.

This is the car code-numbered C15, an economy hatchback in the Ford Fiesta/Renault 5/Fiat 127/VW Polo category.

C15 will be shown later this year, and go into production at Poissy early next year.

What is not known at the moment is whether it will be a Talbot or Peugeot. While it began life as a Talbot project, since the decision to amalgamate the two companies it seems it could emerge as a replacement for the aging Peugeot 104.

Prices for the Tagora in its country or origin range from $11,400 for the cheapest GL to $15,850 for the most expensive SX.

Porsche's 100,000th 924

Dr. Ferry Porsche, chairman of the Stuttgart firm's supervisory board, was on hand to see the 100,000th version of the 924 model off the line. The 2-liter two-seater has been in production for five years.

Talbot's new Murena offers odd seating arrangement

Continued from Page 10

gearboxes are used in each case.

The rounded, wedge-shaped body has a drag co-efficient of 0.328—better, according to its makers than the Fuego (0.347) and Porsche 924 (0.36). Headlights are recessed during day time driving.

Talbot says the smaller-engined model is designed to appeal to former Bagheera owners. It is capable of a surprising 115 MPH, and has dynamic qualities well up to standards established by any of its European rivals.

The larger model, boasting a top speed of 125 MPH, will be pitched at vehicles like the Porsche 924 and Alfetta GT.

Already in production, the 1.6 carries a selling price in France of approximately $12,300. It is not known when the 2.2 models will start rolling, but a price in the region of $14,000 is forecast.

At present Romorantin is producing some 80 vehicles a week, 30 Murenas and 50 of the special station wagons built on 1510 components and known as Ranchos. But there is a great deal of spare capacity.

• Automobiles Matra is a company which is owned 45 percent by Automobiles Peugeot and 55 percent by Matra. The giant French conglomerate whose interests range from aerospace to publishing. The car-making business employs some 1,500 people.

A sports car such as the Murena—the name of an aggressive fish—is a natural choice for a company that is trying hard to establish a firm identity.

It is being backed in the form of promotion by official entries in Grand Prix motor racing featuring the Ligier team, Matra V-12 engines and Talbot money.

Fiat imported into Italy

To replace the recently discontinued Fiat 127 Panorama, Fiat is introducing the Brazilian-made Fiat 127 Panorama into the Italian market. It is powered by the 1,050-cc engine from Brazil's Fiat 147, with gearbox and final drive from the Fiat 128.

U. S.-owned companies lead the way down

German industry feels the pinch

Publication of the official year-end production statistics for West Germany's vehicle industry illustrate clearly just how badly the two U. S.-owned companies did there last year.

They show that between them Opel and Ford contributed most to the 10.5 percent fall in car output (to 3.52 million) in 1980 compared with the previous year.

In Opel's case, volume was down 18.1 percent at 786,663 and at Ford it was down a massive 23.3 percent (419,517 units). Of the other domestic manufacturers, only the small specialist Porsche concern (down by a fifth) was in the same league.

Monthly statistics made public by the country's motor industry association, the VDA, reveal only production details broken down by engine capacity or weight categories. There is thus no official indication of how one company is doing against another—other than in the monthly registrations for Germany compiled by the Kraftfahrt Bundesamtes.

Interesting as they are, they do not get over the fact that 54 percent of West Germany's vehicle output is exported — a figure, incidentally, exactly the same as Japan's.

So, the VDA's annual tome about Europe's largest vehicle-making country is eagerly awaited. In the words of the president, "The past year did not continue in the same successful vein as those preceding it."

Hand in hand with the general world sales recession has come increased competition from Japan's auto makers. Initially, German executives took comfort in what they saw as a technological advantage over Japanese products.

Opinions have been revised, in the light of the Japanese advances in Germany's traditionally strong export markets and in Germany itself. It could hardly be otherwise, when the German new-car market dropped 8.5 percent and Japanese registrations expanded 67 percent, which is what happened last year.

Horst Backsmann, president of VDA, reports, "At the end of 1980 790,000 people were employed in road vehicle construction, 10,000 or one percent fewer than 12 months previously."

But he adds, "Declining demand has led to short-time working on a fairly large scale; 68,000 people in the road vehicle construction industry were affected in December, 1980."

• Nowhere has this been felt more than in the Opel and Ford factories which make the large capacity models. In the 2-to-3-liter class, production of Ford's Granada sedan and Capri coupe models fell away by 54 percent.

At Opel, Commodore and Senator sedan and Monza coupe volume fell by 59 percent.

Yet, in the same engine capacity classes, BMW's production was down 12 percent and Daimler-Benz's a mere one percent.

Looking to the future, Backsmann says, "The reduction of purchasing power as a result of the heavier than expected increase in the price of oil has curbed demand to a greater extent than expected.

"The new year thus begins with an economic situation which clearly fails to come up to the more favorable expectations of last autumn. The drop in the Gross National Product, coupled with higher unemployment and still less room for financial maneuver as a result of reduced tax revenue, do not bode well for 1981," he warns.

Nevertheless, the country's vehicle makers are investing the equivalent of $4.65 billion this year, higher than the average figure for the past.

Clearly, though, the country's makers see Japan as the biggest threat to their continued strength.

"German vehicle manufacturers cannot keep pace in the long run with competitors whose labor costs are 40 percent lower than those in Germany and whose labor force works for 20 percent longer than that in our factories," predicts Backsmann.

WEST GERMANY

Cars	12 mos., 1980	12 mos., 1979
Audi-NSU	285,052	323,395
BMW	330,087	328,281
Ford	419,517	546,957
Mercedes-Benz	438,829	433,203
Opel	786,663	960,243
Porsche	28,622	36,011
Volkswagen	1,232,164	1,304,466
Total	3,520,934	3,932,556
Trucks and buses		
Faun	485	349
Magirus-Deutz	20,619	20,184
MAN	24,317	21,207
Mercedes-Benz	188,392	171,656
Neoplan	903	1,092
Opel	6,137	8,223
Setra	2,037	2,008
Volkswagen	114,591	92,450
Total	357,481	317,169
Total vehicles	3,878,415	4,249,725

Production overseas

JAPAN

Cars		
Daihatsu	155,604	133,556
Fuji	202,038	153,841
Honda	845,514	706,375
Isuzu	107,057	86,397
Mitsubishi	659,622	528,555
Nissan	1,940,615	1,738,946
Suzuki	87,830	69,798
Toyo Kogyo	736,544	647,001
Toyota	2,303,284	2,111,302
Total	7,038,108	6,175,771
Trucks, buses		
Daihatsu	276,770	232,789
Fuji	223,595	180,449
Hino	74,890	76,508
Honda	111,388	95,494
Isuzu	365,070	338,391
Mitsubishi	445,308	409,962
Nissan	703,437	598,875
Nissan Diesel	48,121	42,433
Suzuki	380,853	275,137
Toyo Kogyo	384,472	324,420
Toyota	990,060	884,923
Others	812	394
Total	4,004,776	3,459,775
Total vehicles	11,042,884	9,635,546

FRANCE

Cars		
Citroen	536,366	679,327
Peugeot	607,033	754,448
Talbot	302,843	381,289
Peugeot SA	1,446,242	1,815,064
Renault	1,492,339	1,405,330
Total	2,938,581	3,220,394
Trucks, buses		
CBM	105	106
Citroen	49,034	48,251
Peugeot	127,428	111,017
Talbot	24,517	28,046
Peugeot SA	200,979	187,314
Renault	166,760	141,046
Renault VI	54,086	45,819
Total Renault	220,846	186,865
Sovam	113	133
Unic	17,809	18,646
Total	439,852	393,064
Total vehicles	3,378,433	3,613,458

MacKenzie outlines Detroit's strategy

Advertising part of anti-import war

By John A. Russell
New York Staff Writer

NEW YORK. — Detroit's war with the imports not only is one of product, but also advertising those products, according to Gordon B. MacKenzie, general manager of Lincoln-Mercury.

"The last several years have been a valley a despair not only in the business of American automobiles . . . but in the advertising of them," he said, adding that the reverse was true for the imports.

Speaking at the Sales Executives Club of New York, MacKenzie said the import auto makers were "the only ones doing contemporary, enjoyable advertising" while the domestic auto makers had "given way to defensiveness, legalese, numbers, comparisons, protestations and even desperation. And on top of it all most of it looked the same no matter what the source."

But, he declared, with the introduction of the 1981 models at Lincoln-Mercury those days were over for the division. It started, he said, with a two-minute film, to be shown in first-run movie theaters, on the Capri. Theaters were selected to match the demographics and lifestyles of the Capri buyer and the concepts developed are carried through in the television and print advertising for the entire lineup, including the Mercury Lynx.

The commercials depend heavily on visuals, special effects and some humor.

MacKenzie said one of the first hurdles the company and its agency had to overcome was one of concepts.

"The same old things, the pretty cars with pretty people on pretty American streets or in pretty American driveways are just not going to be noticed," he said, "nor are they going to be seen as particularly indicative of the dramatic change that's taking place in the quality of American automobiles."

For the Lynx commercials, the agency, Young and Rubicam, built a production company from the ground up including special effects experts from Star Wars, the biggest sound stage in the U. S. and other essentials.

MacKenzie would not reveal the production costs for the venture but did add that "we took a world view and found that automotive advertising in other countries had discovered ways to go beyond the conventions of Detroit, particularly in the visual dimension."

Consequently, for Lynx, "Starting today the world belongs to an American car" became a theme.

- Another element, he said, that has been a strength of the import advertising is consistency and they have done this for almost a generation. MacKenzie maintained this approach has had "quite a bit to do with the overall quality reputation that had accrued to them."

For the LN7, the company has extended its advertising to include such lines as "something beyond the fuel efficient automobile," and other tag lines. But MacKenzie said the key would be the inclusion of excitement into the advertising, advertising that "doesn't use one Detroit cliche."

But the general manager made it plain that the major issue in the years to come will not be one of fuel efficiency, size and space. Instead, it will be one of quality. The real quality of the automobiles will be the battleground, he said.

Model breakdown
Auction Averages

	March To Date	February	January
1981	$8,722	$7,138	$7,757
1980	5,851	5,704	5,667
1979	5,135	4,773	4,726
1978	3,890	3,795	3,595
1977	2,984	2,907	3,125
1976	2,192	2,265	2,082
1975	1,546	1,663	1,541
1974	1,335	1,295	1,280
Overall Average	$4,141	$4,076	$3,981

factories list auction dates

American Motors

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

March 24—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago (tentative, call auction); Chrysler Leasing Corp., NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

March 25 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 26—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Big H Recon Center, 918 Asbury, Houston.

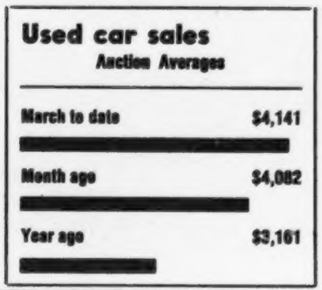
Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

March 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

March 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

March 31—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.


Used car sales
Auction Averages

Jury says Nissan discriminated in firing manager

CONCORD, N. H. — Nissan Motor Corp. in U.S.A. has been found guilty of "willful" age discrimination for discharging a district sales manager.

A jury in U. S. District Court here ruled in favor of William Hoffmann, now 58, of Keene, who was discharged as a district sales manager in May, 1976. He had been with the firm since 1965.

Hoffmann, presently self-employed, had performed inadequately, according to Nissan.

Hoffmann's attorney, Randall Reis, of Manchester, contended that the average age of Nissan employes is lower than the average age of the U. S. labor force.

A Nissan spokesman said the verdict is "totally unjustifiable" and that the Datsun importer is "very seriously considering an appeal."

A meeting of attorneys and Judge Martin Loughlin is pending. The award will be determined at that time. Because the jury found the discrimination "willful," Hoffmann's back pay of $79,600 could be doubled; Nissan could be ordered to pay attorney and court costs, as well.

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For the first time in 1981

Auto output tops year-ago week

By Patricia Hoffman
Staff Writer

For the first time in 1981, weekly domestic auto production has topped the comparable 1980 week's output. The last time the week's total rose above the year-ago levels was the week ended Nov. 22, 1980.

Last week's total was also the highest of this year.

U. S. auto production last week was slated at 145,422 units, an increase of 2.33 percent from the 142,112 units completed the previous week, and up 0.04 percent from the 145,369 cars assembled in the comparable 1980 week.

Breakdown for last week by company was: General Motors, 59.10 percent of the week's total; Ford Motor, 23.06 percent; Chrysler Corp., 13.22 percent; Volkswagen of America, 2.86 percent; American Motors, 1.72 percent, and Checker Motors, 0.04 percent.

So far this year, the auto makers have completed 1,364,821 units, a drop of 15.58 percent from the 1,616,700 cars assembled in the comparable period last year.

Downtime was slated last week, for the second week in a row, at General Motors' Janesville point.

Also at GM, Saturday overtime was scheduled last week at Tarrytown, Oklahoma City, Linden and Lansing.

At Lansing, the line rate of the Oldsmobile Cutlass was increased from 55 cars per hour to 60 cars per hour. A second shift will be added to the Cutlass assembly line at Lansing effective April 6.

Buick built its 23-millionth car (a Regal coupe) in Flint on March 18. Buick has been building cars since 1903.

Last week, GM completed its first full week of assembly of the new Pontiac T1000 subcompact.

Ford has slated downtime for one week beginning today (March 23) at its Lorain point for a line-speed change from 57 cars hourly to 40 hourly. The plant assembles XR-7 and Thunderbird.

Chrysler Corp. this week is in its sixth consecutive week of auto production without downtime.

The Chrysler Belvidere and St. Louis plants have scheduled nine-hour daily shifts this week. Belvidere, which has been operating on overtime schedules since March 2, has two shifts. The St. Louis point is a single-shift operation.

breaking news

Continued from Page 1

Isuzu sports car due in '83

LOS ANGELES.—The Isuzu "Piazza" sporty coupe, which debuts in Japan this summer, will be sold in the U. S. in the spring of 1983. It will be equipped with a fuel-injected 2.0-liter engine. A version fitted with an Isuzu-built 2.0-liter turbocharged diesel, currently being tested in Japan, will bow a year later.

$300-$700 rebates offered on LUV

DETROIT.—From March 9 to May 8, Chevrolet is giving direct customer rebates of $700 on all 1980 Series 10 LUV pickups invoiced to dealers after Sept. 15, 1980. During the same period, it is also giving $350 customer rebates on 1981 Series 11 LUVs invoiced prior to March 9. For units invoiced after March 9, there is a permanent reduction of $330 in the destination charge, which is being dropped to $315 from $645. A customer cannot receive both the rebate and the destination-charge reduction.

GM Canada buys Firestone plant

OSHAWA, Ont.—General Motors of Canada has purchased the Firestone Canada plant in nearby Whitby and will move its export operations there late this summer. The plant has 372,800 square feet and is located on a 62-acre site. Firestone ceased operations there last July. GM Canada's export operation prepares car and truck components for shipment to assembly plants in Venezuela, Colombia, Ecuador, Chile and Zaire. It ships 432 vehicle sets a day, up from 240 a day last year.

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
CHEVROLET	13,475	5,471	8,399	31,884	156,536	131,866
DODGE/PLYMOUTH	1,900	1,300	1,707	5,284	33,697	15,423
FORD	14,779	20,574	13,365	43,223	168,588	128,605
GMC	3,924	2,532	4,351	11,782	40,515	48,519
INTERNATIONAL	1,690	....	1,712	5,110	....	16,911
MACK	....	625	....	....	7,262	....
JEEP	....	125	....	....	2,019	....
WHITE	1,550*	....	1,550*	4,700*	25,668*	20,136*
AMC CORP.	85*	430*	85*	255*	4,082*	935*
VOLKSWAGEN	1,040	687	940	2,983	5,948	10,083
MISCELLANEOUS	1,200*	900*	1,200*	3,600*	9,660*	12,100*
Total Trucks, U. S.	39,643	32,644	33,309	108,821	453,975	384,578

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
CHRYSLER CORP.	1,600	1,600	1,564	4,827	6,285	12,764
FORD MOTOR	3,490	4,808	3,360	10,240	45,758	38,045
GENERAL MOTORS	6,592	6,010	6,487	19,449	65,735	70,290
AMERICAN MOTORS	....	900	....	....	7,581	....
INTERNATIONAL	245	290	243	731	2,733	2,843
MACK	....	60	....	....	701	....
WHITE	....	65	....	....	720	....
Total Trucks, Canada	11,927	13,733	11,654	35,247	129,513	123,942
N. American Trucks	51,570	46,377	44,963	144,068	583,488	508,520

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production tops 1980 week by 21 percent

A silver lining peeked through the dark cloud of recession for the U. S. truck makers last week as production jumped considerably over the comparable 1980 week and the previous week's levels.

Truck production last week was slated at 39,643 units, an increase of 19.02 percent from the 33,309 trucks assembled in the previous week and up 21.44 percent from the 32,644 units completed in the week ended March 22, 1980.

The Chrysler Warren truck assembly point will mark its sixth consecutive week of production this week. The plant, which is a single-shift operation, has scheduled nine-hour daily shifts beginning today.

Downtime was scheduled last week at General Motors' Janesville truck and Pontiac heavy-duty truck points, with operations resuming today.

Also down last week was line No. 3 at Ford Motor's Kentucky truck point.

Year-to-date, the truck makers have completed 384,578 units, down 15.29 percent from the 453,975 assembled in the comparable period last year.

Canadian output climbs for week to 21,425 cars

Canadian auto production last week showed improvement over the previous week's output, however the total was down from the comparable 1980 week.

Production last week for the auto makers was slated at 21,425 units, an increase of 13.63 percent from the 18,855 cars completed the previous week, but down 6.12 percent from the 22,821 units assembled in the comparable week last year.

Canadian truck production last week also showed a slight increase over the previous week's output, but was down from the comparable 1980 week's total.

Planned production last week for the truck makers was 11,927 units, up 2.34 percent from the 11,654 trucks assembled in the previous week but down 13.15 percent from the 13,733 units completed in the week ended March 22, 1980.

So far this year, the auto makers have assembled 155,582 units, a drop of 21.44 percent from 198,036 at this time last year.

Year-to-date output for the truck makers is 123,942 units, down 4.30 percent from the 129,513 trucks assembled in the comparable 1980 period.

Chrysler Corp. has slated downtime at its Windsor car plant beginning today (March 23). The point will remain idle for three weeks due to inventory adjustments and retooling.

U. S. CAR PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
AMERICAN MOTORS	2,500*	4,525*	2,000*	6,532*	50,336*	21,354*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	19,220	16,165	19,877	57,261	149,104	163,019
Plymouth Total	9,420	7,250	10,000	28,765	68,947	81,511
Horizon	3,400	3,250	3,863	10,685	37,492	29,159
Volare	....	3,250	....	....	24,585	....
Gran Fury	5,000	....	5,076	14,965	....	45,911
Caravelle	900	660	874	2,682	5,836	5,556
Reliant	120	90	187	433	1,034	885
Chrysler Total	1,600	2,405	1,557	4,874	18,737	13,097
Chrysler	1,100	2,080	971	3,210	14,803	9,032
LeBaron	500	325	586	1,664	3,934	4,065
Dodge Total	8,200	6,510	8,320	23,622	61,420	68,411
Omni	2,700	2,860	3,050	7,863	33,465	21,442
St. Regis	....	2,090	....	....	17,410	....
Diplomat	3,900	....	3,792	11,445	....	37,255
Aspen	1,200	1,000	1,006	3,101	6,268	7,152
Aries	400	560	472	1,213	4,277	2,562
FORD MOTOR	33,534	34,041	32,453	88,362	309,164	283,565
Ford Division	23,843	23,708	22,596	61,781	218,826	196,636
Pinto	8,208	....	8,045	24,077	....	89,862
Must./Must. II	....	3,594	....	....	15,222	....
Fairmont	4,401	7,102	3,665	9,364	58,516	25,691
Granada	4,355	6,846	4,132	12,687	59,042	36,864
Thunderbird	1,578	....	1,536	3,422	19,720	12,615
Ford	3,605	2,534	3,506	7,111	40,050	12,892
Escort	1,696	3,632	1,712	5,120	26,276	18,712
L-M Division	9,691	10,333	9,857	26,581	90,338	86,929
Mercury Total	8,357	10,333	8,502	22,537	80,555	75,060
Bobcat	....	906	....	....	3,683	....
Capri	2,872	....	2,866	8,436	....	30,264
Zephyr	1,330	2,202	1,024	2,677	18,526	7,487
Cougar/Monarch	1,009	2,609	1,237	3,395	19,390	10,934
XR-7	852	....	967	2,013	6,036	6,129
Mercury	999	2,046	1,095	2,094	15,913	5,621
Lynx	1,295	2,570	1,313	3,922	17,007	14,625
Lincoln Total	1,334	....	1,355	4,044	9,783	11,869
Lincoln	566	....	575	1,790	3,432	5,482
Versailles	....	....	....	....	1,124	....
Mark VI	768	....	780	2,254	5,227	6,387
GENERAL MOTORS	85,948	85,744	83,914	257,136	1,064,924	854,848
Buick Division	20,332	19,986	19,988	60,240	205,871	204,382
Skylark	5,877	5,228	5,473	16,955	55,544	58,262
Century	3,995	4,394	3,948	11,986	40,788	40,146
Regal	5,946	4,809	6,043	17,944	49,943	55,217
Buick	3,360	4,310	3,365	10,060	45,083	37,702
Riviera	1,154	1,245	1,159	3,275	14,513	13,055
Cadillac Division	6,659	2,600	6,228	18,990	69,541	69,040
Seville	4,271	....	4,176	12,713	39,873	46,709
Cadillac	1,758	1,545	1,399	4,348	16,608	15,052
Eldorado	630	1,055	653	1,929	13,060	7,279
Chevrolet Division	28,230	36,760	30,579	93,394	447,509	300,917
Chevette	6,160	9,155	8,089	22,943	108,606	64,432
Monza ('80)	....	3,535	....	....	36,092	....
Camaro	3,045	3,270	3,017	9,088	32,451	28,005
Citation	8,885	9,520	9,059	25,619	111,157	77,799
Malibu	6,935	6,430	6,600	19,894	63,657	55,731
Monte Carlo	2,405	2,450	3,014	8,687	33,304	28,279
Chevrolet	....	1,320	....	4,771	50,578	38,121
Corvette	800	1,080	800	2,392	11,664	8,550
Oldsmobile Division	20,024	16,927	18,471	56,815	191,843	202,097
Omega	3,550	2,752	3,499	10,439	29,415	33,938
Cutlass	7,980	6,670	7,654	23,431	78,940	94,161
Oldsmobile	7,060	6,370	6,247	19,571	70,754	62,976
Toronado	1,434	1,135	1,071	3,374	12,734	11,022
Pontiac Division	10,703	9,471	8,648	27,697	150,160	78,412
Acadian†	695	745	699	2,079	5,011	4,605
Sunbird ('80)	....	2,865	....	....	36,326	....
Phoenix	1,035	2,490	1,036	3,099	24,319	11,540
Firebird	2,389	2,621	2,193	7,252	31,535	26,044
LeMans	2,400	....	2,395	7,137	17,103	18,867
Grand Prix	1,560	430	1,559	4,531	13,687	11,139
Pontiac	200	320	186	595	22,179	3,213
T1000	2,424	....	580	3,004	....	3,004
VOLKSWAGEN	4,160	4,809	3,808	12,031	42,422	41,512
CHECKER	60*	85*	60*	180*	750	523*
Total Cars, U. S.	145,422	145,369	142,112	421,502	1,616,700	1,364,821

CANADIAN CAR PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
AMERICAN MOTORS	720	....	722	2,050	....	6,386
CHRYSLER CORP.	1,800	3,200	....	1,800	17,033	5,338
FORD MOTOR	5,976	7,332	5,316	14,477	50,560	24,850
GENERAL MOTORS	12,704	12,064	12,615	38,141	127,823	116,657
VOLVO	225	225	202	652	2,620	2,351
Total Cars, Canada	21,425	22,821	18,855	57,120	198,036	155,582
N. American Cars	166,847	168,190	160,967	478,622	1,814,736	1,520,403
N. American Trucks	51,570	46,377	44,963	144,068	583,488	508,520
North American Cars and Trucks	218,417	214,567	205,930	622,690	2,398,224	2,028,923

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

Automotive News

Detroit, March 30, 1981

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Extended talks bring no decision on imports

U.S., Japan keep waltzing

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The Reagan Administration, trying to come to grips with what to do about the Japanese auto import situation, decided to talk about it some more last week but include the Japanese this time.

The decision came following two days of meetings between President Reagan, high Administration officials and Japanese Foreign Minister Masayoshi Ito.

Administration sources said the content of those meetings centered mainly on the U. S. briefing the Japanese on the domestic auto situation and what the Reagan Administration planned to do about it and not on "jawboning the Japanese to limit their exports here."

President Reagan did not press the Japanese foreign minister to adopt specific "voluntary" limits on Japanese auto exports to the U. S., they said. Rather, they said, he made Ito aware of the current political situation here and warned that if there were no movement by Japan on this issue, Congressionally mandated import quotas might become a reality. He told Ito it would be difficult for him to veto such legislation, they said.

Both parties agreed after the meetings that it is their "major objective to preserve the principle of free trade." To that end they said further talks would go on in both Washington and Tokyo on the subject, with the hope of resolving the issue before Japanese Prime Minister Suzuki visits Washington early in May.

- According to Foreign Ministry Spokesman Taizo Watanabe, the areas to be discussed are "the extent of the public opinion situation in both countries, what the U. S. plans to do domestically in response to the situation and the legal considerations which exist on both sides."

Expected to lead the talks for the U. S. is Robert Hormats, assistant secretary of state-designate for economic affairs, reflecting the recent move by the State Department into the auto import problem. Transportation Secretary Drew Lewis, heading up the Reagan Administration Auto Task Force, also will participate.

On the Japanese side, the minister of external trade, Saburu Okita, will lead negotiations.

Though the Reagan Administration has not indicated publicly what it expects of the Japanese by way of concrete reductions in the number of cars being sent here, there was at least one report last week that a target of 1.6 million units will be set.

In return, however, the Japanese are expected to demand that the Administration make it publicly clear it does not hold the Japanese responsible for the decline of the U. S. auto industry and that the future of the industry lies in the auto workers and auto companies putting their own houses in order.

"It is unfair to blame Japan for this situation," Watanabe said. "Japanese imports are not the cause of the American industry's problems, but the result of consumer preference for better-quality cars at a reasonable price."

Japanese auto exports to the U. S. ran at approximately 1.9 million last year, but this year will be pared to 1.8 million, according to the projection of the Japanese manufacturers.

Nonetheless, large factions in Congress are pressing for a rollback to as low as 1.4 million units for up to five years to give the domestic industry "breathing room" to come up with suitable competitors to the Japanese models.

The Administration until recently had been sharply divided on the import restrictions issue but then coalesced on the present position of urging the Japanese to take prudent action in light of the present situation.

Ito told reporters at a luncheon that it would be hard for him to order his companies to hold back shipments to the U. S. in light of the International Trade Commission's 3-to-2 ruling that imports were not the primary cause of the U. S. industry's problems.

That does not sit well with Senator John Danforth, the Missouri Republican and author of legislation limiting Japanese imports to 1.6 million units an-

Continued on Page 57, Col. 4

After two years of drifting

Rebates push car sales to record

By Jenny L. King
Staff Writer

Two years of almost uninterrupted domestic auto sales declines were abated this month with strong early-March returns followed by a surprise record total for the middle 10 days.

U. S. auto makers opened their showroom doors and their rebate books to a flood of customers and retailed a record 326,093 new cars March 11-20.

Sales leaped 30.33 percent both on a year-to-year and daily rate basis. It was the biggest gain in exactly three years: The mid-March, 1978, increase was 36.29 percent. Sales a year ago for the period numbered 250,198.

It was also a time for records —for make sales, for nameplate sales, for corporate sales. General Motors enjoyed a record 219,467 total passenger-car sales, up an astounding 52.01 percent over 144,376 a year ago. Buick and Oldsmobile set period records, and Buick established an any-period high as well.

GM's "Let's Keep America Rolling" corporate-wide rebate program pushed Pontiac's Phoenix and Grand Prix nameplates to record period sales, and Chevrolet reported record sales for Citation and Chevette for the combined first and second March periods.

Chrysler Corp. sales climbed a healthy 18.08 percent, while its combined K-car sales set a period record. Chrysler reported total sales of 32,618, up from 27,624 last year.

Ford Motor Co. failed to reach its year-ago level, dropping 8.07 percent to 61,140 from 66,504. Ford, like its U. S. competitors, offered rebates on new models, ranging from a few hundred dollars to over a thousand dollars this year, but it wasn't incentive enough to bring in the number of customers Ford's rebate program did for the period a year ago.

Volkswagen of America reported sales of 5,468 Rabbit sedans, down 17.34 percent from 6,494 last year. American Motors estimated sales for mid-March numbered 7,500, up 44.23 percent over 5,200.

- General Motors, with its 52,-percent sales increase, helped itself to 67.30 percent of the domestic new-car market, the largest piece it has had so far this year. That was up from 57.70 percent in 1980.

Ford Motor's share diminished to 18.75 percent from 26.58 percent in 1980. Chrysler Corp. dropped to 10.00 percent from 11.04 percent. AMC's estimated share was 2.30 percent, up from 2.08 percent, and VWoA earned 1.65 percent, down from 2.60 percent.

Seven Big Three makes lined up on the plus side in sales, while four were down from year-ago levels. Buick topped the winners with a 100-percent sales jump, to an any-period high of 42,091 from 21,044 last year. Chevrolet was up 58.88 percent, to 97,929 from 61,638. Plymouth climbed 46.99 percent, to 15,069 from 10,252; Oldsmobile

Continued on Page 57, Col. 1

Miller plea: Hold line on prices, keep rebates

RENO. — NADA President Wendell H. Miller pleaded with U. S. vehicle makers to hold the line on prices through the 1981 model year and, at the same time, to continue rebate programs but on a non-participating basis.

Miller launched his appeal in the wake of a 10-day period which saw new-car sales zoom to record heights, interrupting months of dreary doldrums. Industry analysts generally credited widespread rebate programs for the surprising retail totals.

In effect, the sales results proved that price concessions move cars. Whether Miller will be successful in his appeal should become evident in short order.

Three years ago, General Motors began boosting new-car prices regularly every 90 days. A new round of GM hikes is due this week, in keeping with that schedule. However, if GM does raise prices it may wait until the current rebate program ends April 4.

Miller, in a speech prepared for delivery at the American Truck Dealers convention today, said dealers are deeply concerned that the removal of the temporary price reduction and the apparent slower - than - expected improvement in the national economy will drop auto sales back to previously low levels.

In his remarks to the ATD audience, Miller recalled that in February NADA directors had notified the domestic manufacturers that "a primary reason for the stagnant new-car and truck market" was that prices were simply too high.

Dealers did not get the per-

Continued on Page 62, Col. 1

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NEWSPAPER

breaking news

Sales record at GM costs $85 million

DETROIT.—General Motors set a sales record for mid-March, but it was a costly one. AUTOMOTIVE NEWS estimates the corporation paid about $50 million in rebates on cars sold during the period. In addition, it cost GM dealers about $35 million for their share of the rebates. Some 65 to 70 percent of the 219,467 GM cars sold from March 11-20 were covered by rebates of $500 and $700. GM paid $300 of the $500 and $400 of the $700, with the dealers paying the rest.

Honda eyes Australian assembly

SYDNEY, Australia. — Honda reportedly has held talks with Leyland Australia with the aim of assembling Honda cars at the Leyland truck plant here. Honda wants to raise sales above the present level, dictated by quota. The Australian Government reportedly is opposed to any Honda-Leyland deal.

Farrar leaves American Warranty

LOS ANGELES. — Jerry Farrar, who founded American Warranty Corp. in 1974, has left that company to form Con-

See BREAKING NEWS, Page 63, Col. 1

Volvo trucks staying in U.S., importer says

By Jack Walsh
Truck Editor

ROCKLEIGH, N. J.—Daimler-Benz' bid to acquire Freightliner Corp. in no way means that Volvo will be abandoning the big-truck market in the U. S., it was emphasized here by Bjorn Ahlstrom, president, Volvo of America.

"We were surprised to hear of the Daimler-Benz move, but we do not intend to let it interfere with our truck business in the U. S.," he said.

"There isn't much that we can say about what we will do until a Daimler-Benz deal for Freightliner is finalized," Ahlstrom added. "However, Volvo still is the 'importer of record' and we plan on staying in the U. S."

He said the company has assured Volvo dealers and users that it will continue to provide vehicles and service and parts support.

Ahlstrom indicated that his "emphatic" statement that Volvo will remain in the U. S. truck market was in response to reports that another truck importer has said or implied that Volvo trucks may be available at "fire-sale" prices on the assumption that the Volvo line will be discontinued in the U. S.

"We want to reassure anyone who is apprehensive about our future intentions," he said.

Volvo trucks were re-introduced in the U. S. in the mid-70s and marketed by a division of Volvo of America until 1979, when Freightliner took over the distribution through its dealer network.

There have been reports that Volvo will follow the lead of Mercedes-Benz of North America in assembling the trucks in the U. S., importing the semi-knocked-down components from Sweden and competing production in a plant it owns in Chesapeake, Va.

Since last spring, Mercedes-Benz has been importing SKD units from Brazil and assembling them in a facility in Hampton, Va.

Commenting on this report, a

Continued on Page 9, Col. 1

Silver anniversary

Joseph C. Gentile Sr., second from left, of Superior GMC Trucks, Inc., Orlando, Fla., is presented with a plaque commemorating 25 years of sales and service by John Tipton, GMC district manager for the Atlanta zone. Also attending were Hugh Surratt, left, GMC Southern regional manager, and Fred Tobias, right, GMC's Atlanta zone manager.

Air-disk brake offered by Eaton for heavies

GALESBURG, Mich.—A new air-disk brake for heavy trucks and trailers has been introduced by the Brake Division of Eaton's Truck Components Group.

Featuring internal self-adjustment, the new brake can be relined in less than two minutes and offers weight savings of up to 45 pounds per wheel end, according to Jim Pruneski, division general manager.

"Time and weight are two very valuable commodities to the truck user of the '80s," he said. "This brake offers savings in both."

The compact design of the new brake, he noted, allows relining without removing or repositioning the caliper or the disk.

"We wanted to minimize maintenance time for this brake and made this a key goal in our design approach," he said.

The brake has a ventilated disk which is designed to help it run cooler. As a result, Pruneski said, Eaton air-disk brake linings will last up to 39 percent longer than comparable drum-brake linings.

"The increased lining life is another way we're helping to keep the truck on the road," he said.

"As fuel prices continue to rise, the truck user must respond by increasing payload and saving fuel," Pruneski observed. "With weight savings of 45 pounds per wheel end, up to 180 pounds can be saved on a tandem axle.

"This weight is especially important for those users who operate at maximum gross weights, and can only carry more cargo by decreasing the weight of the truck. For others, the weight savings can contribute to fuel conservation. Eaton's new air-disk brake can be used in drive and trailer axle applications," Pruneski explained.

Low cabover is introduced by International

CHICAGO. — International Harvester has announced a new model of its COF-5370 LFE (low front entry) heavy diesel truck which it said combines the maneuverability, visibility, and easy-driver entry/exit of a cabover body with the ruggedness of an on/off highway construction truck chassis.

The 6x4 truck was introduced in 1977 and has become a workhorse in such severe service applications as refuse and liquid bulk hauling.

"We are offering this new model to provide severe service users with the most comfortable and attractive unit possible, while giving them the proven strength and dependability of the basic truck design," said J. H. Coonen, marketing planning manager for the Heavy Truck Division.

Features of the new model include:

Relocation of the air reservoir to accommodate virtually all packer bodies and lift mechanisms.

Adjustable cap steps that are two inches wider, providing an increase of 32 inches in step area. These steps also are closer to the ground—from 21.5 inches to 27.75 inches, depending on tire size and suspension capacity—and feature an open grating to minimize snow and ice buildup.

Interior and exterior grab handles, and a 90-degree opening door further enhance ease of entry.

An attractively-styled exterior, which features a new low-

Continued on Page 46, Col. 1

IH workhorse is updated

A new version of International's low cabover heavy truck for refuse and other severe service applications features redesigned cab steps, right side visibility window, an electrical system that uses circuit breakers rather than fuses and a driver's convenience console.

truck industry news

It's first time since late in '78

Chevrolet regains lead in truck registrations

Chevrolet has regained leadership over Ford in new-truck registrations for the first time since November, 1978, but the margin for the first month of the new year was less than 150 units.

According to R. L. Polk & Co. statistics, Chevrolet's January registrations totaled 52,625 units, compared with 52,479 for Ford. It marked the first time since 1977 that Chevrolet has started the year in the No. 1 spot.

During the month, industry tallies totaled 161,508 units, a decline of 30.8 percent from last year's 233,277. There were no figures this year from Oklahoma, as usual, Maine, New Hampshire and Hawaii. A year ago, only the Oklahoma count was missing. •

Table on Page 46

Registrations in January were down from a year ago in all three market segments, with the heavies showing the biggest setback from a percentage standpoint. Group 3 was the only one of the eight with a total higher than last year.

Heavies dropped 31.9 percent, from 17,206 units in the first month of 1980 to 11,720. The Group 8 tally of 6,584 units was 37 percent lower than the year-ago 10,443, while Group 7 was off 24.1 percent, from 6,763 in 1980 to 5,136.

In January, 145,073 light trucks were registered, a decline of 30.8 percent from the year-ago 209,744 units.

The Group 3 count was up 62.6 percent, from 794 units a year ago to 1,291. Chevrolet accounted for 1,257 of the total, and Dodge had the remaining 34.

Group 2 registrations plunged

Continued on Page 46, Col. 2

HD leadership again achieved by International

For the first time since the first month of 1980, International again is atop the field in registrations of heavy trucks.

In January, 1981, according to R. L. Polk & Co. statistics, 3,046 new Groups 7 and 8 International trucks were registered in the U. S., compared with 2,507 for Ford, which had been No. 1 from February through December last year.

International, which had lost its perennial leadership in heavy-truck tallies because of a six-month strike which did not end until April, 1980, accounted for almost 26 percent of the industry's 11,720 registrations in the first month of the new year.

An improvement of 4.41 per-

Continued on Page 46, Col. 2

U. S. TRUCK REGISTRATIONS

JANUARY, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	Jan., 1981	Percent Share of '81 Market	Jan., 1980	Percent Share of '80 Market	Pct. Pt. Change, '81-'80
Chevrolet	52,625	32.58	73,255	31.40	+ 1.18
Ford	52,479	32.49	75,167	32.22	+ 0.27
GMC	11,668	7.22	18,332	7.86	— 0.64
Dodge	11,329	7.02	18,772	8.05	— 1.03
International	5,417	3.35	6,893	2.96	+ 0.39
Jeep	4,266	2.64	8,890	3.81	— 1.17
Mack	1,500	0.93	1,871	0.80	+ 0.13
Plymouth*	[illegible]	0.84	2,253	0.97	— 0.13
Kenworth	[illegible]	0.50	1,122	0.48	+ 0.02
Freightliner	516	0.32	974	0.42	— 0.10
Peterbilt	384	0.24	711	0.30	— 0.06
White	240	0.15	484	0.21	— 0.06
Autocar	94	0.06	150	0.06	....
Volvo	94	0.06	81	0.03	+ 0.03
Western Star	50	0.03	65	0.03	....
Diamond Reo	3	....	3	....	....
Miscellaneous**	18,687	11.57	24,254	10.40	+ 1.17
TOTALS	161,508	100.00	233,277	100.00	....

★—No registrations for Oklahoma, 1981 and 1980; Maine, New Hampshire and Hawaii, January, 1981; Hawaii, January, 1980.

U. S. HEAVY DUTY REGISTRATIONS

JANUARY, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	Jan., 1981	Percent Share of '81 Market	Jan., 1980	Percent Share of '80 Market	Pct. Pt. Change, '81-'80
International	3,046	25.99	3,707	21.58	+ 4.41
Ford	2,507	21.39	3,426	19.94	+ 1.45
GMC	1,543	13.16	2,615	15.22	— 2.06
Mack	1,428	12.18	1,870	10.89	+ 1.29
Chevrolet	811	6.92	1,744	10.15	— 3.23
Kenworth	805	6.87	1,115	6.45	+ 0.38
Freightliner	516	4.40	974	5.67	— 1.27
Peterbilt	384	3.28	708	4.12	— 0.84
White	240	2.05	484	2.82	— 0.77
Autocar	94	0.80	150	0.88	— 0.08
Volvo	93	0.79	81	0.47	+ 0.32
Western Star	50	0.43	65	0.38	+ 0.05
Diamond Reo	3	0.03	3	....	+ 0.03
Miscellaneous	200	1.71	238	1.39	— 0.32
TOTALS	11,720	100.00	17,180*	100.00	....

★—No registrations for Oklahoma, 1981 and 1980; Maine, New Hampshire and Hawaii, January, 1981; Hawaii, January, 1980.
*—Breakout of January 1980 registrations do not include 26 units registered in Hawaii.

Automotive News EXTRA
MARCH 30, 1981

ATD SHOW

Better day ahead, industry bosses say, despite current problems

Big-truck sales gains expected in second half

By Jack Walsh
Truck Editor

Modest gains in big-truck sales, mediums and heavier, are anticipated by truck-industry executives in 1981, but the turnaround in the downturn isn't likely until the second half.

Even greater increases are predicted for 1982 and the remainder of the decade in spite of the fact that the industry is facing challenges greater than it has faced in recent history.

Martin D. (Skip) Walker, president, Rockwell International's Automotive Operations, noted that the industry is facing major challenges on every side.

"Government regulation, competitive pressure, higher equipment and operating costs and deregulation will drive technological change and will dominate the industry over the next few years," he said.

Walker said Rockwell research indicates that North American factory sales of Class 8 trucks in 1981 should increase by about 25 percent over 1980 to 163,000 units, with an 11 percent gain for Class 6 and 7 units to 185,000 units.

"However," he added, "should the March retail sales numbers again prove disappointing, we may have to revise our forecast down. Our worst-case forecast for 1981 is still 15 percent over 1980 in Class 8 trucks."

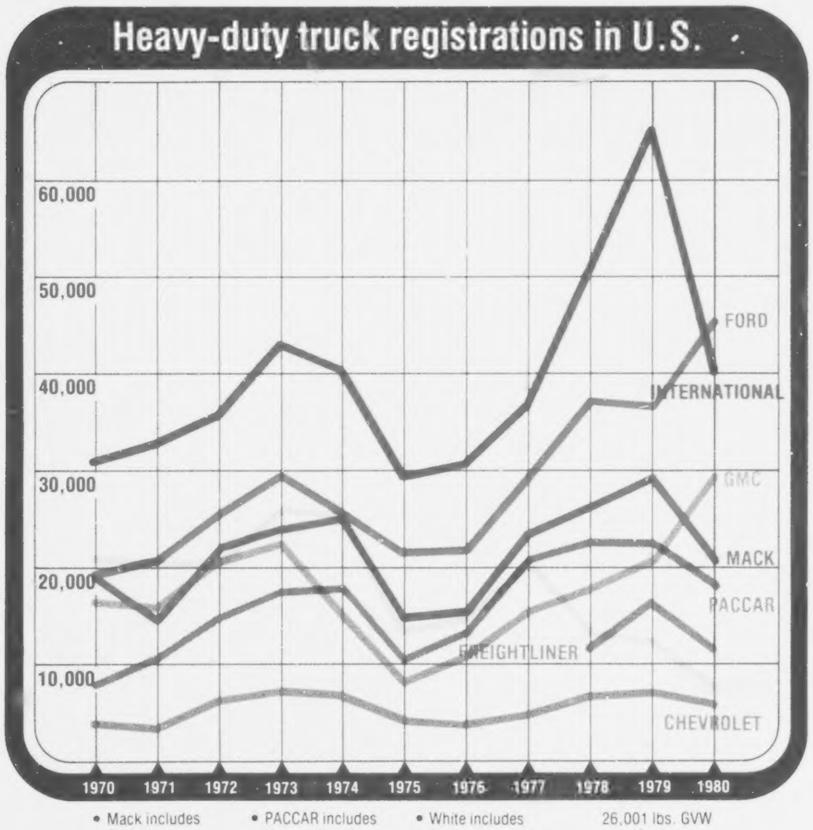
An upturn in the final six months of the year also is anticipated by James T. Riley, general sales manager, GMC Truck & Coach Division.

"We believe industry sales of medium and heavy trucks during the 1981 calendar year will approximate the 270,000 units sold in 1980, as the economy improves, particularly in the third and fourth quarters," he said.

Raymond S. Reardon Jr., president, IVECO Trucks of North America, Inc., importer of Magirus mid-range and IVECO light diesel trucks, noted that "if the projected cuts in government spending are fact by August, the prime rate may fall somewhat, but not below 14.5 or 15 percent by year-end."

On this basis, medium truck sales will total almost 120,000 units in 1981, he said, a slight improvement from last year's 112,000. Key to the

Continued on Page E-16, Col. 1


Heavy-duty truck registrations in U.S.

- Mack includes Brockway
- PACCAR includes Kenworth and Peterbilt
- White includes Freightliner until 1977

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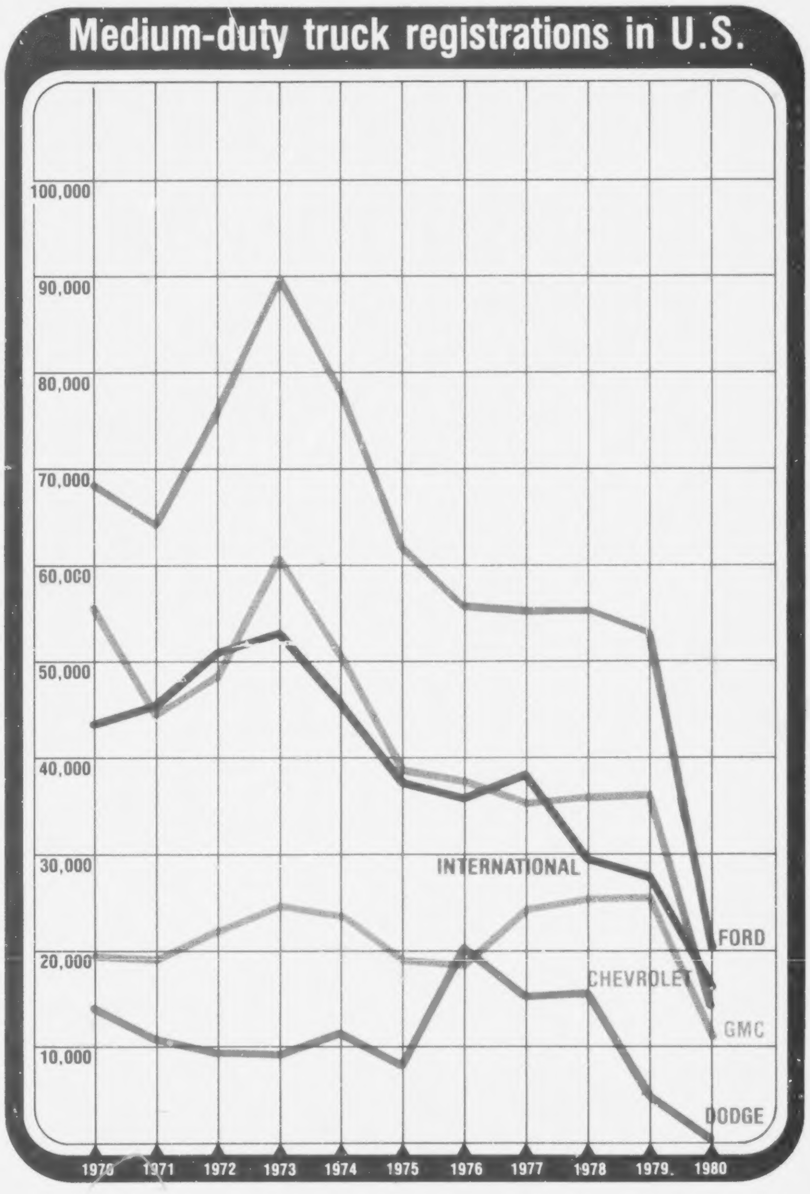
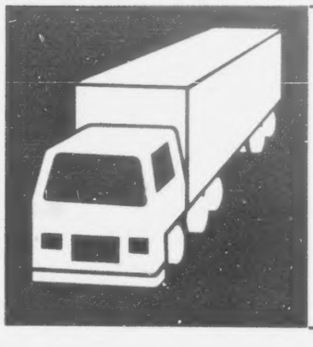

Medium-duty truck registrations in U.S.



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Industry bosses predict gains in big-truck sales this year

Continued from Page E-1

increase, he added, will be growing interest in diesel power.

"The switch to fuel-and-maintenance-saving mid-range diesels is sure to gain momentum this year," Reardon said, "especially if the recent decontrol of oil prices and other measures push gasoline close to $2 a gallon.

"More than 65,000 mid-range diesel trucks will be sold in the U. S. in 1981, up from almost 55,000 in 1980 and only 15,000 in 1974," he added.

Reardon also sees the diesel trend spreading into the lower weight groups in 1981. IVECO currently markets a Class 2 diesel chassis in the U. S., and he sees a "considerable diesel market" developing in Classes 3, 4 and 5.

"But it will be two or three years before this (Classes 3-5) market develops meaningful unit volume," he said. "As it grows, however, the trend to diesel power will emerge quickly.

"The ability of dealers to provide light-duty diesel trucks will be a significant factor in their ability to survive the prolonged sales slowdown the industry now faces," he added.

Walter Bodack, commercial vehicles vice president, Mercedes-Benz of North America, said fuel prices and diesels are key factors in the outlook for trucks in the Class 6 and 7 market during the 1980s.

"There has been a slackening of Class 6 truck sales during the past year due to high interest rates," Bodack said. "But this is generating a pent-up demand by businesses which need trucks for their pickup-and-delivery operations."

Bodack said he expects the Class 6 and 7 diesel market to increase by approximately 10 percent in 1981.

"As a group," he added, "these trucks exceeded 30 percent diesel penetration last year and we expect, due to economic pressures, this trend to further dieselization to continue during 1981."

He said a sharp increase in Mercedes retail sales in the first two months is "evidence that there is increased interest in diesels in this weight range."

Chevrolet will be ready for the diesel surge in light trucks predicted by IVECO's Reardon. Its new 6.2-liter diesel will be available this fall in most of its light trucks, and, according to J. C. (Jim) Perkins, Chevrolet truck sales manager, also could be offered in medium trucks up to the low end of Class 6.

He said the fastest-growing segment of the industry during the next five years will be the diesel-powered medium truck, and added that Chevrolet is making service a reason to buy in the diesel market.

"Chevrolet is planning for continued diesel popularity by making sure there is qualified dealer sales and service availability," he said. "Chevrolet has introduced a number of training programs designed to train diesel salesmen and service technicians."

White Motor Corp., according to Mark J. Obert, Truck Operations marketing vice president, "is forecasting increases in U. S. registrations and retail sales of Class 8 trucks in the neighborhood of 8 percent in 1981. Further improvement should be seen in 1982."

One of the greatest challenges facing the industry, he said, is the maintenance of a strong distribution system in the face of a changing and currently soft market and high interest costs.

"At White," he continued, "we see our dealers as the critical link in our distribution channel and we are working very hard to be responsive to their needs and to enable them to identify and serve all segments of the heavy-truck market with a broad product line."

GMC's Riley said the 1980s will be a decade of worldwide truck growth, and added that "overseas markets for big trucks will expand during the next 10 years, particularly among developing nations and the sales opportunities for American truck manufacturers will be abundant."

He said there will be continued emphasis on fuel efficiency and driver environment, and that manufacturers will strive for more efficient vehicle aerodynamics and look for more and better ways to reduce vehicle weight while maintaining optimum payload capacity.

Riley called the recent one-year postponement of the 80-decibel noise standard "perhaps a signal from Washington that a closer look will be given to pending and future federal regulations in the years ahead with respect to their cost effectiveness and if so, it will be a welcome relief to the industry."

With deregulation, said Rockwell's Walker, the trend is to large truck lines, but he added that this will probably increase demand for feeder lines to key traffic centers.

"This feeder-line business is a potential market for medium trucks," he noted. "Furthermore, the dieselization of the Class 6 market also will persuade some users to re-equip earlier than they otherwise might."

Walker said he also expects a slowdown in the trend in which the trucking industry has been increasing its share of freight hauling at the expense of railroads for the past few decades.

"Trucking is maturing and there simply isn't much railroad freight left that is suitable for trucks," he added. "Also, some railroads are becoming more competitive in pricing and service."

Mercedes-Benz' Bodack said he is watching for possible congressional action which could change the depreciation schedules on capital goods and provide a more generous investment-tax credit.

"Either or both of these actions could be a major stimulus for the entire truck market," he said. "Such action would use free-enterprise incentives to give the truck market a significant push."

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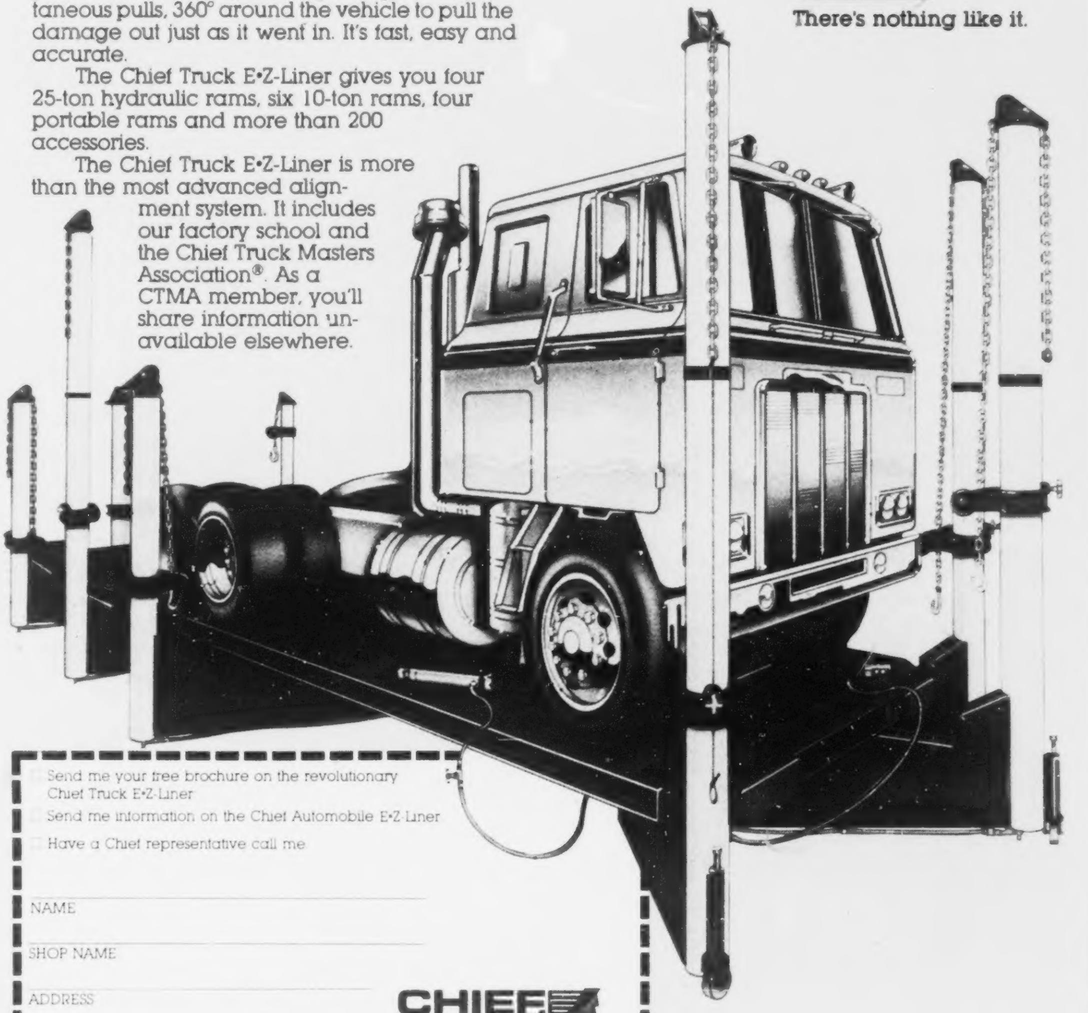

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1980 new-car total

Import registrations hit record 2.4 million

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in December were only the second best in history for that month, but it was more than enough to push the 1980 total to the highest level ever, according to figures compiled by R. L. Polk & Co.

New import registrations in 1980 totaled 2,469,180, up 5.02 percent from the previous record of 2,351,053 set in 1979.

Total import registrations in December were 187,745, down 5.67 percent from the record 199,026 December tally a year earlier. Record monthly totals were posted in six months of 1980—January, February, March, August, September and November. The other six months were second best.

Imports accounted for 28.18 percent of total U. S. registrations in 1980, compared with 22.70 percent the preceding year.

In December, imports accounted for 26.41 percent of the market, up from 23.81 percent a year earlier.

- Compared with the preceding year, four of the five leading Japanese makes improved their import market shares.

Toyota took 22.68 percent of 1980 import registrations, up 2.81 percentage points, while second-place Datsun accounted for 20.49 percent, up 1.58 points.

Mazda garnered 6.47 percent of the import market, up 0.20 of a point, and Subaru took 5.10 percent, up 0.92 of a point. Only Honda among the Japanese top five was down, dipping 0.18 of a point to 14.23 percent.

Volkswagen accounted for 10.34 percent of import registrations, down 1.89 points. Fiesta was down 0.52 of a point to 2.75 percent and Volvo dipped 0.08 of a point to 2.21 percent.

The top 10 imports in 1980 accounted for 88.58 percent of import registrations, up 2.12 percentage points from the preceding year. In December, the top 10 accounted for 89.99 percent, up 2.60 points.

- By country of origin, the Japanese makes accounted for 74.10 percent of import registrations in 1980, up from 69.90 percent in 1979.

Registrations by country of origin in 1980 compared with 1979 were:

	12 Mos., 1980	12 Mos., 1979
Japan	1,829,631	1,643,430
West Germany	462,394	503,367
Sweden	67,506	69,000
Italy	41,928	63,719
France	35,934	29,255
United Kingdom	31,779	42,281
Other	8	1

Registrations of imported cars by country of origin in December, compared with the year-earlier month, were:

	Dec., 1980	Dec., 1979
Japan	139,316	148,010
West Germany	35,701	37,462
Sweden	5,598	5,461
France	3,238	2,376
Italy	2,055	3,696
United Kingdom	1,837	2,021

New imported-car registrations in 1980 were divided this way by country of origin: Japan, 74.10 percent, up 4.20 points; West Germany, 18.73 percent, down 2.68 points; Sweden, 2.73 percent, down 0.21 points; Italy, 1.70 percent, off 1.01 points; France, 1.45 percent, up 0.21 of a point, and UK, 1.29 percent, down 0.51 of a point.

- Registrations of imported trucks in 1980 totaled 523,366, up 8.56 percent from 482,089 in 1979.

Registrations of imported trucks in 1980, compared with 1979, were:

	12 Mos., 1980	12 Mos., 1979
Toyota	132,969	129,949
Datsun	108,384	99,427
Chevrolet LUV	86,227	97,233
Ford Courier	74,196	75,822
Others	121,610	79,658

The truck import total for December was 33,650, down 18.63 percent from 41,355 a year earlier. Registrations of imported trucks in December, compared with a month earlier, were:

	Dec., 1980	Dec., 1979
Toyota	7,610	11,391
Datsun	7,062	8,414
Chevrolet LUV	5,231	8,350
Ford Courier	74,196	75,822
Others	9,040	6,415

EPA to ease certification for low-volume auto makers

WASHINGTON. — The EPA has decided to substantially ease certification requirements for small-volume manufacturers of cars and light trucks, possibly opening the way for reintroduction of certain exotic automobiles long gone from the American scene and certainly easing the way for others already reaching these shores.

EPA's current practice is to require all makers to run full certification programs for all engine families as a way of insuring they meet relevant emission standards. The rigorous procedures involve numerous vehicles, substantial dynamometer time and voluminous amounts of paperwork and hours.

Small-volume manufacturers (those with fewer than 10,000 engine or vehicle sales in the U. S. per year) have found the $50,000 per vehicle certification a severe burden on their resources. In many instances, it has been enough to cause them to cease operations in the U. S.

EPA said its new certification procedures, voluntary in 1982 and official in 1983, will reduce the number of test vehicles the small manufacturers will need to run, the associated test mileage and the paperwork.

Makers will need to submit only one vehicle, representative of their highest-selling model line or the one likely to be the highest emitter.

This vehicle will need to be run no more than 4,000 miles to stabilize its emissions. EPA will assign a deterioration factor for the engine, obviating the need for the maker to run a durability vehicle. A small-volume maker may still run a durability vehicle if it thinks it can get a lower deterioration factor in this manner.

EPA will not require small-volume makers to test vehicles at high-altitude conditions, but it will require them to submit a description of any vehicle adjustments or modifications necessary to assure that vehicles conform to emission standards at high altitudes.

Also required will be a statement that the vehicles described in the application comply with high-altitude emission regulations.

EPA will not require low-volume manufacturers to inform the agency when they make running changes on their vehicles. Neither will it require the voluminous descriptions of model lines, as it requires from larger manufacturers.

All told, EPA says the changes it is instituting will save the small-volume manufacturers approximately $1 million per year in compliance costs.

Eifert appointed

AKRON.—Ralph D. Eifert has been named division vice president of employe relations for the North American tire group at Firestone Tire & Rubber Co.

IMPORT REGISTRATION SHARES IN U. S.

DECEMBER

	Regis., Dec., 1980	Percent Share of Market	Regis., Dec., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	41,225	21.96	41,447	20.83	+ 1.13
Datsun	34,072	18.15	40,570	20.39	— 2.24
Honda	30,418	16.20	30,320	15.23	+ 0.97
Volkswagen	19,040	10.14	20,835	10.47	— 0.33
Mazda	16,051	8.55	15,816	7.95	+ 0.60
Subaru	10,782	5.74	9,439	4.74	+ 1.00
Fiesta	4,760	2.54	5,857	2.94	— 0.40
Volvo	4,485	2.39	4,263	2.14	+ 0.20
Mercedes	4,402	2.34	4,263	2.14	+ 0.20
Audi	3,726	1.98	....	....	....
Colt	....	....	4,483	2.25	....
All Others	18,784	10.01	21,732	10.92	— 0.91
TOTAL	187,745		199,026		
Share of U.S. Total		26.41		23.81	+ 2.60

12 MONTHS

	Regis., 12 mos., 1980	Percent Share of Market	Regis., 12 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	560,090	22.68	467,255	19.87	+ 2.81
Datsun	506,075	20.49	444,531	18.91	+ 1.58
Honda	351,342	14.23	338,726	14.41	— 0.18
Volkswagen	255,232	10.34	287,527	12.23	— 1.89
Mazda	159,788	6.47	147,489	6.27	+ 0.20
Subaru	125,887	5.10	98,200	4.18	+ 0.92
Fiesta	67,929	2.75	76,919	3.27	— 0.52
Arrow	54,741	2.22	....	....	....
Volvo	54,484	2.21	53,847	2.29	— 0.08
Mercedes	51,538	2.09	....	....	....
Colt	....	....	60,656	2.58	....
Fiat	....	....	57,627	2.45	....
All Others	282,074	11.42	318,276	13.54	— 2.12
TOTAL	2,469,180		2,351,053		
Share of U.S. Total		28.18		22.70	+ 5.48

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GENERAL MOTORS PARTS

To finance showroom-shop for Toyota line

St. Louis deal seeks tax-free bonds

ST. LOUIS. — The St. Louis County Industrial Development Authority is reviewing a request from an automobile dealer for a $865,000 tax-free bond issue to build a separate 20,000-square-foot facility for a second franchise.

Jim Lynch, owner of Jim Lynch Cadillac-Toyota, said he is seeking help lest he lose the Toyota franchise. He has one year to complete the separate building under the terms of his Toyota franchise.

Lynch cited the growing number of dealers going out of business and said that it is vital to diversify.

"I think we've got to accept the fact in this area that we're going to have 40 car dealers rather than 110, and those 40 dealers are going to have to carry two or three lines," he told the board.

Lynch has until February, 1982, to build the Toyota facility, having received an extension of the franchise proviso for a separate showroom and service area.

Selling agreements with Toyota usually run six years.

He told board members his Cadillac business is declining and that he needs an additional line. Lynch said his Cadillac sales dropped from 850 autos in 1978 to 750 in 1979 and 330 in 1980.

Lynch tried to use the usual financial channels to borrow money for expansion but four banks rejected his application.

If the Industrial Development Authority approves his request, Lynch could get about 13-percent bond financing, which would be bought by high-bracket investors seeking tax-free benefits.

This is an unusual route for an auto dealer to take. Many have opted for Small Business Administration loans running 1 percentage point above the prime rate in amounts of $200,000 or $300,000.

"That's no bargain," an industry leader told AUTOMOTIVE NEWS of the SBA loans. But several dealers in the St. Louis area have sought such help. There is between $4 million and $5 million outstanding in SBA loans to dealers in Missouri.

An SBA loan wouldn't help him, Lynch said, because firms doing more than $4 million worth of business are excluded.

Lynch became a top Toyota dealer in a short period of time, and is a heavy advertiser. One of his ads has attracted attention. It is titled, "Amazing Discovery," and it reads in part:

"My good friend, a Pontiac dealer in St. Petersburg, Fla., obtained a quality Japanese car line to sell in his dealership with Pontiac. The Japanese car sales absorbed much of his overhead expenses, and he was able to sell Pontiacs at a greatly reduced price, and Pontiac sales volume actually increased.

"I'm always looking for ways to sell my Cadillacs for less money without cutting the quality of the service provided, and his amazing discovery looked like the answer.

"I obtained Toyota, a small, efficient, low-priced motor car with an outstanding reputation for quality and reliability. Toyota is a product that is consistent with my philosophy of selling the finest value in a motor car.

"Now, with Toyota and Cadillac sharing the expenses of one complex, we are able to offer outstanding price concessions. In a 10-month period we became the largest volume Toyota dealer in nine states. We earned this honor with low price and superb service.

"Now we are offering all new Cadillacs at a price that barely covers the sales commission — actually less than lease companies like Avis and Hertz pay. For example . . . you can buy any Cadillac 3 percent over invoice."

Laser assembled and ready to debut

The new Laser, Ford Australia's first passenger car developed in conjunction with the Japanese, is virtually a locally assembled Mazda 323 FWD hatchback, featuring a standard 1.3-liter alloy head overhead-cam engine on L and GL models and a 1.5-liter engine option for the GL. Three gearboxes and four levels of trim are available.

Laser is twin of Mazda 323

Ford Australia goes Japanese

By Pedr Davis
Staff Correspondent

GEELONG, Australia. — "Do we call you Inglis-san?"

The first question directed at Sir Brian Inglis at the national Laser launch caused a long round of laughs, the loudest coming from Sir Brian himself. He is head of Ford Australia.

Not only has Ford become the fifth company to build a Japanese car in Australia, but the Laser is a replacement for the European Escort.

At the Escort introduction in 1970, William O. Bourke, then managing director, told the press: "I live for the day when there will be no more Japanese cars in RSL (a war veterans association) car parks."

The present managing director, Inglis, has other views. Introducing the Laser, he said: "This is a new era for Ford. Our future is with Japan, which is dominating the world's motor industry."

The Laser is virtually a locally assembled Mazda 323 front-drive hatchback. Its engine is made by Ford in Taiwan but all other components and sheet metal parts are imported in CKD form from Mazda. Ford Motor Co. owns 25 percent of Toyo Kogyo, which manufactures Mazda vehicles.

The pricing structure brings the Laser very close to 323 models throughout the range, even though a fully imported Mazda carries a 57.5-percent import duty.

Ford Australia was the last of the local manufacturers to hold out against the Japanese. In recent times, the company has been importing Mazda light commercial vehicles and giving them Ford nameplates.

The decision to locally assemble the 323 brings Ford into line with General Motors Holden's, Mitsubishi (formerly Chrysler), Nissan and Datsun, all of which assemble or manufacture Japanese-designed vehicles.

Inglis told the press launch that the company had the choice of sourcing the new car from Japan, Europe or the U. S., but chose Japan because it was the "best solution." He lavished praise on the ease with which the Laser can be assembled and the high quality of the components.

He admitted that introducing the Laser six months after the 323 went on sale is a "marketing nightmare" and said it was the first of a new generation of front-drive cars to be assembled by Ford Australia.

He declined to comment on reports that the Cortina replacement will be a front-drive Mazda 626.

Mazda Australia already has long waiting lists for the 323, supplies being restricted by quota to around 15,000 units a year. Ford expects to produce up to 100 Lasers a day.

Few mechanical changes have been made but Ford has installed additional soundproofing and its choice of trim.

The Laser offers 1.3 and 1.5-liter engines, a choice of three or five doors, three gearboxes and four levels of trim. The ten-model range is priced from $5,846 to $7,677 Australian dollars.

Network ad billings hold firm despite troubled '80 for TV

By Joseph Bohn
Marketing Editor

Auto advertisers held fairly firm in network TV billings last year, despite the general recession and an actors' strike which disrupted programming in the fall.

The networks did lose ground with one major auto advertiser — Chrysler — and a number of smaller ones, including Volkswagen, Datsun, American Motors, Honda and Jaguar Rover Triumph.

But they gained ground — or dollars — from two of their biggest car advertisers, Ford Motor and General Motors, along with Toyota, Mazda and Subaru.

Compared with other major ad media, the networks could be considered holding their own, although the state of the car industry has not benefitted the advertising community in general too much this past year.

Ford's budget on network TV was way up, a whopping 29.6 percent, due largely to its heavier corporate advertising under Wells Rich Greene.

Adjusting for inflation, GM was not really up, although it spent 5.3 percent more money in network TV last year.

Toyota Motor was up a respectable 8.8 percent in network TV, despite having had to cancel its planned heavy sponsorship participation in the Moscow summer Olympics.

Mazda was the biggest gainer with a 35.7 percent ad increase in network TV.

Right behind was Subaru, which chalked up a 33.5 percent increase.

Subaru, which began life as a regional marketer, has been pushing countrywide sales more heavily and is putting more emphasis into metro markets where it hasn't been all that strong in the past.

Daimler - Benz, whose Mercedes line is geared to a very upscale, high income buying group, has and continues to use more specialized media. However, it did make it onto the network list of automotive sponsors in 1980.

Overall, there are some indications that car firms are doing more regional type marketing, and the decline in network TV may be due at least in part to greater use of spot advertising to beef up support in key pockets of the country.

NETWORK TV ADVERTISERS, 1980 VS. 1979

AUTOMOTIVE

	1980	1979	% of Change
Ford Motor	$125,701,500	$ 97,016,000	+29.6
General Motors	123,498,900	117,313,700	+ 5.3
Chrysler Corp.	65,289,900	69,589,800	− 6.2
Toyota Motor	22,945,300	21,090,000	+ 8.8
Toyo Kogyo (Mazda)	20,335,100	14,982,800	+35.7
Volkswagen	19,434,700	20,496,600	− 5.2
Nissan Motor (Datsun)	18,150,000	20,690,900	−12.3
American Motors	17,733,900	17,242,900	+ 2.8
Honda Motor*	15,625,000	13,648,600	−14.5
Fuji Heavy Ind. (Subaru)	7,277,500	5,451,400	+33.5
Jaguar Rover Triumph	4,764,500	6,462,600	−26.3
Daimler-Benz (Mercedes)	1,624,700	———	00.0

Figures are compiled by Broadcast Advertisers Reports (BAR), reported by Television Bureau of Advertising.

*—Honda advertising includes car and motorcycle.

Grayson spells out program to improve U.S. productivity

By Edward Lapham
Financial Editor

DETROIT. — Some U. S. auto makers are among the industrial companies that have contacted the American Productivity Center in Houston as part of an effort to improve industry productivity, the center's head told the Economic Club of Detroit.

C. Jackson Grayson, APC chairman and former head of the Nixon Administration's wage and price control commission in 1971-73, said the auto makers and other companies are making his phones "ring off the hook."

"The auto makers are looking for ways to improve productivity just like the other companies," Grayson said.

He told AUTOMOTIVE NEWS the auto companies are "probably" being truthful when they claim they can't accurately measure their own productivity gains.

"The auto makers can do a far better job of monitoring and measuring productivity than they have been, but really, there is no perfect measure," Grayson said.

Grayson, who founded the American Productivity Center in 1977 after soliciting corporate contributions, said he believes there are several public-sector changes needed for a nationwide effort to improve productivity.

He told the Economic Club there should be a "focal point" in the Executive branch of government that would make productivity an important consideration "at the highest levels of economic policy-making."

Grayson said there also should be a council on productivity, including members from business, labor and academia "whose sole function would be to regularly examine and report on areas where government policies, procedures and laws are positively and negatively impacting productivity."

A third requirement, Grayson said, is to fund and direct the Departments of Labor and Commerce to improve the methods of reporting national and international productivity statistics.

The final requirement, he said, is for an executive order to direct every government agency "to initiate programs to improve the productivity of that agency."

In the private sector Grayson said there should be a formal program at every company to involve all of the employes in productivity - raising activities, "a planned, specific program in writing, with multi-year goals, timetables, assigned responsibilities, measures, training programs, incentives and most of all employe involvement."

Grayson said that while corporate long - term productivity planning might seem to conflict with short-term profit goals, ultimately, the company with the highest productivity will have the highest profits.

Brazilian 127 headed for Europe

Fiat building smallest diesel car

TURIN, Italy. — Fiat now makes the smallest mass-produced four-cylinder diesel-powered car in the world.

There are vehicles like the Duport Caddy and Parco, using single-cylinder engines and produced on a non-industrial scale, that are smaller, but for the established auto industry, Fiat is the smallest, lightest and lowest-priced diesel car.

The Fiat 127 diesel is made in Brazil, and is being sold in Italy at approximately $1,000 above the price of the domestic, carburetor-engine 127.

Fiat intends to bring 50,000 diesel cars to Europe this year. It has no direct competition—and won't have, unless Volkswagen brings out a Diesel Polo or Ford gets a diesel engine for the Fiesta.

The decision to make it in Brazil stems from a combination of factors: Fiat Automoveis is under obligation to export cars or parts to a certain minimum value each year; it builds the 147, a heavy-duty version of the 127, which is inherently more suitable for diesel operation than the Italian model, and the engine plant had surplus capacity.

The new diesel engine is not experimental. Launched in the spring of 1971, 127 production is now approaching the 5-million mark (including units made by Seat in Spain and by Fiat in Brazil).

- The 127 Diesel has a range in excess of 500 miles on a tankful of fuel, and rates better than 46 MPG at a steady 56 MPH. In the urban driving cycle, it is 21 percent more economical than the gasoline-driven version (36.15 MPG vs. 28.3).

The engine is light (254 pounds complete), and despite the use of cast iron for the cylinder block, lighter than the all-aluminum Peugeot XID engine of slightly greater displacement.

The decision to develop this engine was taken late in 1977—far too early for the direct-injection diesel to come into serious consideration. Still, it breaks new ground, in departing from the Ricardo Comet swirl chamber used in the Sofim and Ritmo diesel engines.

Instead, it has a low-turbulence pre-chamber, not spherical in shape but almost cylindrical, with an off-center passage leading to the cylinder. The injector nozzles deliver fuel in a conical spray, not in parallel-pencil formation, and the piston crown was shaped for turbulence control.

The gearbox is taken from the 147, but has different ratios. In addition, the final drive ratio has been changed from 4.07 to 3.765:1 to take advantage of the higher low-range torque and to reduce noise levels.

Top speed is 75-80 MPH, and 0-60 acceleration takes 23.5 seconds. It's essentially a top-gear car, for it can pull fourth gear from 25 MPH upwards, and will climb a 10-percent gradient at 37 MPH with a normal load in top gear.

In Fiat's aggressive new-product planning, the 127 Diesel is only an interim model. The direct-injection diesel with three valves per cylinder is being developed for production.

It will be combined with the Van Doorne stepless drive to make a power train of extraordinary versatility for the next generation of Fiat mass-market cars.

Diesel-powered Fiat 127 bows

Production of the world's smallest mass-produced diesel, the Fiat 127 Diesel, has begun in Brazil. Plans are to sell 50,000 in Europe this year. With a 1.3-liter (79.4-CID) engine, the 127 Diesel rates 36.15 MPG in the European urban cycle and has a top speed of 75-80 MPH.

Model breakdown

Auction Averages

	March	February	January
1981	$8,432	$7,138	$7,757
1980	5,698	5,704	5,667
1979	5,001	4,773	4,726
1978	3,681	3,705	3,585
1977	2,888	2,997	3,125
1976	2,226	2,265	2,092
1975	1,525	1,663	1,541
1974	1,347	1,205	1,280
Overall Average	$4,076	$4,076	$3,981

Used car sales

Auction Averages

March	$4,076
Month ago	$4,076
Year ago	$3,112

Niskanen named by White House

WASHINGTON. — William A. Niskanen, who used to be chief economist for Ford Motor Co., has been chosen by the Reagan White House to fill one of the vacancies on the Council of Economic Advisers.

Niskanen was dismissed by Ford because he opposed the company's position on auto import restraints, arguing that imports accounted for only a small fraction of the decline in domestic car sales.

At the council, Niskanen, 48, will be responsible for issues relating to trade, labor policy, regulation and subsidies.

Boom for Japanese exports continues in January

By John Hartley
Staff Correspondent

TOKYO.—Despite all the talk about restraint, and the adverse effect of the value of the yen, Japanese auto exports continued to boom in January.

A total of 531,539 units were exported, 33.2 percent more than the same month of last year, which was when the boom was in full swing.

Included in these were 209,205 units to the U.S.A. (+16.4 percent), which is remarkable in view of the fact that following the big increase in tariffs, small trucks are much less in demand than a year ago.

Exports to Canada were up a massive 68 percent to 16,567 units, while other major targets were: Germany 29,597 (+105 percent), Holland 11,507 (+61 percent), Denmark 2,360 (+80 percent) and Belgium 10,470 (+53 percent). Exports to Britain, in line with the agreement with British manufacturers, were down 7.28 percent at 8,146 units.

Sales in Japan continued their slow downward spiral, down 2.4 percent over a year ago, at 141,575 passenger cars and 131,647 commercial vehicles. For the first month for a considerable time, though, Toyota managed to sell more cars than in the corresponding month of 1980.

Toyo Kogyo increased sales by about 8 percent, but the gain was more than wiped out by falling truck sales.

Daihatsu also increased sales of passenger cars.

used-car auction directory

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GM chief expects exports to U. S. to be cut soon

Smith sees a Japanese rollback

FLINT.—Roger B. Smith, General Motors chairman, continues to believe the Japanese will "voluntarily limit exports of autos to the U. S. for a short period."

"I believe it will happen and happen soon," Smith told the Industrial Management Assn. last week. "The pressure of unemployed Americans and red ink is too great for Congress. Therefore, the Japanese, to avoid legislation, will restrict exports to the U. S. voluntarily."

Smith also said GM continues to be interested in renegotiating its current labor contract with the UAW, declaring it all boils down to the issue of jobs. The union said earlier that it will not reopen talks at this time with either GM or Ford Motor. The present contract expires in September, 1982.

Smith made another prediction. "The voluntary restraint of exports to this country by the Japanese will not solve our competitive problem," he said. "In fact, it will make it worse unless, during the period of restraint, we use that time to get competitive" in products, facilities and costs.

"The bottom line is jobs here in the United States," he continued, "not only in the domestic auto companies — but also jobs in steel, rubber, copper, aluminum and other supplier industries.

"An estimated 720,000 employes all over the country are out of work today because of depressed sales of domestic cars. The crisis is hitting hardest in the heartland of America — in the Flints, Clevelands, Detroits and other major industrial towns."

These are the cities, he said, which helped to build the nation's industrial might but which "now are suffering the most severe penalties for lost industry sales."

Smith said this situation poses a critical problem for both management and unions — which "share a common interest in the economic well-being of General Motors employes."

"We ask for the UAW to join now with GM in launching a new era of enlightened industrial leadership in America to save jobs," he said. "We will come to the discussion table with an open mind, and we hope the union will, too."

Smith said the "first thing to do in solving a problem is to recognize that you have a problem and attack it."

"I say let's face it squarely—together before all the jobs are gone," he continued. "It is totally unrealistic to think that good management alone can overcome labor costs which are 73 percent higher than our (Japanese) competitor—at least not in the near future."

• Currently, he said, the cost of an hour of labor for GM employes is about $19, including benefits. In comparison, he said, the Japanese labor costs are under $11 an hour, including all benefits and allowances peculiar to Japan.

"This is a difference of about $8 per hour—and that obviously translates into a huge difference in the costs of our products," he added.

Smith said there are a number of areas which offer potential for improving GM's competitive cost position.

He said the Quality of Work Life program launched in cooperation with the UAW is "achieving significant results in over 95 GM locations — and these efforts will be strengthened in the future."

He also pointed to "unwarranted absenteeism" as an "expensive bad habit."

"In North America alone," he said, "absenteeism cost GM more than $1 billion last year — and that's a conservative figure . . . I might add that absenteeism in Japanese industry is negligible."

Smith said he believes the competitive issue will come into sharp focus in discussions with the union on the basic wage and benefit package.

"The UAW said last week that we need new approaches to collective bargaining," he continued. "I couldn't agree more."

He said the "time may be right" for the profit-sharing concept in the auto industry."

"It could result in a competitive wage that would assure jobs and, at the same time, permit the worker through the profit-sharing plan to have a higher income as the fruits of his labors bring additional profits," he said.

"There are many other ways of achieving competitive labor costs without extreme sacrifices on the part of our workforce. Pay for time not worked has certainly grown excessively and, in comparison with Japanese labor costs, is a glaring example of a non-competitive cost."

But time, he said, is of the essence. "In the terms of the auto industry," he concluded, "today is already past and tomorrow is rushing at us like the wind."

Bank buys Ford site

QUINCY, Mass.—The former Quincy Motors (Ford) property has been acquired by the Quincy Co-operative Bank for a reported $750,000. The bank plans to convert the building into a new banking operation.

Safety group seeks method to detect worn ball joints

WASHINGTON. — A better way to detect potentially hazardous worn ball-joint assemblies in the steering mechanisms of large trucks and buses is being sought by the National Transportation Safety Board.

The board, in a recent investigation of a fatal bus accident in Virginia, did not pinpoint the cause of the accident but did find a ball joint so worn that it may have caused steering linkage separation.

The board is warning truck and bus makers and drivers because the unsafe condition was not found despite recent inspections and proper maintenance and because the type in question is standard for many vehicles and the driver apparently had no indication of failure.

The current NHTSA inspection standard is the basis for most steering tests done by federal, state and local inspectors as well as the maintenance checks made by truck and bus owners.

It measured the amount of play for mechanical systems, but the board notes that the design of the power steering mechanism on many trucks and buses "is such that a worn ball-joint or end assembly will not be detected using the procedures described by the NHTSA standard."

The board suggests a visual inspection for excessive relative motion while the freeplay test is made, and if relative movement is found between the ball and socket or the end assembly, then it should be disassembled and checked for wear.

The board is also urging NHTSA to develop with manufacturers a new inspection test for power steering mechanisms and urging the Bureau of Motor Carrier Safety to work with NHTSA and to issue safety notices to alert interstate and intrastate bus and truck operators.

Rebates fire up mid-March sales to record level

Continued from Page 1

was up 34.99 percent to a record 44,781 from 33,173; Pontiac was up 32.45 percent, to 28,575 from 21,574; Lincoln was up 30.30 percent, to 3,496 from 2,683, and Dodge was up 23.86 percent, to 13,315 from 10,750.

Chrysler sales dropped 39.25 percent, to 4,023 from 6,622 last year; Cadillac was down 12.32 percent, to 6,091 from 6,947; Ford was down 11.47 percent, to 43,752 from 49,423, and Mercury missed by 3.51 percent, dipping to 13,892 from 14,398.

The daily selling rate was a healthy 36,233, up 30.33 percent over 27,800 last year. There were nine selling days this year and last. It was the highest daily rate so far this year, surpassing 34,001 notched Feb. 21-28.

Chevrolet Chevette sales numbered a record 31,524 during the period, making the subcompact the best-selling nameplate. Chevrolet Citation was second with a record 26,580, followed by Oldsmobile Cutlass Supreme at 20,058, Buick Regal at 15,676 and Buick Skylark at 14,914. All five were among GM's rebate cars in mid-March.

The gap between year-to-date sales, 1981 and 1980 narrowed to a negative difference of 4.53 percent; 1,543,749 this year compared with 1,617,046 a year ago.

DOMESTIC SALES

	March 11-20, 1981	March 11-20, 1980
AMERICAN MOTORS	7,500†	5,200†
Chrysler	4,023	6,622
Imperial	211	——
Plymouth	15,069	10,252
Dodge	13,315	10,750
CHRYSLER CORP.	32,618	27,624
Ford	43,752	49,423
Mercury	13,892	14,398
Lincoln	3,496	2,683
FORD MOTOR	61,140	66,504
Buick	42,091	21,044
Cadillac	6,091	6,947
Chevrolet	97,929	61,638
Oldsmobile	44,781	33,173
Pontiac	28,575	21,574
GENERAL MOTORS	219,467	144,376
VOLKSWAGEN	5,368	6,494
INDUSTRY TOTAL	326,093	250,198

†—Estimate.

EXPs arrive in Detroit

The first shipment of 1982-model EXPs, Ford Division's new two-seater version of the Escort, arrives in the Detroit area for public introduction at Ford dealerships April 9. The EXP features as standard a 1.6-liter four with manual transmission and four-speed overdrive.

U. S., Japan keep waltzing, reach no import decision

Continued from Page 1

nually. The issue, he told reporters after meeting with President Reagan, "is very simple: Will we see restraint by the Japanese, over what period of time, and what will be the number?"

• Senate Majority Leader Howard Baker, the Tennessee Republican, told reporters: "I think the President must surely understand that there is a building pressure in the Congress to do something by statute if the Japanese do not do something voluntarily . . . I don't want that, but that's going to happen if the Japanese don't understand that the situation's out of hand."

According to congressional sources, there now exist enough votes in the Senate to pass an import restriction bill.

Just what the Japanese will do in response to the situation remains a mystery but it is known that among the options being considered, according to knowledgeable sources, are an open ended limit on exports with the rollback decreasing as U. S. sales increased and/or quarterly limits.

In any case, Watanabe said whatever Japan does on the auto export situation it will do it unilaterally so as to avoid any problems with U. S. antitrust laws.

He noted that there was precedence for such action, citing previous agreements by Japan to limit steel and color television exports. He also noted that the Japanese government has already asked its auto makers to exercise "prudence" in their shipments to the U. S.

• Though the decision to hold further "talks" with the Japanese on the auto import situation delays any decisive action on this aspect of the auto situation for at least two weeks, the Administration plans to go ahead with its regulatory relief package for the industry as early as this week.

As previously reported, this could save the industry from $2 billion to $5 billion over the next five years and will include a rollback of the 5-MPH bumper standard, a withdrawal or further delay in the passive restraint standard, modifications to the fuel economy standards, a rollback of the carbon monoxide standard, modification of the heavy-duty truck-emission standards, modification of the 1985 diesel particulate standards, modification of the 1983 diesel NOx standard, modification of the 1984 high altitude emission standard (nearly $500 million by itself) and possibly a delay in the post-1983 light-duty truck-emission standards.

Japanese exports already pared, Nissan aide says

DETROIT. — Japanese auto companies already have voluntarily started limiting shipments to the U. S., a Nissan Motor Co., Ltd., official told a press conference here last week.

Mitsuya Goto, public affairs general manager of Nissan's International Division, said the Japanese manufacturers began reducing shipments to the U. S. in the fourth quarter of 1980. He also said total 1981 shipments "would not exceed" 1980 levels.

"Each company in the industry is exercising its own judgment about limiting exports to the U. S.," Goto said. "Some of us feel that Japan is being used as a very convenient scapegoat by U. S. industry."

Goto, who was at Wayne State University as part of the Japanese Caravan '81 group touring the U. S. to promote understanding between the two countries, said he believes the imposition of car import restrictions in the U. S. could spark a worldwide trade war.

He said Nissan is not shipping as many cars to the U. S. as it thinks it can sell here and that the company has not built a car plant here because the company believes there will be small-car over-capacity by the mid-1980s.

White ads Isuzu

HOUSTON. — Sam White, an Oldsmobile dealer here for 30 years, has added the Isuzu line of cars and pickup trucks. He is building a separate display facility for the Japanese model.

Chevrolet Cavalier joins the parade

Car production up slightly for week

By Patricia Hoffman
Staff Writer

U. S. auto production rose slightly last week as the first Chevrolet Cavalier J-cars were produced. The total, however, was below the year-ago level.

The first-week output of Cavalier was 617 units.

Planned production last week was 146,351 cars, an increase of 0.90 percent from the 145,046 units assembled in the previous week, but down 3.05 percent from the 150,963 units completed in the comparable week last year.

Breakdown for last week by company was: General Motors, 60.65 percent; Ford Motor, 19.75 percent; Chrysler Corp., 15.00 percent; Volkswagen of America, 2.84 percent; American Motors, 1.71 percent, and Checker Motors, 0.05 percent.

So far this year, the auto makers have completed 1,510,796 units, down 14.58 percent from the 1,768,632 cars completed in the comparable period last year.

Saturday overtime was scheduled last week at Chrysler's Belvidere and St. Louis assembly points.

Chrysler said it will increase the daily straight-time rate at Belvidere from the current 1,072 units per day to 1,152 units per day effective today (March 30).

GM said it has scheduled production adjustments to balance production with current market conditions.

On April 6, assembly at GM's Fremont plant (Buick Century and Regal and Chevrolet Malibu and Monte Carlo) will be increased from one shift at 45 per hour to two shifts at 45 per hour.

At GM's Van Nuys point, effective May 4, production of the Chevrolet Camaro, and Pontiac Firebird will be increased from one shift at 60 per hour to two shifts at 60 per hour.

Downtime was slated last week at two plants. GM's Janesville point and Ford's Lorain plant were both idle for one week.

There is no downtime slated at Chrysler Corp. or GM this week.

Truck production again exceeds year-ago week

U. S. truck production, for the second week in a row, has topped year-ago figures. The output last week also was up a few units from the previous week's total.

Truck production last week was slated at 40,132 units, a slight increase of 0.06 percent from the 40,106 trucks completed in the previous week, and up 18.26 percent from the 33,936 units built in the comparable week last year.

Although the weekly output is showing improvement, the truck makers continue to trail 1980 on a year-to-date basis. This year's total of 425,173 trucks is 12.81 percent below the 487,655 assembled in the comparable period last year.

Chrysler Corp.'s Warren truck point, working its seventh consecutive week without downtime, scheduled Saturday overtime last week.

General Motors plans production schedule adjustments at its Flint plant to balance production with current market conditions.

The Flint point, which assembles light-duty Chevrolet and GMC trucks, will reduce production from two shifts at 50 trucks per hour, to one shift at 50 per hour on April 20.

GM has scheduled a week of downtime at three truck points. Flint, Baltimore and Fremont will be idle this week.

Canadian output dips as Chrysler plant is down

Due to downtime of all operations at the Chrysler Windsor car plant last week, Canadian auto production fell from the previous week's output and the comparable year-ago week's levels. The plant will remain idle until April 13.

The auto makers slated production last week at 20,033 units, a decline of 6.01 percent from the 21,315 units completed in the previous week and down 12.58 percent from the 22.917 cars assembled in the comparable period last year.

So far this year, the auto makers have completed 175,505 units, a drop of 20.69 percent from the 221,291 in the comparable period last year.

Canadian truck production rose slightly last week from the previous week, but it continues to trail year-ago levels.

Truck production was slated at 12,331 units last week, an increase of 1.31 percent from the 12,171 in the previous week, but down 11.10 percent from the 13,872 trucks assembled in the week ended March 29, 1980.

Year-to-date, the truck makers have assembled 136,517 units, a decrease of 4.91 percent from the 143,574 trucks completed through March 29 last year.

American Motors, Ford Motor, and General Motors have no downtime scheduled this week.

Chrysler Corp.'s Pillette Rd. point in Windsor will increase line speed from 320 trucks a day to 360 on two eight-hour shifts effective April 20.

breaking news

Continued from Page 1

tinental Warranty Corp. in Marina Del Rey, Calif. Farrar said he projects industrywide service contract business will total $2.5 to $3 billion annually by 1985. Farrar's new firm will offer extensive finance and insurance training.

GM recalling 105,000 X-cars

DETROIT. — General Motors is recalling 105,000 early-production-1981 X-cars (Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark) to replace an engine electrical ground cable which could break and reduce the performance of the car's electrical system. GM said a cable breakage would result in dimming of the headlights and slowing of windshield wiper blade action.

Volvo reports slim sales gain

STOCKHOLM. — Volvo reported group sales of $5,425 million for 1980, up one percent over the preceding year. Group earnings before allocations and taxes corresponded to 4.0 percent of sales, compared with 5.3 percent the year before.

Europeans to get sampling of LN7

LONDON.—Ford of Europe will sell "a few hundred" examples of the new Lynx LN7 from Lincoln-Mercury in Europe, this September. Main markets will be Austria, Belgium, Holland, Germany and Switzerland.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 28, 1981	Week Ended March 29, 1980	Week Ended March 21, 1981	March Output	Jan. 1, to March 29, 1980	Jan. 1, to March 28, 1981
CHEVROLET	13,005	12,270	13,565	44,979	168,756	144,961
DODGE/PLYMOUTH	2,300	3,480	1,918	7,602	37,553	17,741
FORD	14,898	10,871	15,067	58,409	179,153	143,791
GMC	4,364	4,548	3,896	16,118	45,029	52,855
INTERNATIONAL	1,690		1,711	6,821		18,622
MACK		625			7,879	
JEEP		125			2,144	
WHITE	1,550*		1,550*	6,250*	25,668*	21,686*
AMC CORP.	85*	430*	85*	340*	4,512*	1,020*
VOLKSWAGEN	1,040	687	1,114	4,097	6,401	11,197
MISCELLANEOUS	1,200*	900*	1,200*	4,800*	10,560*	13,300*
Total Trucks, U. S.	40,132	33,936	40,106	149,416	487,655	425,173

CANADIAN TRUCK PRODUCTION

	Week Ended March 28, 1981	Week Ended March 29, 1980	Week Ended March 21, 1981	March Output	Jan. 1, to March 29, 1980	Jan. 1, to March 28, 1981
CHRYSLER CORP.	1,920	1,600	1,708	6,855	7,876	14,792
FORD MOTOR	3,502	4,808	3,461	13,713	50,630	41,518
GENERAL MOTORS	6,664	5,974	6,755	26,276	71,820	77,117
AMERICAN MOTORS		900			8,481	
INTERNATIONAL	245	465	247	978	3,221	3,090
MACK		60			763	
WHITE		65			783	
Total Trucks, Canada	12,331	13,872	12,171	47,822	143,574	136,517
N. American Trucks	52,463	47,808	52,277	197,238	631,229	561,690

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended March 28, 1981	Week Ended March 29, 1980	Week Ended March 21, 1981	March Output	Jan. 1, to March 29, 1980	Jan. 1, to March 28, 1981
AMERICAN MOTORS	2,500*	4,525*	2,500*	9,032*	54,861*	23,854*
AMX						
Spirit						
Concord						
Eagle						
Pacer						
CHRYSLER CORP.	21,950	16,120	19,339	79,330	165,462	185,088
Plymouth Total	10,500	7,250	9,633	39,478	75,933	92,224
Horizon	4,000	3,200	3,391	14,676	40,611	33,150
Volare		3,300			27,841	
Reliant	5,100		5,114	20,179		51,125
Gran Fury	1,200	650	979	3,961	6,367	6,835
Caravelle	200	100	149	662	1,114	1,114
Chrysler Total	1,800	2,520	1,491	6,565	21,464	14,788
LeBaron	1,300	2,100	996	4,406	17,044	10,228
Chrysler	500	420	495	2,159	4,420	4,560
Dodge Total	9,650	6,350	8,215	33,287	68,065	78,076
Omni	4,300	2,900	2,765	12,228	36,456	25,807
Aspen		2,000			19,398	
Aries	3,700		3,803	15,048		40,858
Diplomat	1,400	950	1,168	4,469	7,284	8,520
St. Regis	250	500	479	1,542	4,927	2,891
FORD MOTOR	28,899	30,957	33,695	117,422	340,119	312,625
Ford Division	20,377	25,173	23,931	82,246	244,649	217,101
Escort	8,245		8,132	32,246		98,031
Pinto		3,629			18,813	
Must./Must. II	4,531	7,163	4,476	13,970	66,101	30,297
Fairmont	4,300	6,701	4,354	16,986	65,578	41,163
Granada	1,611		1,625	5,080	19,720	14,273
Thunderbird		4,000	3,639	7,145	44,550	12,926
Ford	1,690	3,680	1,705	6,819	29,887	20,411
L-M Division	8,522	5,784	9,764	35,176	95,470	95,524
Mercury Total	7,313	5,784	8,409	29,902	85,687	82,425
Bobcat		854			4,575	
Lynx	2,825		2,943	11,332		33,160
Capri	1,260	2,160	1,300	3,907	20,413	8,717
Zephyr	1,058	2,770	993	4,437	22,244	11,976
Cougar/Monarch	879		823	2,863	6,036	6,979
XR-7			1,031	2,126	15,397	5,653
Mercury	1,291		1,319	5,237	17,022	15,940
Lincoln Total	1,209		1,355	5,274	9,783	13,099
Lincoln	602		575	2,401	3,432	6,093
Versailles					1,124	
Mark VI	607	1,869	780	2,873	5,227	7,006
GENERAL MOTORS	88,757	94,452	84,938	344,883	1,161,829	942,595
Buick Division	20,292	19,404	20,255	80,455	225,606	224,597
Skylark	5,400	4,423	5,610	22,088	60,125	63,395
Century	4,020	4,390	4,056	16,067	45,235	44,227
Regal	5,960	5,162	5,940	23,898	55,281	61,171
Buick	3,365	4,309	3,398	13,483	49,408	41,105
Riviera	1,547	1,120	1,251	4,919	15,557	14,699
Cadillac Division	6,636	2,340	6,185	25,152	72,099	75,202
Cadillac	4,270		4,243	16,955	40,246	50,951
Eldorado	1,744	1,390	1,431	5,765	17,908	16,469
Seville	622	950	511	2,432	13,945	7,782
Chevrolet Division	31,135	36,749	28,428	124,727	484,310	332,250
Chevette	6,234	9,185	6,480	29,497	117,962	70,986
Monza ('80)		3,627			39,607	
Camaro	3,046	3,270	3,044	12,133	35,566	31,050
Citation	7,569	9,818	8,757	33,060	121,147	85,240
Malibu	5,854	6,019	6,777	25,590	69,846	61,427
Monte Carlo	2,215	2,830	2,572	11,069	36,210	30,661
Chevrolet	4,800	960		9,571	51,355	42,921
Corvette	800	1,040	798	3,190	12,617	9,348
Cavalier	617			617		617
Oldsmobile Division	20,292	20,634	19,922	77,005	214,595	222,287
Omega	3,550	2,330	3,443	13,882	31,380	37,381
Cutlass	9,331	10,913	8,105	32,887	92,329	103,617
Oldsmobile	6,216	6,371	7,191	25,918	77,197	69,323
Toronado	1,195	1,020	1,183	4,318	13,689	11,966
Pontiac Division	10,402	15,325	10,148	37,544	165,219	88,259
Acadian†	695	795	435	2,514	5,793	5,040
Sunbird ('80)		2,933			39,238	
Firebird	1,034	2,490	1,037	4,135	26,696	12,576
Phoenix	2,021	2,677	2,152	9,036	34,070	27,828
Grand Prix	2,400	2,075	2,342	9,479	19,178	21,209
LeMans	1,560	1,635	1,565	6,096	15,329	12,704
Pontiac	200	2,720	203	798	24,915	3,416
T-1000	2,492		2,414	5,486		5,486
VOLKSWAGEN	4,160	4,809	4,514	16,545	45,596	46,026
CHECKER	85*	100	60*	265*	765	608*
Total Cars, U. S.	146,351	150,963	145,046	567,477	1,768,632	1,510,796

CANADIAN CAR PRODUCTION

	Week Ended March 28, 1981	Week Ended March 29, 1980	Week Ended March 21, 1981	March Output	Jan. 1, to March 29, 1980	Jan. 1, to March 28, 1981
AMERICAN MOTORS	720		700	2,750		7,086
CHRYSLER CORP.		3,200	1,818	1,818	20,365	5,356
FORD MOTOR	6,288	7,380	5,865	20,654	58,052	31,027
GENERAL MOTORS	12,800	12,112	12,707	50,944	140,029	129,460
VOLVO	225	225	225	877	2,845	2,576
Total Cars, Canada	20,033	22,917	21,315	77,043	221,291	175,505
N. American Cars	166,384	173,880	166,361	644,520	1,989,923	1,686,301
N. American Trucks	42,463	47,808	52,277	197,238	631,229	561,690
North American Cars and Trucks	218,847	221,688	218,638	841,758	2,621,152	2,247,991

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News®

Detroit, April 6, 1981

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Rebates gone; industry hopes for no letdown

By Marjorie Sorge and Joseph Bohn

There's an upbeat feeling among dealers and factory executives that the wealth of sales experienced during the rebate period will continue into the spring and summer months, although some dealers are holding their breath as the cash incentives disappear.

Rebates at General Motors, Ford Motor Co. and Chrysler Corp. were scheduled to end last week but many dealers, especially those at Ford and Chrysler—expressed a desire to have them continue.

American Motors' 10 percent rollback continues until May 15.

Chevrolet and Chrysler dealers added that sales of Omni/Horizon, K-cars, X-cars and Chevettes have been brisk, even though these cars were not included in the rebate extensions which ended last week.

Ford's Escort/Lynx has been doing well right along, even though they were not part of any special price-reduction program.

What rebates accomplished was to reduce inventories and move out older cars which "allows us to get fresh, new merchandise in there," observed Bernie Crumpton, Ford division general sales manager.

"There's nothing to stimulate the market like new merchandise," he added.

The "new merchandise" includes, of course, cars like the Ford EXP and Mercury LN7 which go on sale April 9, as the first of the '82s. General Motors will introduce its traffic-and-sales-building '82 J-cars in mid May.

"New merchandise" also includes special-value-package models, aimed directly at the price-conscious market. Ford, Chrysler and GM all have discounted optional equipment packages for many models, offering consumers savings of several hundred dollars.

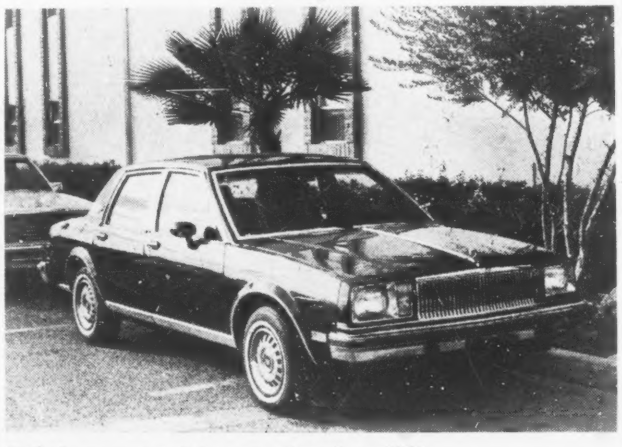
- Effective April 1, Ford Motor also boosted its special UAW-employe rebate program to put more cars into workers hands.

Hourly workers now get a base $250 on smaller cars, up $15 from before, and $400 on larger cars and light trucks, up $40 from before. The employe rebate has been in effect for some time and will continue through '81.

Hourly workers also get additional rebates on selected models, boosting them to $400 on Granada/Cougar and Thunder-

Continued on Page 51, Col. 4

'82 Skylark



Buick compact to receive facelift

Buick Skylark for 1982, caught here by unofficial photographer, shows modest restyling of front end, with grille patterned after that used on current Buick Regal.

breaking news

Datsun hikes prices an average of $248

CARSON, Calif.—Datsun last week raised U. S. prices an average of $248, or 3.3 percent, on cars and trucks. It is Datsun's third increase on 1981 models, totaling an average of $779 since the end of the 1980 model year. Last week's range on cars was $150 to $596. The 210 standard two-door sedan rose $150 to $4,599, and the 310 Deluxe two-door hatchback went up $150 to $5,489. Top increase of $596 was applied to the 280-ZX 2 plus 2 coupe, now $14,949. The new 280-ZX Turbo is priced at $16,999. Pickup truck increases ranged from $140 on the standard short bed model (now $5,999) to $200 on four-wheel-drive units.

McWilliams to head DeLorean marketing

NEW YORK.—J. Bruce McWilliams has been appointed vice president—marketing for DeLorean Motor Co. McWilliams has extensive experience in the import-car field. He was instrumental in the start of Saab's marketing program in the U. S., later served as sales vice president of Mercedes-Benz, president of Rover Motor Car Co., and vice president of Leyland Motors and its successors, British Leyland Motors and Jaguar Rover Triumph Inc.

See BREAKING NEWS, Page 55, Col. 1

New exhaust rules styled after CAFE proposed by GM

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A "mobile bubble" for emission control has been floated by General Motors. It is too early to say whether it will stay aloft or be shot down.

It was first addressed by GM Chairman Roger B. Smith in a speech to the National Petroleum Refiners Assn. Next, the Washington press was briefed by Craig Marks, head of GM's internal task force on ways to change the Clean Air Act when it comes up for reauthorization by this Congress.

GM wants to average emissions for all its cars and save money, hassle and paperwork at no cost to air quality.

The GM "bubble" is a cousin to the CAFE used in the fuel-economy law.

While Ford Motor Co. was the leader in designing CAFE, GM has become the leader in what may be called the CAEC—Corporate Average Emission Control. CAEC, like CAFE, would enable a company to trade-off winners with losers and be judged on the average of emissions rather than engine family by engine family.

Like the energy and safety laws administered by NHTSA, it would place the burden on the manufacturers to self-certify and reduce the government role to one of monitoring, enforcing and possibly "brokering" among the companies.

GM said averaging and allowing the kind of offsets available under "bubbles" now allowed for plant emissions would mean a savings of about $50 million a year otherwise spent on certification at the Ann Arbor EPA lab. It would also save 15 feet of documentation for each engine family and the hassle that occurs every time a running change is made, GM said.

It would also wipe out many layers of compliance procedures: EPA assembly-line testing known as selective enforcement audit; in-plant audits done by EPA enforcers; extensive reporting of emission data and product defects; data for investigative procedures; overlapping warranty (retaining the simple defect warranty but eliminating the performance warranty); the short emission test used in local inspection/maintenance pro-

Continued on Page 49, Col. 1

Car production highest of year

By Patricia Hoffman
Staff Writer

U. S. auto production last week reached its highest point for 1981, and output was the best since the week ended Nov. 22, 1980.

Planned production last week was 152,333 units, up 7.42 percent from the 141,806 completed in the previous week and an increase of 15.21 percent from the 132,222 cars assembled in the comparable 1980 week. The total was the highest since the 157,249 units built the week ended last Nov. 22.

The total for March is estimated at 715,265 cars, up 11.20 percent from the 643,178 completed in the comparable month in 1980, and the highest output

Continued on Page 55, Col. 1

FDA leader rips Ford leadership, product, planning

Mullane's 'better idea:' Merge Chrysler, Ford

By John A. Russell
New York Staff Writer

HACKENSACK, N. J.—Claiming that the management of Ford Motor Co. is out of touch with the marketplace, Ed Mullane, president of the Ford Dealer Alliance, called for the replacement of top Ford management, including Ford Chairman Phillip Caldwell.

He also demanded that the company start merger talks, preferably with Chrysler Corp. Mullane said that, in his opinion, Chrysler has the management and the product that Ford desperately needs.

In an interview with AUTOMOTIVE NEWS, the FDA president charged that Ford's plight is one of product and leadership and that the company's current plans for product introduction will be too late to save the company and the dealer body.

Mullane said the company must acquire more front-wheel-drive capacity before the current target dates of 1983 and 1985. While the major competitors, General Motors and Chrysler, will be working on their second-generation FWD cars, he said, Ford will be developing its first generation.

Mullane charged that staggering losses incurred by Ford in the past year are the fault of Ford management.

The company "wouldn't be in this position if we had competent professionals," he said, adding that the managers at Ford "don't know what's going on in the marketplace."

Mullane predicted that if there are not more FWD models by 1982½, then "the dealer body will be broke by 1983."

- Mullane further said that if the company's product planning isn't pushed up by at least a year, the industry would "see the first dealer rebellion in the history of the franchise system."

Mullane stressed that a leadership gap exists at Ford. While company executives have been in the forefront in calling for restraints to be imposed on Japanese imports, he said, even if this were to come to pass, Ford would not gain from it.

"Chrysler and General Motors will benefit because they have the products," he said.

- FDA recently sent a pamphlet to all dealers and the Ford board of directors outlining the crisis at Ford as Mullane sees it. This was a first for the FDA, but Mullane said the pamphlet was necessary to bring the issues of product and leadership to the forefront.

He cited several examples of what he termed the lack of leadership at Ford in the product area and those include the abandoned PROCO engine project, which was pushed in lieu of diesel development, as well as tardy development of front-wheel-drive cars.

Mullane said he had been told by upper management at Ford that any form of price reduction would be devastating. Public statements by Ford executives made it apparent that Ford regarded this as a short term solution and would not attempt it, because it would be too costly.

But Ford follows GM leads, he

Continued on Page 49, Col. 2

NEWSPAPER

Few changes required in law, he says

Update pollution rules, Smith urges

SAN ANTONIO. — The chairman of General Motors suggested last week that government programs to control pollution from automobiles "can be streamlined and updated to do the job more effectively — at lower cost and with less regulatory involvement."

Speaking to the National Petroleum Refiners Assn., Roger B. Smith said that for the most part, the suggested changes could be implemented administratively.

"Only a few changes would be required in the Clean Air Act itself," he said.

"We need to draw on our experience of the past decade to make our air pollution control efforts simpler, less costly and in better balance with other high priority national goals."

Much of the language in the Clean Air legislation, which is up for reauthorization by Congress this year, was written in 1970. Among the other goals listed by Smith as requiring high-priority attention were reducing inflation, restoring economic growth, creating more jobs, producing and conserving energy and improving national productivity.

• Smith said the changes in the so-called mobile source provisions of the Clean Air Act would have no significant impact on air quality. But he said the changes would have several important benefits:

1. Reduce the need for the U. S. to import such large quantities of noble metals for use in catalytic converters. Adequate quantities of the metals are available only from the Soviet Union and South Africa.

2. Permit auto manufacturers to use more cost efficient emissions control technology, thereby reducing the cost of those control systems to new-car buyers.

3. Allow potentially greater mileage improvements on all cars.

4. Allow the continued use of fuel-efficient diesel engines.

At the very minimum, Smith told the refiners, Congress should slightly ease the tailpipe emission standards for two regulated pollutants, carbon monoxide and oxides of nitrogen.

In both cases, he said, the federal standard in effect for the 1980 model year was adequate to meet the nation's commitment to air quality in most regions, and the more stringent 1981-model year standards were not necessary for those two pollutants.

"Just because we can meet them doesn't mean it makes sense to meet them," he said.

Beyond recommending slight easings of the carbon monoxide and oxides of nitrogen standards, Smith outlined a different conceptual approach to controlling automotive emissions, which he said deserved careful consideration when the legislation is reconsidered.

• Smith said the different concept for controlling automotive pollution laws developed by a GM task force which has been reviewing the Clean Air legislation for several months. He added the concept is made up of three key elements:

1.—Introduce the idea of the "mobile bubble"—that is allow manufacturers to average their emissions in the same way they now average fuel economy.

"It is total vehicular emissions that impact air quality—either nationally or in any given location," Smith said. "The contribution of any single vehicle is not important."

2.—Eliminate overlapping and expensive enforcement programs, such as pre-production certification, production line testing and in-plant audits.

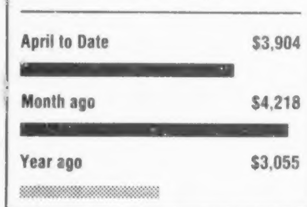
"A manufacturer still would be responsible for designing, developing and producing a fleet of vehicles that stays within compliance on an average basis for a period required by law," Smith said. "Since the air we breathe is what we want to protect, it makes sense to us to measure our efforts there. What's important is that our cars and trucks do the job required to meet our national commitment to air quality—not whether we pass some pre-production certification test, an in-plant audit, or assembly plant test."

3.—Allow adequate lead time before new emissions standards take effect. As a corollary to that, he suggested that any set of standards be given time to work before more stringent ones are adopted.

"Given more time for development and testing, we are sure we can produce control systems that perform better in the field — where it really counts," he said.

Used car sales

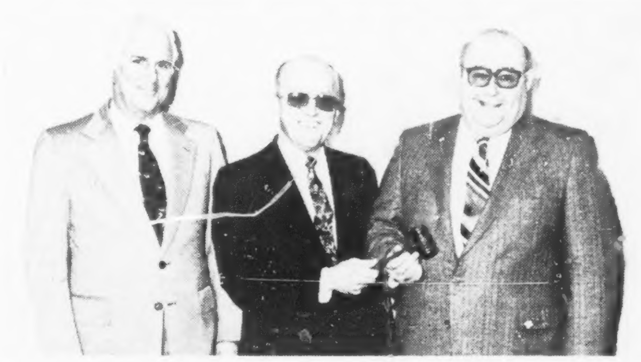
Auction Averages



Model breakdown

Auction Averages

	April To Date	March	February
1981	$7,421	$8,432	$7,136
1980	5,541	5,698	5,704
1979	4,862	5,001	4,773
1978	3,588	3,681	3,705
1977	2,797	2,888	2,997
1976	2,086	2,226	2,265
1975	1,622	1,525	1,663
1974	1,462	1,347	1,205
Overall Average	$3,904	$4,076	$4,076



Packer accepts the power

Harry Packer, right, of Central Lincoln-Mercury, Harrisburg, accepts the president's gavel from former head of the Harrisburg Automotive Trade Assn., Raymond A. Myers, center. Standing with them is Fred Vetterlein, Capital VW, Inc., association vice president.

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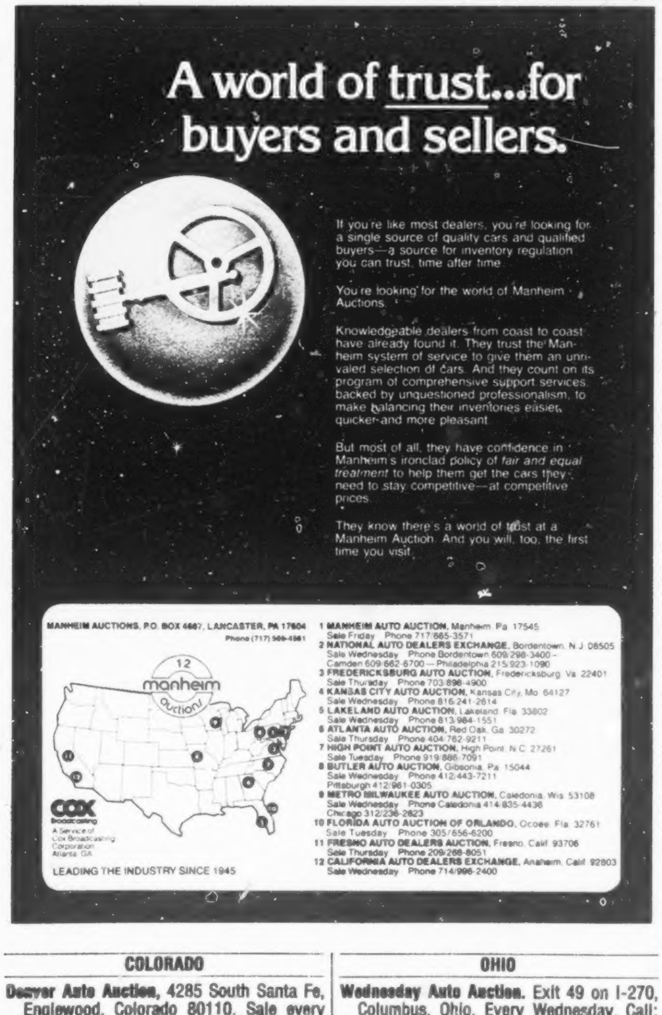

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NAAA

Week's yield is 152.333

Car output reaches peak for 1981

Continued from Page 1

for any month since the 783,843 units assembled in October, 1979.

The auto makers built an estimated 1,659,623 units the first three months of 1981, a decline of 7.75 percent from the 1,799,108 units completed in the first quarter of 1980.

For April, production is planned at 660,472 units, up 13.70 percent from the 580,855 cars completed in April, 1980.

The second quarter forecast for the makers is 2,008,464 units, up 22.29 percent from the 1,642,293 units completed in the second three months of 1980.

Breakdown by company for the April forecast is: General Motors, 420,000, up 14.07 percent from the 368,185 units completed in the comparable 1980 month; Ford Motor, 139,000, up 11.00 percent from 125,216; Chrysler Corp., 70,000, up 40.14 percent from 49,947; Volkswagen of America, 17,472, down 17.64 percent from 21,215 and American Motors, 14,000, down 12.39 percent from 15,981.

- Checker Motors has scheduled downtime beginning today with operations not resuming until May 4. Checker will remain in operation until June 8 and then go back down until July 10. The extended downtime is due to slow sales. Checker built 311 cars in April, 1980.

Breakdown by company for the second quarter forecast is: GM, 1,290,000, up 23.85 percent from the 1,041,557 units completed in the second three months of 1980; Ford, 414,000, up 21.56 percent from 340,562; Chrysler, 210,112, up 32.17 percent from 158,964; VWoA, 57,824, down 0.02 percent from 57,836; AMC, 36,000, down 15.42 percent from 42,566, and Checker, 528, down 34.65 percent from 808.

So far this year, the makers have completed 1,658,584 units, a drop of 12.55 percent from the 1,896,651 assembled in the comparable period in 1980.

Breakdown for last week by company is: GM, 62.00 percent; Ford, 20.78 percent; Chrysler, 12.80 percent; VWoA, 2.73 percent; AMC, 1.64 percent, and Checker, 0.05 percent.

Chrysler Corp. has scheduled overtime this week at two plants. The Belvidere assembly plant is scheduled to work two nine-hour shifts this week and the St. Louis point is scheduled to work a nine-hour shift.

Truck production for March tops last year by 18 pct.

U. S. truck production last week pulled ahead of the 1980 week's level, but the total was below the previous week's output.

Planned output last week for the truck makers was 34,995 units, up 11.26 percent from the 31,452 trucks assembled in the comparable week last year, but the total showed a decline of 10.56 percent from the 39,127 trucks completed in the previous week.

Truck production was an estimated 183,406 units in March, up 18.11 percent from the 155,283 units completed in the comparable 1980 month. It was the highest output for any month since the 185,001 trucks assembled in November, 1979.

Estimated first-quarter output is 460,611 units, a decline of 7.38 percent from the 498,362 trucks completed in the first three months of 1980.

Although the first quarter was gloomy, the April and second-quarter forecasts are much brighter.

In April, truck production is planned at 157,628 units, a 21.50 percent increase from the 129,728 trucks assembled in April of 1980.

The projection for second quarter is 499,756, up a substantial 47.65 percent from the 338,454 units assembled in the second three months in 1980.

breaking news

Continued from Page 1

Chrysler closes Lynch Rd. plant

DETROIT. — Chrysler Corp. closed its Lynch Rd. assembly plant April 3 after almost a year of efforts by both the company and the UAW to keep the full-size-car operation going. There is some speculation it will only be mothballed, but Chrysler officially says the plant is permanently closed. It built Newport, New Yorker, St. Regis and Gran Fury.

White to sell Australian subsidiary

FARMINGTON HILLS, Mich.—White Motor Corp. has signed an agreement to sell White Motor Corp. (Australia) Pty., Ltd., to Silchester Holdings Pty., Ltd., Brisbane. The agreement is subject to approval by White directors, review by its U. S. creditors and approval by the U. S. Bankruptcy Court, Cleveland, where White is in Chapter 11 proceedings. White Australia operates a heavy-duty truck assembly plant near Brisbane.

TRUCK PRODUCTION IN U. S.†

	Week Ended Apr. 4, 1981	Week Ended Apr. 5, 1980	Week Ended Mar. 28, 1981	March Est.	Jan. 1, to Apr. 5, 1980	Jan. 1, to Apr. 4, 1981
CHEVROLET	9,457	6,379	13,625	55,056	173,695	155,038
DODGE/PLYMOUTH	1,800	3,100	2,283	9,385	39,229	19,524
FORD	15,175	16,262	13,650	72,336	195,562	157,718
GMC	2,998	3,374	3,991	18,743	47,735	55,480
INTERNATIONAL	1,690		1,711	8,532		20,333
VOLKSWAGEN	1,040	553	1,032	5,129	7,049	12,229
MACK		500			8,379	
JEEP	1,550*		1,550*	7,800*	26,180	23,236*
AMC CORP.	85*	284*	85*	425*	2,395*	1,105*
WHITE		100			2,244	
MISCELLANEOUS	1,200*	900*	1,200*	6,000*	11,460*	14,500
Total Trucks, U. S.	34,995	31,452	39,127	183,406	513,928	459,163

CANADIAN TRUCK PRODUCTION

	Week Ended Apr. 4, 1981	Week Ended Apr. 5, 1980	Week Ended Mar. 28, 1981	March Est.	Jan. 1, to Apr. 5, 1980	Jan. 1, to Apr. 4, 1981
CHRYSLER CORP.	1,600	1,280	1,869	8,404	9,169	16,341
FORD MOTOR	3,556	2,654	3,819	17,586	53,141	45,391
GENERAL MOTORS	6,664	4,880	6,674	32,950	76,846	83,791
AMERICAN MOTORS					8,479	
INTERNATIONAL	245	290	247	1,225	3,378	3,337
MACK		45			803	
WHITE		52			837	
Total Trucks, Canada	12,065	9,201	12,609	60,165	152,653	148,860
N. American Trucks	47,060	40,653	51,736	243,571	666,581	608,023

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Auto production in Canada rises to 21,343 for week

Despite the second week of downtime at the Chrysler Windsor car plant, Canadian auto production last week rose above the previous week's level and that of the comparable year ago week.

Planned output last week for the auto makers was 21,343 units, up 4.99 percent from the 20,328 units completed in the previous week and up 18.61 percent from the 17,993 cars assembled in the comparable 1980 week.

Although the weekly output shows improvement, the year-to-date total is down 17.76 percent from 239,722 cars in 1980 to 197,143.

The March estimate for the auto makers is 98,681 units, an increase of 5.32 percent from the 93,691 units completed in the comparable month last year. The total is the highest for any month since May, 1979, when the makers built 99,878 units.

The Canadian truck makers took a huge jump above the year-ago level last week, but the total for the week fell below the previous week's output.

Planned truck production last week was 12,065 units, up 31.12 percent from the 9,201 units completed in the comparable 1980 week, but down 4.31 percent from the 12,609 trucks assembled in the previous week.

The Canadian truck makers produced an estimated 60,165 units in March, an increase of 8.45 percent from the 55,477 trucks assembled in March, 1980, and the highest output for any month since June, 1979, when the figure was 61,335.

So far this year, the truck makers have completed 148,860 units, a drop of 2.48 percent from the 152,653 trucks produced in the comparable period last year.

All operations at the Chrysler Windsor car point down since March 23, will remain idle until April 13.

U. S. CAR PRODUCTION

	Week Ended Apr. 4, 1981	Week Ended Apr. 5, 1980	Week Ended Mar. 28, 1981	March Est.	Jan. 1, to Apr. 5, 1980	Jan. 1, to Apr. 4, 1981
AMERICAN MOTORS	2,500*	2,978*	2,500*	11,532*	53,134*	26,354*
AMX						
Spirit						
Concord						
Eagle						
Pacer						
CHRYSLER CORP.	19,500	13,045	21,226	98,106	178,738	203,864
Plymouth Total	9,250	5,800	9,811	48,039	81,449	100,785
Horizon	3,100	2,600	3,753	17,529	43,098	36,003
Reliant	5,100		4,975	25,154		56,100
Volare		2,600			30,398	
Caravelle	250	100	214	926	1,268	1,378
Gran Fury	800	500	869	4,430	6,685	7,304
Chrysler Total	1,350	2,075	1,915	8,030	23,973	16,253
LeBaron	1,000	1,700	1,354	5,460	18,955	11,282
Chrysler	350	375	561	2,570	5,018	4,971
Dodge Total	8,900	5,170	9,500	42,037	73,316	86,826
Omni	3,300	2,300	3,654	14,882	38,889	28,461
Aspen		1,700			21,205	
Aries	3,900		3,985	19,233		45,043
Diplomat	1,100	750	1,380	5,549	7,868	9,600
St. Regis	600	420	481	2,373	5,354	3,722
FORD MOTOR	31,659	33,248	28,936	149,118	373,298	344,321
Ford Division	22,320	23,644	20,356	104,545	268,825	239,400
Escort	8,092		8,301	40,394		106,179
Pinto		2,765			21,632	
Fairmont	4,686	5,326	4,368	21,740	71,034	45,917
Must./Must. II	4,513	5,492	4,471	18,423	71,979	34,750
Granada	1,492	2,696	1,678	6,639	22,416	15,832
Thunderbird	1,849	4,546		8,994	49,088	14,775
Ford	1,688	2,819	1,538	8,355	32,676	21,947
L-M Division	9,339	9,604	8,580	44,573	104,473	104,921
Mercury Total	7,895	8,926	7,355	37,839	94,012	90,362
Bobcat		573			5,107	
Lynx	2,978		2,814	14,299		36,127
Capri	1,299	1,484	1,368	5,314	21,520	10,124
Zephyr	922	1,552	1,035	5,336	23,613	12,875
Cougar/Monarch	768	995	827	3,579	7,031	7,695
XR-7	634	2,264		2,760	17,661	6,287
Mercury	1,294	2,058	1,311	6,551	19,080	17,254
Lincoln Total	1,444	678	1,225	6,734	10,461	14,559
Lincoln	722	239	617	3,138	3,671	6,830
Mark VI	722	290	608	3,596	5,517	7,729
Versailles		149			1,273	
GENERAL MOTORS	94,429	79,001	84,854	435,409	1,240,550	1,033,121
Buick Division	21,104	15,838	19,892	101,159	241,650	245,301
Skylark	6,084	3,356	5,277	23,049	63,632	69,356
Century	4,105	3,676	4,159	20,311	48,918	48,471
Regal	6,012	4,388	5,905	29,855	59,800	67,128
Buick	3,695	3,447	3,267	17,080	52,808	44,702
Riviera	1,208	971	1,284	5,864	16,492	15,644
Cadillac Division	6,504	5,077	6,245	31,265	77,087	81,315
Seville	719	543	514	3,043	14,448	8,393
Eldorado	1,515	1,185	1,448	6,984	19,044	17,688
Cadillac	4,270	3,349	4,283	21,238	43,595	55,234
Chevrolet Division	33,501	28,742	30,379	157,472	512,451	364,995
Chevette	7,324	7,170	6,141	36,728	125,209	78,217
Cavalier	617		50	667		667
Monza ('80)		2,861			42,445	
Camaro	3,092	2,802	2,930	15,109	38,221	34,026
Citation	9,020	6,890	7,355	41,866	128,352	94,046
Malibu	5,453	5,197	5,844	31,033	75,341	66,870
Monte Carlo	2,795	2,122	2,447	14,096	38,213	33,688
Chevrolet	4,800	960	4,812	14,383	51,355	47,733
Corvette	400	740	800	3,590	13,315	9,748
Oldsmobile Division	21,043	17,339	17,760	95,516	232,219	240,798
Omega	3,967	1,830	2,934	17,233	33,541	40,732
Cutlass	8,932	9,540	7,797	40,285	101,733	111,015
Oldsmobile	6,998	5,097	6,085	32,785	82,426	76,190
Toronado	1,146	872	944	5,213	14,519	12,861
Pontiac Division	12,277	12,005	10,578	49,997	177,143	100,712
Acadian†	695	616	741	3,255	6,421	5,781
J2000		2,339			41,549	
Sunbird ('80)	941		209	1,150		1,150
T-1000	2,553		2,446	7,993		7,993
Firebird	988	1,806	1,006	5,095	28,402	13,536
Phoenix	2,772	2,100	1,982	11,769	36,124	30,561
Grand Prix	2,400	1,396	2,430	11,909	20,586	23,639
LeMans	1,560	1,572	1,551	7,647	16,902	14,255
Pontiac	368	2,176	213	1,179	27,159	3,797
VOLKSWAGEN	4,160	3,865	4,230	20,775	50,098	50,256
CHECKER	85*	85*	60*	325*	833	668*
Total Cars, U. S.	152,333	132,222	141,806	715,265	1,896,651	1,658,584

CANADIAN CAR PRODUCTION

	Week Ended Apr. 4, 1981	Week Ended Apr. 5, 1980	Week Ended Mar. 28, 1981	March Est.	Jan. 1, to Apr. 5, 1980	Jan. 1, to Apr. 4, 1981
AMERICAN MOTORS	760		718	3,508		7,844
CHRYSLER CORP.		2,560		1,818	22,973	5,356
FORD MOTOR	7,198	5,432	6,526	28,090	63,649	38,463
GENERAL MOTORS	13,160	9,776	12,859	64,163	150,030	142,679
VOLVO	225	225	225	1,102	3,070	2,801
Total Cars, Canada	21,343	17,993	20,328	98,681	239,722	197,143
N. American Cars	173,676	150,215	162,134	813,946	2,136,373	1,855,727
N. American Trucks	47,060	40,653	51,736	243,571	666,581	608,023
North American Cars and Trucks	220,736	190,868	213,870	1,057,517	2,802,954	2,463,750

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News®

Detroit, April 13, 1981

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'82½ Chrysler

Topless LeBaron just a year away

Chrysler Corp. will market this topless LeBaron as an '82½ model. It will be built on a stretched K-body platform, like the two-door and four-door versions which will bow this fall. The last Chrysler ragtop was a '71 Plymouth Barracuda model. Chrysler calls the LeBaron convertible an "all-new, high-mileage, front-wheel-drive, luxury compact." Industry sources estimate the convertible will carry a $14,000 sticker. Cars & Concepts will be doing the conversions for Chrysler.

Rebate sales surge slashes new-car stock to 44 days

By Richard A. Wright
Assistant Managing Editor

In a startling reversal, the domestic auto industry moved into April with a lean new-car inventory marked by shortages in some lines.

It was no April Fool's joke. It was the result of continued rebates, price reductions and — the industry fervently hopes as it ends the rebates and prepares to raise prices on top of that— the stirrings of a good, old-fashioned spring selling surge.

The industry had 1,216,068 new cars in stock April 1, a trim 44-day supply, compared with 1,334,919 new cars in inventory a month earlier, a 59-day supply.

The April 1 inventory was the leanest month-opening stockpile since Aug. 1, 1976, when the industry had a 42-day supply. And to find a unit count lower than the April 1 level, one has to go back to Nov. 1, 1972, when the industry had 1,212,711 cars in stock, a 36-day supply.

All the domestic manufacturers except Volkswagen of America—which did not offer rebates —opened April with leaner inventories, both in unit count and days supplies, than they had a month earlier.

- General Motors had a 39-day supply April 1, down from 56 days a month earlier. The GM stockpile was riddled with shortages in the compact and intermediate lines and dealers were virtually out of subcompact Chevette, Monza and Sunbird models. Chevette's 15-day supply was the lowest for any make in the industry.

Ford Motor Co. opened April with a 49-day supply, down from 63 days a month earlier. Ford's stock appeared well-balanced, with no shortages severe enough to hamper sales.

Chrysler Corp. slashed its inventory from 66 to 45 days during the month. Both its K-car and Omni/Horizon lines were lean and the giant stockpiles it had been carrying in its intermediate and standard lines were reined in.

American Motors had a 49-day supply April 1, down from 55 days a month earlier. Only VWoA entered April with a larger inventory than it had a month earlier, a 64-day supply compared with 58 on March 1.

The April 1 domestic new-car inventory was divided this way:

Continued on Page 54, Col. 1

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Apr. 1, 1981	Mar. 1, 1981	Apr. 1, 1980
Spirit	51	52	65
Concord	41½	55	62
Eagle	59	59	148
AMERICAN MTRS.	49	55	80
Horizon	41	54	42
Reliant	35	66	—
Volare	47	50	102½
Gran Fury	83	54	47
Plymouth	39	59	63
Imperial	95	176	—
LeBaron	57	84	82
Cordoba	71	87	125
Chrysler	36	61	92
Chrysler	61½	80	97½
Omni	45	55	46
Aries	36	72½	—
Aspen	51	50	117
Diplomat	65	80½	100½
Mirada	91	107	105
St. Regis	70	66	76½
Dodge	45	67½	79
CHRYSLER CORP.	45	66	77
Escort	47	[illegible]	—
Pinto	42	47	83
Mustang	37	72	89
Fairmont	42	76	32
Granada	55	103	106
Thunderbird	40	71	46
Ford	76	84	92
Ford	49	65	60
Lynx	57	50	—
Bobcat	—	31	94
Capri	36	57	70
Zephyr	38	52	32
Cougar	45	76	97
XR-7	46	75	51
Mercury	64	56	75
Mercury	50	57	58
Lincoln	32	59	97
Mark VI	39	56½	88
Lincoln	36	57½	90
FORD MOTOR CO.	49	63	60
Skylark	26	37	18
Century	68	76	48½
Regal	35	48	67
LeSabre	53	60	107
Electra	72	63½	118
Riviera	65	55½	115
Buick	42	52	61
Seville	90½	72	86
Cadillac	68	52½	86
Eldorado	63	50	63
Cadillac	69	54½	80
Chevette	15	32	28
Monza	25½	26	41
Citation	40	66	26
Camaro	37½	67	86
Malibu	65	92	64
Monte Carlo	44½	75	111½
Chevrolet	87	80½	87½
Corvette	60	74	47
Chevrolet	40	59½	54
Omega	30	47	24
Cutlass	41	52	41
Supreme	28	50	55
Olds 88	50	44½	60½
Olds 98	44	43	73
Toronado	57	52½	74
Oldsmobile	36	48½	51
Sunbird	19	26	34
Phoenix	40	61	19
Firebird	42	72	113
LeMans	64	94½	93
Grand Prix	42½	64	115
Pontiac	71	86	107½
Pontiac	49	65	75½
GENERAL MOTORS	39	56	59
VOLKSWAGEN	64	58	21
TOTAL	44	59	61

Greenwald, Sperlich elected to high-level Chrysler posts

NEW YORK.—Chrysler Corp. last week announced a top management realignment that included electing Gerald Greenwald vice chairman and Harold K. Sperlich president — North American Automotive Operations.

Greenwald replaces E. F. (Gar) Laux who will retire May 31. Greenwald will report directly to Chairman Lee Iacocca.

Sperlich will report to Greenwald. His promotion coincides with the retirement of President J. Paul Bergmoser on May 23. Bergmoser will remain a board member. Laux will not.

The new management arrangement is similar to one used by Ford Motor Co. in the 1960s. Iacocca, Greenwald and Sperlich are all former Ford employes.

The Chrysler board also elected John W. Day executive vice president—Defense and International. He will report to Greenwald. Robert S. (Steve) Miller was elected executive vice president—finance and treasurer.

Thomas G. Denomme, strategic planning director, was elected a vice president, as was Christopher J. Steffen, the corporate controller.

The realignment creates a finance - product - marketing triumvirate at Chrysler which Iacocca seems to believe is what the company needs to reach its corporate goals of producing high-quality cars with maximum parts interchangeability that can be known as "best in class" and capture from 10 to 11 percent of the U. S. market.

Sperlich, the product expert, and Greenwald, the financial expert, both have personal and corporate styles which interface with Iacocca's personality, his marketing skills and his view that a "leaner" Chrysler Corp. cannot only survive and be marginally profitable this year but earn $1 billion a year by 1984.

Although there is the appearance of a triumvirate, it is clear that the new alignment maintains, perhaps enhances, Iacocca's complete authority, with clear definition of responsibility.

As part of this, Bergmoser's "chief operations officer" title disappears, and Sperlich gets only a piece of the presidency. He will be chairman of the Corporate Operations Committee, but Greenwald, who will be chairman of the Corporate Policy Committee, "will have responsibility for the major operations of the company."

Gerald Greenwald

Harold K. Sperlich

While the realignment did not install Greenwald and Sperlich in absolute authority, it did make it virtually certain that they are the next-generation chairman/president team at Chrysler.

All they need to do is to move another half-step in tandem.

Sperlich, 51, was one of the first of several former ranking Ford executives to join Chrysler, coming to Highland Park as a vice president in March, 1977.

He left Ford after a reported "falling out" with then Ford Chairman Henry Ford II. It was the same internal product strategy disagreement which eventually lead to Iacocca's firing from the Ford presidency in July, 1978.

After his old boss joined him at Chrysler, Sperlich's star rose quickly. He was elected group vice president for product planning in November, 1978.

Greenwald, 45, was elected finance executive vice president and a board member in September, 1979. He came to Chrysler as vice president and controller after 22 years in various financial positions at Ford.

His last position at Ford was as president of Ford de Venezuela. Greenwald also spent time in a number of other Ford overseas operations.

Greenwald gained high visibility in Chrysler's protracted quest for federal loan guarantees.

Bergmoser, 65, was elected Chrysler president in September, 1979. He joined Chrysler in January, 1979. He retired as Ford purchasing vice president in 1976 after 30 years of service.

Laux, 62, also came out of retirement from Ford to join Chrysler in February, 1979. Last November he was elected vice chairman.

breaking news

Chrysler merger rejected by Ford

DEARBORN. — In a formal statement issued Friday, Philip Caldwell, chairman and chief executive officer of Ford Motor Co., said:

"As a result of an approach to Ford by intermediaries acting on behalf of Chrysler, Ford Motor Co.'s board of directors yesterday considered a possible merger or other similar arrangement with Chrysler.

"The advantages or disadvantages of such an arrangement were extensively discussed including the result of management's evaluation. It was unanimously determined that a merger or other similar arrangement with Chrysler should be rejected as clearly not being in the best interest of Ford or its stockholders."

See BREAKING NEWS, Page 54, Col. 1

NEWSPAPER

They'll be dumped, modified or delayed

34 auto regulations shot down

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Deregulation of the auto industry has started with a bang.

The Reagan Administration said last week it plans to dump, modify or delay 34 environmental and safety regulations for cars and trucks. Most are from EPA, with a few from NHTSA.

It has been estimated that the revisions would save the industry $1.4 billion and hold down consumer costs by about $150 a car, or $9.3 billlion over the next five years.

But special tax treatment for the industry is not in the works and the Administration is still on the record as favoring free trade with Japan.

The only final regulatory action effective immediately is to delay for one year the effective date for passive restraints on large cars. This affects only a few models.

Other announcements dealing with delays, terminations or new and more modest proposals will be spread out over the next four months or so and a few will require an act of Congress.

Vice President George Bush—standing in for the President — stressed decisions on how to make the auto industry competitive worldwide, especially with the Japanese, is something management and labor work out themselves.

This is in sharp contrast with the former Administration under President Carter, which advocated a tripartite arrangement among government, industry and labor to revitalize the auto industry.

- Also announced was vacating the "smog conspiracy" consent decree which is now in the Ninth Circuit Court.

A "speedup" to the tune of $100 million in purchases of government cars was also announced.

Auto makers were elated by the announcements.

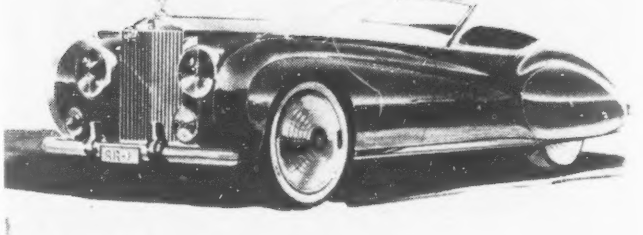
General Motors Chairman Roger B. Smith called it "a sensible step toward making regulation more cost-effective."

Along with the government move, he said, GM is committed to a $40-billion investment program. He said he hoped that the UAW "will soon join in making this an allout, full cooperative effort to meet our global competition and restore the competitive vigor of the U. S. auto industry."

Philip Caldwell, chairman of Ford Motor Co., said, "It is very encouraging to have the beginning of a significant program from the new Administration after only 76 days in office."

Said Caldwell, "We at Ford believe that the changes can be implemented without in any

Continued on Page 49, Col. 4



Rolls for an Arab prince

Stengel, a coachbuilder in London, is currently building this boattail speedster on a Rolls-Royce Silver Cloud chassis taken from the Queen Mother's limousine. The car is being constructed for Prince Mish'al ben Mohamed ben Sa'ud ben Abdul-Aziz.

Regulatory rollback applauded by dealers

By Kathleen Hamilton
News Editor

Dealers across the nation applauded the regulatory rollback proposed by the Reagan Administration, more for its symbolism than for any tangible benefits.

Dealers surveyed by AUTOMOTIVE NEWS echoed the sentiment of Michael Bisesi, president of Hilltop Lincoln - Mercury, St. Louis, that "anything is going to help."

The help—$150 on average, according to DOT Secretary Drew Lewis—won't be enough to turn sales around, most domestic dealer surveyed agreed. For that, they suggested significant price cuts, lower interest rates and better quality.

But they did see the proposed regulation cuts as hopeful signs that the price spiral will abate and that free-marketers will seize power from the Ralph Nader-types.

NADA president Wendell Miller said in a prepared statement that he was "generally encouraged" by the proposed regulatory relief, but he criticized the proposal to maintain high-altitude standards rather than institute a single nationwide emission standard in 1984.

High-altitude rules have resulted in "serious model avail-

Continued on Page 6, Col. 3

Year-to-year sales gain is credited to rebates

By Jenny L. King
Staff Writer

March was a good month for U. S. new-car dealers. Encouraged by generous rebates, consumers bought more domestic passenger cars than they did during the month a year ago. It was the first monthly increase since February, 1979.

And imports enjoyed a surprising spin-off, their sales up likewise, despite the absence of major incentive programs. The big question was: Will it last?

Tables on Page 51.

Domestic new-car sales climbed 7.30 percent in March, to 719,044 from 670,146 last year, while imports were up 8.37 percent to 243,361 from 224,560. Industry total for March was 962,405, up 7.57 percent over 894,706 in 1980.

But there was a disquieting note on the domestic side in the final 10 days of the month: Sales dropped below the 1980 level after gains in the first two periods.

First-quarter sales for the U.S. industry reached 1,732,469, down 6.31 percent from the 1,849,117 new cars sold during the first three months of 1980. First-quarter import sales numbered 641,798, down 3.80 percent from 667,119. Grand total for the period was 2,374,267, down 5.64 percent from 2,516,236.

Both General Motors and Chrysler Corp. were pleased with their March sales results. GM, up 12.17 percent to 437,884 from 390,371 last year, said that was its best month since May of 1979. Chrysler sales jumped 20.77 percent, to 92,952 from 76,969, spurred by the corporation's best late-March period in two years and record K-car sales in March.

Ford Motor Co. reported sales of 158,487, down 5.30 percent from 167,362 a year ago. Volkswagen of America sales totaled 15,997, down 15.70 percent from 18,977, and American Motors was down 16.66 percent, to 13,724 from 16,467.

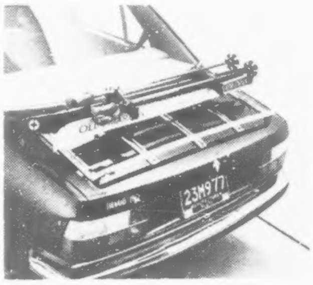
- In its share of the March domestic market, GM grew to 60.90 percent from 58.25 percent last year. Ford slipped to 22.04 percent from 24.97 percent. Chrysler earned 12.93 percent, up from 11.49 percent. VWoA cornered 2.22 percent, down from 2.83 percent, and AMC had 1.91 percent, down from 2.46 percent.

Of the 13 U. S. makes reporting sales for both years, seven notched increases for the month.

Continued on Page 51, Col. 1

Where Auto Market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	154,692	16.08
COMPACT	237,086	24.63
INTERMEDIATE	215,398	22.38
STANDARD	75,360	7.83
LUXURY	36,508	3.79
IMPORT	243,361	25.29
TOTAL	962,405	100.00



Packs and poles

A combination luggage rack ($80.70) and ski carrier ($38.15) are now available for the Renault 18i sedan through the American Motors Parts Division. The ski carrier is designed as an integral part of the rack, but is a separate purchase.

GM increases prices; average car is $10,200

By John K. Teahen Jr.
Managing Editor

Without any fanfare whatsoever, General Motors reached a milestone today (April 13). The lack of hoopla is understandable. It's an accomplishment the corporation undoubtedly wishes had not happened.

GM's latest price increase takes effect today, and it pushes the average price of the average-equipped GM car above ten thousand dollars. It's now about $10,200.

It's still possible to buy a GM for less than that, of course, but $10,200 is the average.

Today's boost averages $351, or 3.5 percent. It consists of $255 on the base car and $96 on optional equipment.

The term "average-equipped" refers to the sticker price of the base vehicle plus the optional items usually ordered by the customer. It is figured on a sales-weighted basis.

This is GM's fourth price hike on its 1981 cars. The four boosts add up to an average of $914 over the prices in effect at the end of the 1980 model year.

An increase in destination charges also is effective today. It averages $25 on GM cars and trucks.

Every GM car goes up today. There are no exceptions as there were in January when Chevettes were reduced $100 and X-cars were unchanged. Today's increases range from $105 on the Chevette four-door sedan (now $5,399) to $890 on the Cadillac Seville four-door sedan (now $23,000).

GM announced its latest price hike just as its extended round of customer rebates ended. The timing and the increase itself did not set too well in many quarters. NADA blasted the company for its action (see accompanying story).

- High prices have been cited as a major reason for the domestic industry's current sales problems. There was a definite improvement in mid-March, when rebates were in full swing throughout the industry. GM set a record for that period. Sales tailed off in late March when rebates were not as widespread.

The combination of no rebates and higher prices could strangle the mini-recovery and send sales plunging. So GM's action is open to serious questions (as would be price hikes by other domestic makers).

On GM's side, the company obviously feels the increase was necessary — simply because it needs the money. The fact that GM needs money is another commentary on the sad state of the domestic auto industry.

GM lost $763 million last year, and analysts believe that if there was a profit in the first quarter of 1981, it was marginal.

In announcing its price hike, GM said it "continues to feel the impact of inflation on its material and labor costs."

"For example," GM said, "the Consumer Price Index and GM's labor costs have both increased approximately 11 percent during the last year. This price increase still falls short of recovering

Continued on Page 51, Col. 3

Maker ignores market forces, Miller says

NADA denounces GM for hikes

WASHINGTON. — NADA jumped on General Motors with both feet last week, denouncing the auto maker for the price increase which is scheduled to become effective today (April 13). The hike averages $351 or 3.5 percent.

NADA said it was "shocked" at GM's action. Its statement was issued by Wendell H. Miller, president, and Frank E. McCarthy, executive vice president, on behalf of NADA's 20,000 car-and-truck-dealer members.

NADA probably was particularly incensed because GM's move was directly contrary to what Miller had urged a few days earlier in a speech at the convention of NADA's American Truck Dealers unit.

Miller had asked U. S. vehicle makers to hold the line on prices throughout the 1981 model year and to continue the rebate programs, but on a non-participating basis.

Rebates have ended at GM, Ford Motor Co. and Chrysler Corp. They continue until May 15 at American Motors.

- In their statement, Miller and McCarthy declared that the success of the recent rebate programs is proof of the need to keep prices down.

They noted that GM's sales in the second 10 days of March, the final sales period of GM's most aggressive rebates, were up 52 percent over 1980, but GM sales dropped 28 percent from 1980 during the final 10 days of the month after most of the rebates were discontinued.

"Lower prices will release the pent-up demand which developed during the recent stagnant auto market," Miller and McCarthy said.

They continued, "This untimely price increase, coupled with the end of rebates, will extinguish the first flicker of serious sales activity which the new-car-and-truck market has seen in many months.

"Such action is particularly ill-timed as the industry requests massive assistance from the Reagan Administration in the form of regulatory and tax benefits.

"GM seems to have ignored the forces of the marketplace in this decision," Miller and McCarthy said. "This price increase will work to the detriment of consumers as well as dealers."

Chrysler to follow 'Japanese strategy'

European K-car launch prepared

By Eugene Bacot
Crain News Service

LONDON. — Kenyon & Eckhardt is opening a majority-owned Brussels office April 16 to handle the test launch of Chrysler's K-cars in Europe next month.

The Chrysler rollout—aimed to sell 3,550 medium-priced models in Belgium, Holland and Northern France by the end of 1981—marks the first return of the troubled U. S. car company to Europe since the sale of its operations there to France's Peugeot-Citroen in 1978.

Chrysler is actively rebuilding its continental distributor and dealer network, aiming for 500 to 750 dealers from Finland to Italy by the end of 1982. Advertising in that period will rise from around $800,000 this year to $10 million by the end of 1982—split 50/50 with the dealer network.

Chrysler will be following a softly "Japanese strategy" in reestablishing itself in the fiercely competitive European market. According to Bob Colgan, K&E senior vice president and group supervisor for Chrysler International: "We looked at the way the Japanese rolled out their models in Europe, with success first in one country then another. We want to follow that."

• Belgium was chosen as the principal launch country because it is "traditionally a good market for U. S. autos," says Colgan.

A 60-strong dealer network has been set up with a first-year sales target (through December, 1981) of 1,600 Dodge and Chrysler models and 700 Dodge trucks and station wagons.

The target for Holland is 1,500 cars and 40 trucks, and for France, concentrating on the Paris region, 450 cars and 50 trucks. The French network will be extended next year.

Long-term target for 1985 is 450,000 models a year in every European country.

Meanwhile, the second stage of the planned rollout this year is to line up distributors and dealers in Sweden, Norway, Finland and Switzerland, followed by Germany, Austria, Italy and Spain in 1982.

Chrysler does not plan to launch the K-car in the UK because it has not produced any right-hand-drive models. The Portuguese launch has been delayed by homologation problems.

Dealers will be handling the "competitively priced" Dodge Aries, Dodge Omni and Chrysler Le Baron in five, four and two-door versions. They will also sell the Dodge Mirada station wagon, Chrysler Cordoba, the Rangecharger and Dodge vans.

Prices will range from $9,500 to $16,500, competing directly with top-of-the-middle-range European models, such as the Peugeot 504, Ford Granada, Audi 100 and Renault 20.

Colgan says that extensive market research has shown that the K-car body design is very acceptable in the European small-car market and received a favorable reception at the Amsterdam auto show in February. The series was advertised for the first time in European editions of Time magazine in February with an eight-page color insert. Featuring former astronaut Neil Armstrong.

K&K has created a detailed transnational advertising campaign from Detroit which it will place in every European country through its agency network. The network will be progressively strengthened through merger or association agreements to handle the business.

"We made a commitment to Lee Ioccoca to service Chrysler worldwide," says Colgan.

Rebates reduce new-car inventory to 44-day supply

Continued from Page 1

GM, 57.54 percent; Ford Motor Co., 24.27 percent; Chrysler Corp., 12.91 percent; VWoA, 3.18 percent, and AMC, 2.10 percent.

A month earlier, the new-car inventory was divided as follows: GM, 58.12 percent; Ford Motor Co., 23.82 percent; Chrysler Corp., 13.05 percent; VWoA, 2.81 percent, and AMC, 2.20 percent.

By size class, the biggest slashes came among smaller cars. The industry had a 37-day supply of subcompacts April 1, down from 42 days a month earlier, and a 30-day stock of compacts, a sharp decline from 62 days March 1.

In addition, intermediates were also down sharply to a 46½-day supply, compared with 69 days a month earlier. Standards were unchanged at 67 days and the supply of cars grew from 58 to 60 days.

The April 1 inventory was divided this way among market classes: Subcompact, 17.52 percent; compact, 28.82 percent; intermediate, 31.15 percent; standard 15.71 percent, and luxury, 6.80 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 18.54 percent; compact, 30.03 percent; intermediate, 32.01 percent; standard, 13.71 percent, and luxury, 5.71 percent.

• The April 1 days-supply figures by market class were:

Subcompact — Chevette, 15; Sunbird, 19; Monza, 25½; Horizon, 41; Pinto, 42; Omni, 45; Escort, 47; Spirit, 51; Lynx, 57, and Rabbit, 64.

Compact — Skylark, 26; Omega, 30; Reliant, 35; Aries, 36; Capri, 36; Mustang, 37; Camaro, 37½; Zephyr, 38; Citation, 40; Phoenix, 40; Concord, 41½; Fairmont, 42; Firebird, 42; Volare, 47; Aspen, 51, and Eagle, 59.

Intermediate — Supreme, 28; Regal, 35; Thunderbird, 40; Cutlass, 41; Grand Prix, 42½; Monte Carlo, 44½; Cougar, 45; XR-7, 46; Granada, 55; LeBaron, 57; LeMans, 64; Diplomat, 65; Malibu, 65; Century, 68; Cordoba, 71, and Mirada, 91.

Standard—Chrysler, 36; Olds 98, 44; Olds 88, 50; LeSabre, 53; Mercury, 64; Electra, 65; St. Regis, 70; Pontiac, 71; Ford, 76 Gran Fury, 83; and Chevrolet, 87.

Luxury — Lincoln, 32; Mark VI, 39; Toronado, 57; Corvette, 60; Eldorado, 63; Riviera, 65; Cadillac, 68; Seville, 90½, and Imperial, 95.

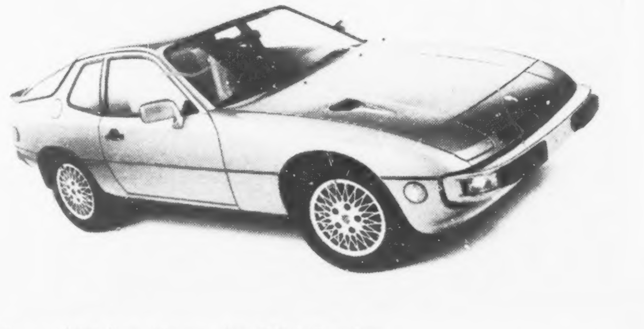
Pontiac T1000 debuts at $5,252 –but not for long

DETROIT.—Pontiac introduced its subcompact T1000 models last week with prices of $5,252 for the two-door hatchback and $5,398 for the four-door hatchback.

But those prices didn't last very long. They are scheduled to rise today (April 13) as part of the overall General Motors price hike.

The T1000 is Pontiac's version of the Chevrolet Chevette and is priced about $100 more than corresponding Chevettes. Chevette also offers a lower-priced stripped model, the Scooter. Today's price hike on the Chevette four-door is $105, and the boost on the T1000 is expected to be about the same.

The T1000, like the Chevette, has a two-tier pricing structure. Prices (except Chevette Scooter) are $121 lower in nine Western states.



More HP for Porsche 924 Turbo

The Porsche 924 Turbo builds up its horsepower figure from 143 to 154 for 1981, while boasting improved gas mileage as well. The power increase is partly due to a new fully electronic ignition system which allowed Porsche engineers to fine-tune peak turbo boost and engine compression ratio. The 924 Turbo claims 20 MPG city, 33 MPG highway.

Anything will help, they say

Dealers cheer regulation rollback

Continued from Page 2

ability and distribution problems," Miller said.

Like many dealers, he called for further regulatory relief specifically urging that the proposed Used Car Rule be squashed.

Many dealers called for wage restraints to match the government's proposed reduction in regulations. Indeed, the Administration has said it expects wage and price concessions in return for its relief package.

• Dealers emphasized that quarterly price increases on domestics need to be halted—some said for as long as several years—to regain lost territory.

They pointed to sales generated by the latest round of rebates as proof of the market's quick response to price cuts.

In the long run, they said, reduction in regulation should result in less expensive, more sensible cars and, as Roy Jackson, Jackson Motor Co. (Ford-Mercury), Antlers, Okla., put it, "We'll be back in the ball game."

But Jackson was quick to diagnose what he views as the bigger problem facing the industry: High interest rates.

"I don't think there's anything wrong with the economy that a 10-percent interest rate wouldn't cure," Jackson said.

Others agreed with John Hulbert, new-car sales manager at Courtesy Chevrolet Center, San Diego, who saw prices as the major sales depressant.

"The only thing that's going to help us is if they roll prices back," he said.

The $150 — probably less in pollution-conscious California — will likely have little effect on his sales, he said.

• But if a cyclical business has done anything to shape the average dealer's character, it has made him look for better times ahead.

Some cited the savings in store for their big-car customers who won't be forced to pay for passive restraints on '82 models.

Others saw advantages in letting the free market operate. Let the few customers who want seat belts buy them, suggested Hilltop's Bisesi and others.

Richard Mynatt, sales manager at the rural point of Edwards Chevrolet Co., cited what he called a prime example of regulatory overkill in Whitewright, Tex. Farmers in that smog-free community have far more to fear from catalytic converters that could set their wheat fields on fire than from emissions-induced smog, he said.

"A lot of things the federal government doesn't use their heads on," he said. The "spirit" of the Reagan Administration was applauded by Mynart and again and again by survey respondents.

• Many were enthused by the long-term possibilities of a regulatory rollback.

"This is going to make me go ahead and invest further in the automobile business," volunteered Billy Scott, Scott Motor Co. (Buick-GMC and Mercedes-Benz), Goldsboro, N. C.

"This says the government sees me as what I am, a creator of jobs and a generator of capital."

Care were safe before Nader, and there were recalls long before the government ordered them, he said.

Now there are seat belts that few wear and literature by the dumpsterful that the government requires him to stock but no customers want to read.

"We used to go to our dealer meetings and it was jubilation"—even in hard times, Scott said. "Since 1965 it's been gloom, gloom, gloom."

Like most others surveyed, Scott saw national sentiment turning.

• But there were plenty of skeptics in the crowd. Some saw the economy and interest rates stifling sales. Ray Thomas, new-car sales manager at Queen City Chevrolet Co., Cincinnati, reported something more sinister: A strong anti-domestic current.

"I've taken surveys here and there are very few people in the marketplace that can afford a new car," Thomas said. "Those that can are rebelling."

They are angry about the quality-per-dollar domestics offer and they're angry—even in his Detroit-dependent town — with auto industry wages, he said.

Japanese styling, prices and quality and the status-symbol factor are other reasons young buyers in particular have abandoned the domestics, according to Thomas.

He predicted that high interest rates in combination with the above-invoice prices buyers are paying for imports will wreak havoc at tradein time.

Even if domestic companies can offer high-quality small cars at reasonable prices, buyers won't be able to afford to trade these imports because they will have so little equity built up, he said.

"It's going to be a tough row to hoe the next two to three years," Thomas predicted.

"The dealer needs help today, not four or five years from now," said Doug Didriksen, sales manager, Walker Brothers AMC-Jeep-Renault, Los Angeles.

The regulatory rollback? "Pie in the sky," he said.

Claybrook assails auto-relief plan, calls it a fraud

WASHINGTON.—Joan Claybrook, former head of the NHTSA, does not think much of the Task Force report on the auto industry.

"The Reagan Administration's report on Actions to Help the U. S. Auto Industry is a fraud," she said.

"Eliminating health and environmental standards won't sell cars, but it will increase insurance costs, increase death and injury on the highway and increase the risk of pollution-borne disease."

Claybrook continued, "The dollar amounts are too small to make a difference to Detroit because they are spread over five years with no indication of short-term application. About 30 to 40 percent concern large trucks with a $70,000 price tag.

"In fact, the program is inflationary because it does not eliminate costs but rather multiplies and transfers them.

"Instead of investing in jobs for Detroit for safety and pollution devices, the public will be investing in hospital care, rehabilitation welfare, unemployment, higher insurance and other such things," she said.

truck industry news

Turbine powers Mack conventional

A turbine engine being developed by Industrial Turbines International is being tested in this Mack Class 8 conventional truck, one of three vehicles in which the GT601 turbine is installed. Turbine Engine Co. and Mack Trucks, Inc., both subsidiaries of Signal Co., have joined with Klockner-Humboldt-Deutz of West Germany in ITI, which is headquartered in Phoenix.

Consortium develops HD turbine engines

By Jack Walsh
Truck Editor

DETROIT. — A turbine engine designed to burn a variety of fuels efficiently and at low exhaust and noise-emission levels is being evaluated in on-highway vehicles and off-road military units, and production startup awaits results of these tests.

Industrial Turbine International, a consortium consisting of Mack Trucks, Inc.; Garrett Turbine Engine Co., Phoenix, Ariz., and Klockner-Humboldt-Deutz of West Germany, is hopeful that the power plant will be available for use in long-haul, heavy-truck applications by the end of this decade.

T. W. Quvalle, program manager, industrial and vehicular engines, Garrett Turbine Engine, said the 550-HP turbine has been undergoing on-highway tests in a Mack cabover and a Mack conventional for more than two years.

Called the GT601, the engine has been driven more than 35,000 miles in accumulating several thousand hours of testing, he added, over a route from Phoenix to Flagstaff, Ariz.

Quvalle estimated that the engine could go into production between 1986 and 1990 "depending on the industry's acceptance."

Once the turbine reaches volume production, he said, the price of the unit is expected to come within 10 percent of the cost of today's diesels.

Among the advantages the

Continued on Page 9, Col. 1

Texan named truck dealer of year for 1981

RENO.—Victor E. Salvino, a Kenworth dealer in Texas, Oklahoma and Louisiana, and a Mercedes-Benz truck dealer in Dallas, has been named 1981 Truck Dealer of the Year by Business Week magazine and NADA's American Truck Dealers Division.

Tom Egan, ATD chairman, and Terry Sweeney, Business Week automotive manager, presented a special plaque to Salvino at the 18th annual ATD

Continued on Page 9, Col. 1

Top truck dealer gets plaque

Victor E. Salvino, center, Kenworth dealer in Texas, Louisiana and Oklahoma, and a Mercedes-Benz dealer in Dallas, receives the 1981 Truck Dealer of the Year Award from Tom Egan, left, chairman, NADA's American Truck Dealers Division, and Terry Sweeney, automotive manager, Business Week magazine.

But rate of decline is lower than '80's first quarter

3-month sales drop 20.1 percent

For the second consecutive year, first-quarter retail sales of new trucks of all types in the U. S. dropped below the year-earlier level, but this year's rate of decline was smaller than a year ago.

In the first three months of 1981, according to preliminary figures, franchised dealers and factory outlets retailed 566,452 units, down 20.1 percent from last year's 709,034. In 1980, the first-quarter count was down 26.8 percent from the 968,673 units sold in the like period in 1979.

Table on Page 49.

As in 1980, sales this year were down substantially in all three market segments, with the mediums suffering the biggest decline from a percentage standpoint. A March upturn in compact-pickup deliveries softened the downturn in light trucks.

Light-truck sales through March totaled 509,696 units, a decline of 20 percent from the year-earlier 637,310. Mediums were off 23.6 percent, from 25,578 in the first quarter of 1980 to 19,537. Sales of the heavies totaled 37,219, down 19.4 percent from last year's 46,146.

Three-month sales of the compact pickups — Chevrolet LUV, Ford Courier, Dodge Ram 50, Plymouth Arrow, Volkswagen, Datsun, Toyota and Mazda—totaled 128,329 units, down 14.4 percent from last year's record 149,862 deliveries. The increase in the tariff on compacts imported from Japan was mainly responsible for the decline.

- For March, however, sales of the compacts were up 1.3 percent with the help of rebates on some makes. The total for the month was 51,492, compared with 50,840 a year ago. It marked the first time since last September that compact deliveries for the month topped the comparable year-earlier totals.

Sales of the non-captive compacts—Datsun, Toyota and Mazda—showed a gain of 17 percent in March, from 23,299 a year ago to 27,251. The three-month total, however, was down 9.7 percent to 67,342 deliveries, compared with 74,607 in 1980.

In March, domestic and independent truck outlets retailed a total of 215,051 vehicles, a decline of 12.6 percent from last year's 245,997 units. It was the smallest year-to-year decline in

Continued on Page 49, Col. 1

Truck calendar

April 12-15—Council of Fleet Specialists' 1981 Executive Conference, Crown Center Hotel, Kansas City.

May 21-23 — 10th anniversary convention, American Truck Historical Society, Sheraton-Wayfarer Inn, Bedford, N. H.

Aug. 11-16—27th annual Midwest Mobile/Modular & RV Show, University of Notre Dame, South Bend.

Sept. 24-26—34th annual convention and exposition, Truck Body & Equipment Assn., Detroit Plaza Hotel and Cobo Hall, Detroit.

Sept. 24 - 26 — First World Truck Symposium & Expo, Cobo Hall, Detroit.

Oct. 18-21 — American Trucking Assns. annual convention, Washington Hilton, Washington.

Nov. 9 - 12 — SAE National Truck Meeting, Hyatt Regency Hotel, Dearborn.

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Advanced tandem axle unveiled by Rockwell

ANAHEIM, Calif. — A new 38,000-pound tandem axle, designed to take maximum advantage of energy efficient engines, and capable of operating up to 100,000 miles between lubrication change and up to 500,000 miles before overhaul, was unveiled by the Rockwell International's Automotive Operations at the International Trucking Show here.

Arthur P. Ronan, Automotive Operations executive vice president, described the axle—called the SQ-100—as the "most technologically advanced energy-saving 38,000-pound truck axle offered today.

"It became apparent to us several years ago," Ronan said, "that what the truck industry needed was a more durable tandem axle able to withstand the increased stress placed on the drivetrain by the then emerging fuel-efficient engines."

The new tandem, he added, has a GAWR of 38,000 pounds and a turnpike GCW of 130,000 pounds, and that it will be in great demand as the transportation industry continues the trend to the more fuel-efficient engines with accompanying lower profile tires and the resulting need for longer life, faster axle ratios.

The SQ-100 tandem, according to Ronan, eventually will replace the company's SQHD, a long-time fixture in the 38,000-pound class.

"The SQ-100 has widened the application base for this size axle," he said.

Under development for more than two years, the new drive tandem is a single-reduction, through-drive type unit with a power divider, and a two-gear helical drop gear set.

It incorporates a number of distinctive engineering features which provide design simplicity,

Continued on Page 26, Col. 3

Buyers offered Volvo rebates as high as $4,500

PORTLAND, Ore. — Freightliner Corp. is offering direct-to-customer cash rebates of up to $4,500 on selected Volvo diesel truck models purchased through participating Volvo trucks dealers.

The rebates range from $1,500 for Volvo F611 and F613 Low COE 4x2 model trucks (24,500 and 29,000 pounds GVW) to $4,500 for the N1016 4x2 conventional tractor (80,000 pounds GCW).

Buyers can earn a $2,500 rebate on the N1023 6x4 conventional tractor (80,000 pounds GCW); $3,000 on the F716T Low COE 4x2 tractor (72,000 pounds GCW); or $3,500 on either the F720 4x2 or F724 6x4 truck (41,880 and 52,300 pounds GVW).

Rebates will be paid directly to the retail purchaser by Freightliner, a spokesman said, and will apply to vehicles ordered prior to June 1 for delivery before July 1.

Rockwell International
"New" SQ-100 Tandem Axle

Rockwell executive checks show model

Arthur P. Ronan, executive vice president, Rockwell International's Automotive Operations, checks out the show model of the Rockwell 38,000-pound SQ-100 tandem axle, introduced at the recent International Trucking Show, Anaheim, Calif. Rockwell said the axle is designed to take maximum advantage of energy-efficient engines, and can operate 100,000 miles between lube changes and up to 500,000 miles before overhaul.

shop talk

Continued from Page 20

and painters out of the technicians but to instruct them in the various adjustments," he said.

"Because the J2000 is using new construction techniques at assembly," Benson said, "there will be changes in the way doors and windows will have to be adjusted."

The prep-trak film cartridge reviews the items to be inspected on the car, while the pre-delivery chart graphically shows which items should be inspected and acts as a reference source for the technician.

- Upon completing the proper inspection procedures, the technician fills out a new-vehicle inspection procedure form and leaves the customer copy in the glove compartment.

Next, he attaches the customer satisfaction survey card to the rear-view mirror after signing it and filling in the dealership's identification portion.

The technician signs the VIP self-adhesive labels and places one inside the glove compartment and another under the hood.

At delivery, the customer is shown the survey card and asked to evaluate the condition of the car. This pre-addressed, postage-paid reply card furnishes data for determining the point position of technicians in the Pontiac zone progress report.

During the six-month program period, bi-monthly award points are determined by dividing the gross rating points from the customer satisfaction survey cards by the number of surveys received. This determines the technician's average rating by dealership within the zone.

In the first two weeks after the program was announced and offered, some 627 dealers enrolled in the program, according to Benson Some 2,000 Pontiac dealers are expected to be in the VIP program before it is launched in May.

- Benson said the VIP program will run through October on a test basis.

"If it is as successful as we think it will be," he said, "It will be used on succeeding newly designed cars.

"We are finding through various surveys that customer expectations are increasing at all levels as the prices of the cars increase," he said.

"Things that cause most of the problems with customers are not the major ones," Benson said. "They are things like a door not fitting right, a hood that doesn't close properly, wind noise, molding that is not straight or a car that stalls.

"These are the things we are trying to get dealers to take care of with the VIP program before they deliver the car to the customer," Benson said.

Benson said Pontiac also will launch a new service and technically oriented program on May 11 that is aimed at the dealership retail sales staff.

The object of the program is to provide sales people with training and background information about the various major components of the cars that are being offered in the showroom.

Called Certified Product Specialist (CPS), Benson said the program is designed to meet a need that has reached the critical stage.

"Consumers today are demanding that sales people be professionally trained," he said. "It has been years since some consumers have purchased a new car. A lot of changes have occurred in cars in that time.

"Retail people should be up on the latest technology to help advise a customer with his purchase," he said. "He should be able to advise the customer as to what car and equipment would be best suited for him and his needs."

The CPS program will include a one-day training session that will cover engines, transmissions and drivetrains, brakes and suspension systems, electrical systems and accessories and body design and construction.

The session will include six tests on comprehension and understanding of the material presented, according to Benson. A salesman will have to average 85 percent or better on the tests in order to be certified. No salesman will be certified if he scores below 70 on any test. Salesmen will be asked to recertify each year by updating their information about the new cars as they are introduced each model year.

Methanol
S-EA 1580

Mercedes-Benz runs on methanol

The pure methanol version of the Mercedes-Benz 280-SE is fitted with a cold-start unit developed by Daimler-Benz, a larger tank and a catalyst in the exhaust assembly. The vehicle is taking part in the large-scale test under the direction of the Federal Ministry of Research and Technology in Berlin.

Cox auto auctions report best year

ATLANTA. — Cox Broadcasting Corp. reported that its 12 auto auctions had their most profitable year in 1980.

Nearly 500,000 cars were registered at the auctions and 263,000 were sold, a 14 percent increase over 1979, Cox said. The selling ratio was 59 percent of cars registered, up 5 percent over the previous year, Cox said.

Used car sales

Auction Averages

April to Date	$3.986
Month ago	$4.263
Year ago	$3.133

Model breakdown

Auction Averages

	April To Date	March	February
1981	$8,181	$8,432	$7.138
1980	5,686	5,698	5,704
1979	4,776	5,001	4,773
1978	3,601	3,681	3,705
1977	2,905	2,888	2,997
1976	2,152	2,226	2,265
1975	1,568	1,525	1,663
1974	1,392	1,347	1,205
Overall Average	$3,986	$4,076	$4,076

used-car auction directory

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But rate of decline is lower than '80's first quarter

3-month sales drop 20.1 percent

Continued from Page 8

deliveries since September, 1979, when the total dropped about 7 percent below the previous year's count.

In a preliminary report, the Motor Vehicle Manufacturers Assn. reported that domestic dealers and factory outlets retailed 187,800 units in March, including the captive compacts, down 15.7 percent from the year-earlier 222,698 units.

There was a decline of 25.3 percent in the number of unsold trucks in retailers' hands at the end of the month, with decreases in all three market segments.

Going into April, there were 581,671 new trucks of all types in inventory, compared with 778,883 at the same time in 1980.

- Light-truck stocks, exclusive of the non-captive imports, at the end of the quarter totaled 513,727 units, down 26.2 percent from last year's 696,285.

There were 23,481 unsold mediums, off 21.5 percent from the year-earlier 29,898, while the number of heavies in stock dropped from 52,700 a year ago to 44,463, a dip of 15.6 percent.

At the end of the quarter, No. 1 Ford had a lead of slightly more than 6,000 units over Chevrolet, which started off the year in first place and which was No. 1 at the end of the first quarter in 1980.

Through March, Ford outlets had retailed 180,077 units, off 16.4 percent from last year's 215,293. The total included 18,797 Couriers, compared with 22,682 in the first three months of 1980.

Ford's March total was 71,335 units, including 7,234 Couriers, down only 5.6 percent from last year's 75,591. In March, 1980, dealers retailed 7,282 Couriers.

Chevrolet dealers sold 173,869 trucks in the January-March period, a decline of 22.2 percent from the year-ago 223,604. LUV deliveries were down from 27,698 in the first quarter of 1980 to 21,303.

Sales of Dodge and Plymouth trucks were off 37 percent in the first three months, from 75,870 units to 47,825. The total included 9,108 Ram 50 and 3,067 Arrow compact pickups, compared with 13,055 and 6,317, respectively, in 1980.

For the month, sales totaled 17,368 units, off 44.4 percent from the year-earlier 31,364. There were 2,895 Ram 50 and 938 Arrow sales in March, compared with 5,111 and 2,508 a year ago.

GMC Truck & Coach reported 15,286 sales during the month, a drop of 15.4 percent from the year-ago 18,059. The three-month count was down 20.2 percent, from 54,818 in 1980 to 43,726.

Jeep sales were off 47 percent in the first quarter and 31.1 percent in March. The three-month total was 12,748 units, compared with 24,039 a year ago. March sales dropped from 6,700 units in 1980 to 4,616.

Volkswagen sales showed a dramatic increase for both the month and the first quarter, which was not unexpected since the compact pickup did not get into volume production until the first quarter of 1980.

The three-month total hit 8,712 units, up 58.3 percent from last year's 5,505, and sales in March were 25.8 percent higher, from 2,846 a year ago to 3,579.

- Datsun sales were up 46.6 percent in March to a record 13,885 units, compared with 9,472 a year ago. The surge lifted the three-month total to 31,941 units, an increase of 4.6 percent over last year's 30,548.

Sizable percentage gains were reported for Mazda for both the month and the first quarter. During the month, dealers retailed 1,525 trucks, up 83 percent over last year's 833. The three-month count was up 24.3 percent, from 2,735 a year ago to 3,400.

Toyota's truck sales, on the other hand, were down from a year ago for both the month and the quarter. The March total of 11,841 sales was 11 percent lower than last year's 13,299, and the three-month count was down 22.6 percent, from 41,324 in 1980 to 32,001.

Toyota Corolla claims 'most popular' title

TORRANCE, Calif. — More Toyota Corollas were built in 1980 than any other model, according to Toyota Motor Sales U.S.A., Inc.

Toyota said this made it the world's most popular car for the second consecutive year. A record 771,720 Corollas were produced in 1980, Toyota said, pushing it 250,000 above its nearest rival.

Levin 'keenly disappointed' by auto Task Force report

WASHINGTON. — Senator Carl Levin, Michigan Democrat, said he was "keenly disappointed" by the Task Force report.

"Their decision to 'monitor' the effect of imports on the domestic industry is really nothing more than nothing," he said. "Surely we have enough studies and surely we have done enough monitoring.

"Now we have to start negotiating or start legislating. At the rate we are going we will have a complete understanding of why the domestic industry failed.

"I'd rather a less scholarly but more effective policy and I think that has to begin with immediate restraint on Japanese imports. If the Administration can't do that through negotiations—and do it soon—then I hope the Congress is going to do it through legislation.

"I am also concerned by the Administration's pledge that they will restructure aid to unemployed auto workers. Having seen their proposals for doing away with TRA and gutting the unemployment program, I shudder to think of what additional assistance they have in store for the 500,000 unemployed who want nothing more than a chance to go back to work in the future and live with some dignity for the present.

"Of course, I'm pleased by the Task Force recommendations in the area of regulatory relief and accelerated government purchase of motor vehicles. But I see no real action on the immediate and pressing fundamental problems of the industry and its workers."

Rep. William M. Brodhead, Michigan Democrat, said, "I believe that the Task Force report is a step in the right direction, but it provides little or no immediate relief, and that is what the auto industry needs desperately at this time . . .

"Whether or not one agrees that (the Task Force) proposals will aid the industry, their effects will be delayed for two to three years. That delay could be fatal to major segments of the industry."

Big Three March, year-to-date truck sales

	1981	1980	Year to date 1981	Year to date 1980
Ford				
Vans	9,807	11,506	23,428	26,632
Club Wagon	2,779	3,039	6,215	6,688
Courier	7,234	7,282	18,797	22,682
Bronco	2,990	2,798	8,924	10,668
Conventional Pickups	43,759	44,790	110,990	131,196
Mediums	3,841	4,586	9,671	13,249
Heavies	927	1,590	2,054	4,178
Chevrolet				
Vans	8,206	9,351	20,761	28,070
Sportvan	1,278	1,870	3,601	5,478
LUV	9,595	9,489	21,303	27,698
El Camino	2,975	4,253	8,366	11,990
Blazer	1,446	2,395	5,127	8,163
Suburban	1,421	2,690	5,257	7,152
Conventional Pickups	37,056	43,375	103,647	125,075
Mediums	2,524	3,458	5,796	9,255
Heavies		247	11	723
Chrysler				
Vans	4,215	8,934	10,837	20,285
Voyager	488	913	1,267	1,955
Ram Wagon	1,764	2,509	4,318	5,759
Arrow	938	2,508	3,067	6,317
Ram D-50	2,895	5,111	9,108	13,055
Trail Duster	172	592	548	1,340
Ramcharger	610	1,094	1,520	3,162
Conventional Pickups	6,286	9,703	17,160	23,997
GMC				
Vans	1,863	2,314	4,843	7,066
Caballero	427	390	1,209	1,224
Jimmy	356	399	1,168	1,728
Suburban	375	379	1,286	1,299
Conventional Pickups	8,987	9,065	25,983	28,865
P models	273	424	742	1,044
Mediums	1,851	3,014	5,020	7,861
Heavies	1,154	2,074	3,475	5,731

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Gran and Dan Uzzle honored

Durham (N. C.) dealers Gran L. Uzzle, left center, and Dan W. Uzzle, right center, receive their 25-year plaque awards from Oldsmobile representatives M. Yates Ross, left, assistant zone manager in Charlotte, and Gary W. Sigman, Charlotte zone manager.

Wide range of deregulation in store for auto industry

Continued from Page 2

way checking progress toward cleaner air and safer vehicles."

A Chrysler Corp. spokesman said, "The Task Force report is a big step in the right direction."

James W. McLernon, president of Volkswagen of America, said, "The Administration has taken a giant step toward restoring the long-term health of the American automotive industry . . .

"The Administration's recommendations should eventually remove the government from the business of designing and building cars and return that responsibility to the automotive engineers, where it belongs."

- The $100-million allocation for vehicle purchase would go to purchase about 11,600 units, a GSA spokesman said, including 7,500 light trucks, 2,600 sedans and station wagons, and 1,500 "special vehicles," including vans, ambulances and medium and heavy-duty trucks.

The spokesman said he did not know which auto makers would get the contracts — GSA always makes solicitations for bids on contracts—but last fiscal year all contracts were divided between the Big Four Detroit manufacturers, with Chrysler getting the lion's share of the dollar volume.

"Foreign manufacturers are open to make bids on our contracts," the spokesman added. "Given the Fair Trade Act, all 'Buy American' policies have had to fall by the wayside. But last year, apparently, no foreign manufacturer was interested in bidding on the contracts we made."

Thrust of the Administration's overall strategy is to ease regulation, allow greater cooperation in research and technology, buy more to spur sales but not to give special treatment. This means not sheltering the industry from Japanese competition and not interfering with wage and price decisions.

Stressed throughout was the belief that the major benefits to the auto industry come through passage of the President's economic recovery plan—lowering personal taxes, accelerating depreciation in general and reducing the federal budget outlays. As the economy improves, so will the fortunes of the auto and auto-related industries.

The projected five-year savings from the regulatory steps planned in the near future totals $1.4 billion in capital for the industry — $800 million for EPA and $600 million for NHTSA.

While this is not an amount to be sneezed at (since the industry got some consideration for virtually every auto regulation it asked for), it is still small potatoes to an industry that needs some $70 billion to spend for retooling and plant modernization in the same period.

Projected savings for consumers are far more — $4.3 billion from relaxed EPA regulations and $5 billion from eased NHTSA rules for a grand total of $9.3 billion. It was explained this would probably not mean a price cut but only less of a price hike.

The Task Force report puts the emphasis on the Reagan economic recovery program. It shows that if Congress acts to cut taxes, improve depreciation and restrain government spending, total auto sales will rise from the 1980 level of 9 million units to 11 million by calendar 1982 and to 12 million by 1983, with trucks showing a similar growth.

These higher sales would in turn generate nearly $1 billion in additional net operating income and by 1983 should amount to an extra $6 billion per year (before taxes) for the auto industry.

Transportation Secretary Drew Lewis said he had talked over the weekend to heads of GM, Ford, Chrysler and VWoA —all of whom were interested in returning benefits from changed regualtions to consumers. He said GM Chairman Smith actually promised such a return.

When it was pointed out by the press that GM had just finished raising prices for more than an average of $350 per car, Murray Weidenbaum, head of the Council of Economic Advisers, said it was not surprising to have price rises in a period of double digit inflation, the point was to reduce cost pressures on the companies.

Lewis stressed that firms are

Continued on Page 50, Col. 1

First year-to-year monthly increase since February, 1979

March sales gain laid to rebates

Continued from Page 2

Buick sales were up 32.31 percent to a record 79,427 from 60,029. Plymouth was up 48.09 percent, Dodge was up 27.81 percent, Lincoln was up 15.57 percent, Oldsmobile was up 27.31 percent, Pontiac was up 5.02 percent and Chevrolet was up 2.95 percent. Declines ranged from Cadillac's 0.70-percent dip to Chrysler's 40.20-percent plunge.

Import sales in March suffered no ill effects from the domestics' successes. Top-seller Toyota was up 3.59 percent to a dizzying 60,626 from 58,525, and second-place Datsun pushed ahead 1.27 percent to 48,933 from 48,320.

Honda was up 18.39 percent, Mazda soared 43.38 percent and Subaru was up 43.36 percent. Mazda, Subaru and Renault set records for the month, while Peugeot enjoyed an any-month sales high (1,555). Isuzu joined the imports in March with more than 800 retail sales.

Import sales accounted for 25.29 percent of the total March market.

Top-selling U. S. nameplates for the month were: Chevrolet Chevette, 57,656; Chevrolet Citation, 45,041; Oldsmobile Cutlass Supreme, 35,335; Ford Escort, 29,499 (a record month for the new nameplate), and Buick Regal, 26,399.

- Daily selling rate for the domestics averaged 27,656 this March compared with 25,775 a year ago. It was an increase of 7.30 percent. There were 26 selling days both years.

The March market-class breakdown showed imports with 25.29 percent of the total, U. S. subcompacts had 16.08 percent, compatcs had 24.63 percent, intermediates had 22.38 percent, standard size had 7.83 percent and luxury models had 3.79 percent.

Third-period domestic new-car sales dropped 16.57 percent to 191,496 from 229,529 last year. With most rebate programs less extensive for the March 21-31 period, GM was down 27.84 percent, Ford was down 3.40 percent, Chrysler was up 6.88 percent, AMC was down an estimated 10.42 percent and VWoA was down 23.25 percent.

The last-period market showed a once-upon-a-time and long-ago breakdown: GM earned 48.50 percent, Ford had 27.74 percent, Chrysler earned 17.98 percent, VWoA had 3.53 percent and AMC had 2.25 percent.

Daily-selling rate for the period was 21,277, down 16.57 percent from 25,503. There were 9 selling days this year and last.

- During the first quarter, General Motors sold 1,062,060 new cars, down 7.09 percent from 1,143,052 in 1980. Ford sales numbered 377,628, down 11.84 percent from 428,361. Chrysler first-quarter sales were 211,629, up 12.13 percent from 188,737. VWoA was down 8.47 percent to 43,966 from 48,034, and AMC dropped 9.15 percent to 37,186 from 40,933.

GM earned 61.30 percent of the first-quarter domestic market, down from 61.81 percent. Ford sales accounted for 21.80 percent, down from 23.17 percent. Chrysler gained two percentage points, rising to 12.21 percent from 10.21 percent. AMC had 2.15 percent, down from 2.21 percent, while VWoA cornered 2.54 percent down from 2.60 percent.

IMPORTED CAR SALES

	March, 1981	March, 1980	Jan. 1-March 31, 1981	Jan. 1-March 31, 1980
Alfa Romeo	118	350	270	747
Audi	4,546	4,655	11,082	12,096
BMW	3,615	3,129	8,886	9,664
Challenger	1,401	1,779	4,103	4,396
Arrow/Champ	5,497	7,402	15,020	21,814
Colt	5,904	6,571	15,426	20,933
Datsun	48,933	48,320	123,408	140,168
Fiat	3,655	6,162	8,017	12,098
Fiesta	8,061	7,466	18,462	21,312
Honda	35,880	30,307	103,316	91,413
Isuzu	803	....	803	....
Jaguar	343	232	894	770
Lancia	80	278	255	631
Mazda	16,947	11,819	48,102	38,159
Mercedes-Benz	6,263	4,390	15,198	13,950
MG	537	1,024	1,169	2,540
Peugeot	1,555	1,184	3,676	3,468
Porsche	1,162	1,109	2,701	3,238
Renault	3,716	2,737	8,655	6,228
Rover	62	....	200	....
Saab	1,380	1,282	3,568	3,683
Sapporo	1,629	1,322	4,308	3,322
Subaru	15,636	10,907	38,967	36,949
Toyota	60,626	58,525	165,732	174,076
Triumph	1,476	885	2,657	2,359
Volkswagen	7,406	7,670	19,557	27,236
Volvo	6,130	5,055	17,366	15,869
TOTAL	243,361	224,560	641,798	667,119

U. S. CAR SALES BY MARKETING UNITS

	March 1981	March, 1980	Jan. 1-Mar. 31, 1981	Jan. 1-Mar. 31, 1980
Chevrolet	187,782	182,406	441,360	511,224
Ford	122,743	130,534	290,200	331,746
Oldsmobile	93,330	73,309	229,372	220,707
Buick	79,427	60,029	190,380	182,726
Toyota	60,626	58,525	165,732	174,076
Pontiac	59,547	56,703	149,412	168,210
Datsun	48,933	48,320	123,408	140,168
Honda	35,880	30,307	103,316	91,413
Mercury	35,787	37,356	88,490	98,162
Plymouth	50,163	37,785	114,178	95,973
Dodge	46,154	38,745	107,547	100,504
VW of America	29,111	32,411	77,306	90,604
Cadillac	17,798	17,924	51,536	60,185
Mazda	16,947	11,819	48,102	38,159
Chrysler/Imperial	11,066	17,513	28,761	42,725
AMC-Renault	17,440	19,204	45,841	47,161
Subaru	15,636	10,907	38,967	36,949
Lincoln	8,018	6,938	17,400	19,765
Mercedes-Benz	6,263	4,390	15,198	13,950
Volvo	6,130	5,055	17,366	15,869
BMW	3,615	3,129	8,886	9,664
Fiat	3,735	6,440	8,272	12,729
JRT Inc.	2,418	2,141	4,920	5,669
Peugeot	1,555	1,184	3,676	3,468
Saab	1,380	1,282	3,568	3,683
Isuzu	803	....	803	....
Alfa Romeo	118	350	270	747
TOTAL	962,405	894,706	2,374,267	2,516,236

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Average price of a GM car rises to $10,200

Continued from Page 2

economic cost increases which GM is continuing to experience."

That, despite the fact that the current $351 boost is considerably larger than GM's usual quarterly price hike.

Will the higher prices eventually bring more consumer rebates? GM is known to oppose rebates, but drastic measures will again be called for if cars pile up on dealers' lots. When dealers are overstocked, they don't order cars from the factory, and when dealers don't order cars, the factories don't make any money.

If rebates do come back, GM (and other makers that raise prices) will be in better shape than their dealers.

The makers will be getting more money for their products, and that will cover some—or maybe all—of the new rebate expense.

The dealers, on the other hand, will be paying more for their cars and they will have the additional expense of their share of the rebates, assuming that any new rebates will require dealer participation as the last ones did.

GM's rebates were $700 and $500 on various models. Dealers contributed $300 and $200 of that total.

- As noted, GM's April increases apply to all cars and all market classes. The subcompact Chevrolet Chevette went up $105 to $5,399, and the compact Citation four-door sedan rose $119 to $6,523. Pontiac Firebird, also a compact, climbed $207 to $7,155.

There was a $123 hike on the Chevrolet Malibu Classic four-door (now $7,196), while the Pontiac Grand LeMans four-door rose $237 (to $7,555).

Increases were greater on the sporty intermediate coupes, GM's A-Special cars. Oldsmobile Cutlass Supreme went up $310 and Buick Regal, $312. The Cutlass Supreme is $8,025, and the Regal is $8,099.

In the standard-size class, four-door sedan increases included $159 on Chevrolet Caprice Classic, $323 on Oldsmobile Delta Royale and $429 on Buick Electra Limited. New prices are $7,890 for Caprice, $8,341 for Delta Royale and $11,102 for Electra.

The Cadillac Eldorado climbed $679 to $17,550, and the Cadillac Seville was increased $890 to $23,000.

Equipment prices for the A-Special intermediates showed boosts of $40 on air conditioning, $12 on power windows, $8 on electric rear-window defogger, $7 on tilt steering wheel and $6 on power door locks.

No standard equipment was removed from the GM cars, but some models received additional standard features. Air conditioning now is standard on the Buick LeSabre station wagon, and the base Pontiac Phoenix has bright roof drip moldings.

Power steering was made standard on all Buick Skylark models but, strangely, not on any other X-cars.

DOMESTIC CAR SALES

	March 21 to March 31, 1981	Same Period, 1980	March, 1981	Same Month, 1980	Jan. 1 to March 31, 1981	Same Period, 1980
Spirit	....	....	3,775	5,525	10,586	14,646
Concord	....	....	5,826	7,745	14,166	16,666
Pacer	....	....	18	259	57	907
Eagle	....	....	4,105	2,938	12,377	8,714
AMERICAN MOTORS*	4,300	4,800†	13,724	16,467	37,186	40,933
Horizon	2,686	3,839	9,664	9,167	24,415	23,292
TC3	2,030	3,114	6,438	7,948	13,471	19,984
Reliant	10,202	....	24,279	....	49,698	....
Volare	384	4,037	1,230	9,856	4,638	23,804
Plymouth	611	947	1,426	2,090	2,628	3,757
Total Plymouth	15,913	11,937	43,037	29,061	94,850	70,837
LeBaron	1,775	3,814	5,691	8,189	13,692	18,835
Cordoba	996	2,191	3,024	5,398	8,784	13,638
Chrysler	574	1,301	1,757	3,926	4,983	10,252
Total Chrysler	3,345	7,306	10,472	17,513	27,459	42,725
Total Imperial	188	....	594	....	1,302	....
Omni	2,168	3,069	7,207	7,271	18,256	18,797
024	1,771	2,490	5,260	6,211	11,376	16,075
Aries	8,225	....	18,852	....	38,385	....
Aspen	380	3,021	1,047	6,897	3,982	17,689
Diplomat	1,411	1,862	3,701	4,031	8,693	9,194
Mirada/Magnum	623	1,688	1,717	3,741	4,937	8,287
Dodge	405	844	1,065	2,244	2,379	5,133
Total Dodge	14,988	12,974	38,849	30,395	88,018	75,175
CHRYSLER CORP.	34,434	32,217	92,952	76,769	211,629	188,737
Pinto	560	4,680	1,853	13,193	7,190	40,068
Escort	10,624	....	29,499	....	80,383	....
Mustang	7,826	9,207	23,914	25,049	50,070	65,885
Fairmont	8,479	11,298	24,937	38,616	54,064	91,045
Granada	4,168	2,422	13,004	6,585	28,833	19,743
LTD II	....	112	....	405	....	1,336
Thunderbird	3,058	6,442	10,926	23,483	24,362	52,881
Ford	3,982	5,967	10,549	15,737	26,836	39,476
Ford Division	38,697	40,128	114,682	123,068	271,738	310,434
Bobcat	119	980	401	2,746	1,684	8,601
Lynx	3,646	....	9,563	....	24,688	....
Zephyr	2,086	3,819	6,587	11,311	15,899	26,996
Cougar/Monarch	1,680	729	4,968	2,217	11,315	7,529
XR-7	1,052	2,876	3,825	8,838	8,762	21,395
Capri	1,975	2,531	6,041	6,728	13,520	18,170
Mercury	1,479	1,774	4,402	5,516	12,622	15,471
Total Mercury	12,037	12,709	35,787	37,356	88,490	98,162
Versailles	....	249	....	689	....	1,674
Lincoln	1,110	861	3,876	2,881	8,187	7,838
Mark VI	1,276	1,040	4,142	3,368	9,213	10,253
Total Lincoln	2,386	2,150	8,018	6,938	17,400	19,765
L-M Division	14,423	14,859	43,805	44,294	105,890	117,927
FORD MOTOR	53,120	54,987	158,487	167,362	377,628	428,361
Skyhawk	....	248	....	755	....	2,807
Skylark	3,385	6,010	25,508	15,974	58,562	46,340
Century	5,042	4,158	12,952	12,702	32,666	35,063
Regal	3,004	5,289	26,399	16,720	58,651	47,466
LeSabre	1,880	2,821	6,865	7,302	17,944	25,137
Electra	1,270	1,501	4,204	3,975	12,398	15,327
Riviera	1,147	1,041	3,499	2,601	10,159	10,586
Buick Division	15,728	21,068	79,427	60,029	190,380	182,726
Seville	684	983	1,948	3,324	6,301	10,631
Cadillac	3,999	2,919	11,641	10,297	32,910	36,285
Eldorado	1,480	1,258	4,209	4,303	12,325	13,269
Cadillac Division	6,163	5,160	17,798	17,924	51,536	60,185
Chevette	6,082	16,150	57,656	44,442	133,004	115,905
Monza	453	5,457	1,958	14,448	11,490	39,129
Citation/Nova	5,103	14,597	45,041	39,452	97,724	105,757
Camaro	3,879	4,535	14,621	11,539	29,750	32,838
Malibu	10,500	10,187	24,407	26,536	58,695	70,359
Monte Carlo	2,935	5,398	24,134	14,891	52,409	44,159
Chevrolet	5,142	7,806	16,568	27,581	49,708	93,466
Corvette	1,140	1,236	3,397	3,517	8,580	9,611
Chevrolet Division	35,234	65,366	187,782	182,406	441,360	511,224
Starfire	....	214	....	881	....	3,296
Omega	2,016	2,262	14,978	8,510	32,252	23,014
Cutlass	8,104	4,864	19,612	18,574	52,293	55,624
Supreme	4,383	5,954	35,335	21,766	79,980	66,284
Olds 88	4,250	3,508	13,024	14,232	36,042	42,761
Olds 98	2,302	1,525	7,179	6,117	19,954	19,147
Toronado	1,097	865	3,202	3,229	8,851	10,581
Oldsmobile Division	22,152	19,192	93,330	73,309	229,372	220,707
T-1000	245	....	246	....	246	....
Sunbird	807	4,906	5,175	14,520	22,193	35,637
Phoenix	1,946	2,660	12,455	8,691	27,879	26,575
Firebird	1,981	2,727	7,647	7,806	17,461	23,494
LeMans	3,499	2,005	8,039	6,780	19,662	22,133
Grand Prix	2,835	2,972	17,664	9,411	38,971	29,244
Pontiac	2,278	2,643	8,321	9,495	23,000	31,127
Pontiac Division	13,591	17,913	59,547	56,703	149,412	168,210
GENERAL MOTORS	92,868	128,699	437,884	390,371	1,062,060	1,143,052
VOLKSWAGEN	6,774	8,826	15,997	13,977	43,966	48,034
DOMESTIC TOTALS	191,496	229,529	719,044	670,146	1,732,469	1,849,117
IMPORT TOTAL	....	....	243,361	224,560	641,798	667,119
GRAND TOTAL	....	....	962,405	894,706	2,374,267	2,516,236

*—AMC does not issue a nameplate breakout for 10-day periods.

†—Estimate.

Makers build 150,553 for week

Auto output again tops year-ago

By Patricia Hoffman
Staff Writer

For the second week in a row, U. S. auto production rose above the year-ago level, although the output last week fell below the previous week's total.

Planned output last week was 150,553 units, down 2.90 percent from the 155,051 assembled in the previous week, but up 27.40 percent from the 118,166 units completed in the comparable period last year.

Although weekly output is faring better than the comparable 1980 week, the auto makers continue to trail year-ago levels on a year-to-date basis.

So far this year, the makers have completed 1,811,855 units, a decrease of 9.96 percent from the 2,012,285 built in the comparable period last year.

The actual production totals for March and the first quarter were the lowest for those periods since 1975.

In March, the makers completed 625,620 cars, down 2.73 percent from the 643,200 in the comparable 1980 month, and the lowest total for that month since the 490,476 units built in 1975.

In the first three months this year, auto production was 1,569,978 units, a drop of 12.74 percent from the 1,799,171 units completed in the first quarter last year, and the lowest for that quarter since 1,300,972 in 1975.

- Chrysler Corp. was the only manufacturer to build more cars this March than it did last year.

Chrysler's output was 86,512 units, up 37.73 percent from the 62,813 completed in the comparable 1980 month.

March totals for the other companies were: General Motors, 380,866, down 3.53 percent from 394,791 last year; Ford Motor, 130,070, down 13.30 percent from 150,027; Volkswagen of America, 18,350, down 7.88 percent from 19,920; American Motors, 9,613, down 37.50 percent from 15,381, and Checker Motors, 209, down 22.01 percent from 268.

Breakdown for last week by companies is: GM, 60.98 percent; Ford, 21.61 percent; Chrysler, 13.09 percent; VWoA, 2.76 percent; AMC, 1.53 percent; and Checker, 0.03 percent.

Chrysler will increase its daily production rate today (April 13) at one of its K-car points.

The Jefferson assembly point will increase its daily straight-time production rate during April from 800 units to 960 units per day. The Newark assembly plant will continue to operate on its normal two-shift schedule.

Also at Chrysler, the Belvidere plant is scheduled to work nine-hour daily schedules beginning today.

Downtime was slated for one week last week at GM's Janesville point and Ford's San Jose point.

Saturday overtime was scheduled last week at five plants—GM Lakewood, Wilmington, Tarrytown and Oklahoma City and Chrysler Belvidere. Belvidere worked two-eight-hour shifts on Saturday.

Ford reported that all of its assembly points are scheduled to work this week.

Truck production for quarter dips to 14-year low

Although U. S. truck production in March rose above the comparable 1980's month total, the output for the first three months of 1981 was the lowest total for that period in 14 years.

In March, the makers completed 163,869 units, an increase of 7.12 percent from the 152,966 trucks assembled in the comparable period last year.

The total for first quarter was 441,074 units, a drop of 9.52 percent from the 487,507 trucks completed in the comparable three months in 1980, and the lowest for the period since 1967 when the makers built only 440,386 units.

Planned truck output last week was 40,795, an increase of 21.04 percent from the 33,703 trucks assembled in the previous week, and up nearly 100 percent from the 20,416 trucks built in the comparable period last year.

So far this year, the truck makers have completed 498,666 units, a drop of 7.03 percent from the 536,378 trucks assembled through April 12, 1980.

At the Chrysler Warren truck assembly point last week, daily output was increased from 320 units to 424 units per day.

Canada boosts car output, but trucks decline

Although Canadian auto production last week was higher than that of the previous week and the comparable 1980 week, Canadian truck production was anything but favorable.

Planned output last week for the auto makers was 21,062 units, up 2.75 percent from the 20,498 completed in the previous week, and an increase of 49.88 percent over the comparable 1980 week's total of 14,052.

So far this year, the auto makers have built 217,360 units, a drop of 14.27 percent from the 253,566 cars assembled in the comparable period last year.

The Canadian truck makers last week planned an output of 9,061 units, a 25.57 percent drop from the 12,174 trucks completed in the previous week and down 17.63 percent from the 11,001 built in the week ended April 12, 1980.

Year-to-date, the truck makers have produced 158,030 units, a drop of 4.13 percent from the 164,851 trucks built in the comparable period last year.

In March, the auto makers turned out 72,649 units, an 18.25 percent decline from the 88,874 cars assembled in the comparable 1980 month, and the lowest for that month since 1968 when 51,193 were built.

In the first three months of 1981, auto production was 183,292 units, down 19.58 percent from the 227,927 cars built in the first quarter of 1980. It was the lowest first-quarter total since 174,445 in 1968.

The truck makers finished 44,663 units in March, a decline of 20.78 percent from the 56,380 trucks completed in the comparable month in 1980, and the lowest output for that month since 1975 when 31,383 trucks were assembled.

The first-quarter total for truck production was 133,048, down 8.74 percent from the 145,791 trucks built in the comparable 1980 quarter, and the lowest for that period since the 127,319 units completed in the first three months of 1976.

Chrysler's Windsor car point resumes operations today April 13) after three weeks of downtime.

breaking news

Continued from Page 1

No Ford price hike this month

DEARBORN. — Ford Motor Co. is not going to join General Motors in raising prices—at least not this month. Harold A. Poling, Ford executive vice president, North American Automotive Operations, said last week that the company is advising its dealers that it will not change car and light-truck prices through the end of April. The current prices also apply to all retail and fleet orders through April 30, Poling said. Ford's last price increase was in January. The General Motors price hike, which takes effect today (April 13), averages $351, or 3.5 percent, on 1981 cars. (Story on Page 2.)

TRUCK PRODUCTION IN U. S.†

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
CHEVROLET	15,076	6,118	9,141	47,092	181,979	169,798
DODGE/PLYMOUTH	1,900	3,800	1,739	8,292	42,984	21,363
FORD	13,470	5,533	13,836	64,248	201,202	169,849
GMC	4,634	2,369	3,260	17,088	49,969	60,376
INTERNATIONAL	1,690	....	1,694	7,549	....	22,027
VOLKSWAGEN	1,040	687	1,048	4,509	7,727	13,277
MACK	....	625	....	....	8,948	....
JEEP	1,700*	....	1,700*	8,666	26,180*	25,086
AMC CORP.	85*	284*	85*	425*	2,679*	1,190*
WHITE	....	100	....	....	2,350	....
MISCELLANEOUS	1,200*	900*	1,200*	6,000*	12,360*	15,700*
Total Trucks, U. S.	40,795	20,416	33,703	163,869	536,378	498,666

CANADIAN TRUCK PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
CHRYSLER CORP.	1,720	770	1,681	7,476	9,966	18,142
FORD MOTOR	4,080	3,602	3,793	12,829	57,977	49,708
GENERAL MOTORS	3,016	6,214	6,454	2,328	83,012	86,597
AMERICAN MOTORS	....	....	....	....	8,479	....
INTERNATIONAL	245	290	246	1,077	3,650	3,583
MACK	....	60	....	....	861	....
WHITE	....	65	....	....	906	....
Total Trucks, Canada.	9,061	11,001	12,174	44,663	164,851	158,030
N. American Trucks	49,856	31,417	45,877	208,532	701,229	656,696

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
AMERICAN MOTORS	2,300*	2,978*	2,300*	9,613	56,112*	28,454*
AMX	....	....	....	....	....	....
Spirit	....	....	....	3,063	....	....
Concord	....	....	....	3,364	....	....
Eagle	....	....	....	3,186	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	19,700	7,760	19,908	86,512	186,644	223,972
Plymouth Total	9,350	3,610	9,511	42,539	84,870	110,396
Horizon	4,200	3,250	3,365	15,664	46,333	40,468
Reliant	4,900	....	4,978	22,105	....	60,878
Volare	....	....	....	....	30,427	....
Caravelle	250	....	224	784	1,284	1,602
Gran Fury	....	360	944	3,986	6,826	7,448
Chrysler Total	1,800	850	1,425	7,235	24,967	18,128
LeBaron	1,800	....	1,184	4,862	18,870	13,266
Chrysler	....	850	241	2,373	6,097	4,862
Dodge Total	8,550	3,300	8,972	36,738	76,807	95,448
Omni	3,600	2,900	3,196	12,939	41,800	31,957
Aspen	....	....	....	....	21,207	....
Aries	4,200	....	4,170	16,864	....	49,513
Diplomat	750	....	1,046	4,915	8,019	10,296
St. Regis	....	400	560	2,020	5,781	3,682
FORD MOTOR	32,529	22,029	32,081	130,070	395,607	377,272
Ford Division	22,614	16,162	22,768	91,115	285,931	262,462
Escort	6,920	....	8,232	35,555	....	113,239
Pinto	....	3,332	....	....	24,951	....
Fairmont	5,580	6,571	4,650	18,938	77,670	51,461
Must./Must. II	3,228	6,259	4,652	15,726	78,697	38,117
Granada	2,880	....	1,515	5,763	22,817	18,735
Thunderbird	2,310	....	2,006	7,786	49,120	17,242
Ford	1,696	....	1,713	7,347	32,676	23,668
L-M Division	9,915	5,867	9,313	38,955	109,676	114,810
Mercury Total	8,287	4,805	7,783	33,085	98,033	98,537
Bobcat	....	651	....	....	5,786	....
Lynx	2,400	....	2,948	12,538	....	38,497
Capri	948	2,085	1,227	4,555	23,210	11,000
Zephyr	1,349	2,069	974	4,784	25,641	14,276
Cougar/Monarch	1,438	....	755	3,105	6,628	9,120
XR-7	858	....	561	2,320	17,678	7,072
Mercury	1,294	....	1,318	5,783	19,090	18,572
Lincoln Total	1,628	1,062	1,530	5,870	11,643	16,273
Lincoln	813	486	765	2,706	4,220	7,686
Mark VI	815	576	765	3,164	6,148	8,587
Versailles	....	....	....	....	1,275	....
GENERAL MOTORS	91,814	82,432	96,472	380,866	1,320,063	1,126,978
Buick Division	21,632	18,084	20,968	87,730	259,530	266,797
Skylark	5,381	4,919	6,061	24,096	68,700	74,714
Century	4,765	4,475	4,347	17,869	53,239	53,478
Regal	6,596	5,245	5,762	26,088	64,957	73,474
Buick	3,660	2,200	3,587	14,548	54,943	48,254
Riviera	1,230	1,245	1,211	5,129	17,691	16,877
Cadillac Division	4,519	2,100	6,486	27,332	77,930	85,816
Cimarron	12	....	....	....	....	12
Seville	745	590	724	2,604	14,931	9,143
Eldorado	1,560	1,510	1,522	6,064	20,278	19,255
Cadillac	2,202	....	4,240	18,664	42,721	57,406
Chevrolet Division	30,524	37,576	33,148	136,719	550,821	395,166
Chevette	8,715	9,380	7,547	32,086	134,663	87,155
Cavalier	944	....	71	51	....	1,065
Monza ('80)	....	3,515	....	....	46,290	....
Camaro	3,120	3,580	3,051	13,256	41,551	37,105
Citation	8,845	10,424	9,031	36,331	138,970	102,902
Malibu	5,270	7,069	5,394	27,639	82,189	72,081
Monte Carlo	3,230	2,308	2,853	12,520	40,983	36,976
Chevrolet	....	....	4,801	11,486	52,055	47,734
Corvette	400	800	400	3,350	14,120	10,148
Oldsmobile Division	22,292	15,304	23,860	84,865	247,326	265,907
Omega	3,325	2,712	4,799	15,436	36,282	44,889
Cutlass	10,834	11,457	10,454	36,227	112,903	123,371
Oldsmobile	6,960	....	7,225	28,448	82,511	83,377
Toronado	1,173	1,135	1,382	4,754	15,630	14,270
Pontiac Division	12,847	9,368	12,010	44,220	184,456	113,292
Acadian†	695	600	695	2,863	7,075	6,476
J2000	1,088	....	486	388	....	1,783
Sunbird ('80)	....	2,885	....	....	43,871	....
T-1000	2,655	....	2,634	6,527	....	10,729
Firebird	960	2,180	1,072	4,516	30,201	14,580
Phoenix	3,009	3,273	2,765	9,902	38,951	33,563
Grand Prix	2,400	....	2,426	12,413	20,566	26,065
LeMans	1,560	430	1,567	6,714	16,982	15,822
Pontiac	480	....	365	897	26,810	4,274
VOLKSWAGEN	4,160	2,882	4,240	18,350	52,956	54,496
CHECKER	50*	85*	50*	209	903	683*
Total Cars, U. S.	150,553	118,166	155,051	625,620	2,012,285	1,811,855

CANADIAN CAR PRODUCTION

	Week Ended April 11, 1981	Week Ended April 12, 1980	Week Ended April 4, 1981	March Total	Jan. 1, to April 12, 1980	Jan. 1, to April 11, 1981
AMERICAN MOTORS	760	....	723	3,047	....	8,567
CHRYSLER CORP.	....	....	....	1,818	23,001	5,356
FORD MOTOR	6,737	5,475	6,514	23,478	68,815	44,516
GENERAL MOTORS	13,340	8,352	13,036	43,316	158,500	155,895
VOLVO	225	225	225	990	3,250	3,026
Total Cars, Canada	21,062	14,052	20,498	72,649	253,566	217,360
N. American Cars	171,615	132,218	175,549	698,269	2,265,851	2,029,215
N. American Trucks	49,856	31,417	45,877	208,532	701,229	656,696
North American Cars and Trucks	221,471	163,635	221,426	906,801	2,967,080	2,685,911

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Ford EXP and LN7 draw big; Pontiac T1000 finds buyers

By Kathleen Hamilton and Joseph Bohn

Ford Motor Co.'s new two-seaters, the Ford EXP and Mercury LN7, are pulling a lot of traffic, but some dealers reported lower than expected sales, an AUTOMOTIVE NEWS survey reveals.

They attribute that more to the overall car market, however, than to the cars themselves which are drawing praise from dealers and consumers alike.

Most dealers are ordering heavily for late spring and summer, and they feel they'll sell all the EXPs and LN7s they can get.

Meanwhile, Pontiac dealers are generally short of their new subcompact T1000s and would like to get more cars as well as more factory advertising to support them.

Pontiac dealers going out of their way to promote this car are having good success with it, however.

"Response has been super," said Ron Rane, sales manager for Sachs Lincoln-Mercury, Downey, Calif., about the new LN7.

"It's pulled an awful lot of traffic," added Wayne Whiles, sales manager of O'Connor Lincoln-Mercury, Los Angeles.

"I think it will be a 1965 Mustang-type deal," enthused Stan Wilk, of Star Lincoln-Mercury, Southfield, Mich.

"We've had good traffic on it, but sales have been a little slow," added John Fee, sales manager for Koons Ford, Falls Church, Va., about the EXP.

Like other dealers, he observed the EXP (or LN7, depending on the dealer) "is not setting the world on fire" with its sales. "We've sold five since introduction," he said. "But I think it will catch on."

Similarly, Dan Miller, Avis Ford, Southfield, Mich., observed, "It's not delivering the (sales) numbers I thought it would. But I'm not too concerned. Ford has brought out other new cars, and it takes a while" for them to chalk up buyers.

"With the way the economy is, a lot of people are taking a wait-and-see attitude," Miller said.

• Most Ford and L-M dealers surveyed had delivered half a dozen or fewer of the cars since introduction, though Wilk, of Star L-M, reported orders for 40.

Still, dealers are ordering heavily for late spring and summer.

Koons Ford, for example, ordered 92 EXPs through May and placed a supplementary order for 40 more in May—a total 132 cars for a little over a two-month period.

"So far, we've been told we'll receive 12 of the additional 40," said Koons Sales Manager Fee.

Similarly, Avis Ford expects to receive about 20 to 25 EXPs a month, but would "like to have about 35 or 40 a month," said Miller. And Star Lincoln-Mercury, which expected to get 50 LN7s, "won't get as many as I can sell," said Curt Knapp, general manager.

Dealers were generally delivering the cars with a mid-$8,000 price tag, noting that with base prices of $7,253 for EXP and $7,750 for LN7, they come pretty well equipped.

Although some shoppers wowed on price, it's not being re-

Continued on Page 34, Col. 1

U.S. drops idea of import limits

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Though it has not and will not for some time to come say so publicly, the Reagan Administration has abandoned the notion of import restraints on Japanese cars as unworkable and a severe drain on the U. S. economy.

According to information pieced together from sources within the Administration's Auto Task Force, the decision was made on the basis of Council of Economic Advisers studies. These indicated an import limit of 1.6 million Japanese vehicles would lead to a loss of over $1 billion per year to the U. S. economy while boosting inflation, as measured by the Consumer Price Index, by as much as 0.4 of a percentage point.

Even restrictions as low as one million units would not result in a net benefit to the U. S., the CEA studies say.

The 1.6-million import level represents a 20-percent reduction from current levels of Japanese imports and is also the number to which Senator John Danforth, the Missouri Republican, would limit Japanese ve-

Continued on Page 38, Col. 3

Topaz due in '83

Jim Dunne

Ford's answer to X-car

A new line of Ford front-wheel-drive cars, codenamed Topaz, is due to be launched two years from now. Replacements for Ford Fairmont and Mercury Zephyr, the Topaz models will compete against General Motors X-cars. Unofficial photos show a Topaz "mule." Sheet metal may differ a bit on production model. See story Page 2.

breaking news

Mazda to assemble in Iran

HIROSHIMA, Japan.—Toyo Kogyo said it will resume shipping parts to Iran for the assembly of Mazda pickups there. Assembly had been suspended early in 1980 as a result of the U. S. hostage crisis. TK has been assembling trucks in Iran since 1972 and, in 1978, reached a rate of 1,400 a month. It is shipping 600 kits this month to resume assembly.

American Warranty sues former president

LOS ANGELES. — American Warranty Corp. has filed a lawsuit against its former president, Jerry R. Farrar, charging that Farrar drained an undisclosed amount of money from American Warranty and that he illegally took possession of top-secret actuarial reports, "which go to the heart of the extended vehicle service contract business and have a value of millions of dollars if exposed to any competitor."

D'Arcy drops Bendix account

BLOOMFIELD HILLS, Mich.—D'Arcy-MacManus & Masius has resigned the Bendix Corp. account after 37 years, citing Bendix's low level of advertising and its diversification, which kept D'Arcy from seeking various competitive accounts. The account was not profitable, D'Arcy said. Bendix will name a new agency by May 1.

Edsel Ford named to marketing post

DEARBORN.—Edsel B. Ford II has been appointed marketing plans manager - Ford Division. Ford served as assistant managing director, Ford Motor Co. of Australia, Ltd., from February, 1978, until December, 1980. Since returning to the U. S., he has been attending Harvard University.

See BREAKING NEWS, Page 39, Col. 1

Service Index declines after 2-month rally

By Francis J. Gawronski
Service Editor

New-car dealers' hopes for a sustained rally in service and parts business ended after only two months when shop volume in February failed to top the amount recorded in the corresponding month a year ago.

After showing advances in the two previous months, shop business, according to the Automotive News Service Index, declined in February to 96.5 percent of the volume done in February, 1980.

Service and parts business in December and January registered increases of 108.6 percent and 101.8 percent, respectively.

Only two of the five indicators used in the Service Index managed to record gains in February, and those gains were small.

Gross profit on labor, parts and P&A sales—the most important indicator from the dealers' viewpoint—was up a minute 0.5 percent from a year ago, while sales of all parts and accessories advanced 0.3 percent over the year-ago figure.

Repair orders written registered the sharpest decline—14.1 percent—followed by total labor sales (both customer-paid and warranty) which dipped 4.3 percent below the year-ago figure. Shop parts sales (those used in customer-paid and warranty repairs) were down 0.2 percent.

Figures used in the Service Index are compiled from monthly reports on service and parts business from dealers in all sections of the country.

For the first two months of the year, dealers' shop business amounted to 99.4 percent of the volume for the corresponding period a year ago.

Three of the five indicators showed gains from a year ago. Gross profit was up 6.2 percent, followed by sales of all parts and accessories, up 4.8 percent, and shop parts sales, up 1.9 percent.

Repair orders written were down 14.2 percent, and labor sales declined 3.6 percent.

SERVICE INDEX
96.5*

	Feb., '81 vs. Feb., '80	2 mos., '81 vs. 2 mos., '80
Gross Profit on All Labor and P&A Sales	+ 0.5%	+ 6.2%
Repair Orders Written	−14.1%	−14.2%
Total Labor Sales (Customer & Warranty)	− 4.3%	− 3.6%
Shop Parts Sales (Customer & Warranty)	− 0.2%	+ 1.9%
Sales of All P&A	+ 0.3%	+ 4.8%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1981, was 96.5 percent of business in Feb., 1980. Service business in the two months of 1981 was 99.4 percent of business in the corresponding period in 1980.

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Dealers promise renewed fight

Revised used-car rule gets tentative approval

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The FTC made a U-turn on its way to a used-car rule last week.

First, it rejected its controversial proposal for optional inspection of used cars by dealers and then tentatively accepted a proposal that would require used-car dealers to disclose warranties on 14 major systems of used vehicles and whether any defective components exist in the vehicle.

The major dealer bodies immediately labeled the change as still too intrusive and said they would also fight this latest twist in the controversy that has occupied the FTC for nearly eight years now.

Commissioner Michael Pertschuk, who favored the inspection approach, labeled the action "an acceleration in reverse," but others viewed it more as a bending to the political realities.

FTC regulations are now subject to veto by the Senate and what with the more conservative nature of that body it was only natural that an alternative to the controversial optional inspection plan be found, they said.

The latest proposal comes from Commissioner Patricia Bailey, an opponent of the optional inspection plan, but a proponent of doing something about a "history of deception and consumer injury in the sale of used cars."

• Her plan calls for a window sticker similar to that proposed under the optional inspection proposal, but instead of indicating whether certain items are "OK" or "NOT OK," it calls only for the dealer to say whether and for how long the major systems of the car are warranted.

The major systems are: Frame and body, engine, transmission and driveshaft, differential, cooling, electrical, fuel, accessories, brakes, steering, suspension, tires, wheels and exhaust.

Though the auto dealers might object to this approach, there is really very little they could do to stop it because such disclosures are already required under the Magnuson-Moss Warranty Act. Still, the dealers don't like the idea of a window sticker, any window sticker, on a used car and said they could take the matter to Congress.

Wendell Miller, president of NADA, said that is exactly what his organization would do if the FTC does not eliminate that portion of the revised proposal that calls on the dealer to disclose known defective components.

"Keeping that requirement could make handling older cars an impossibility for dealers," he said.

National Independent Automobile Dealers Assn. Executive Director Dan Ray echoed that sentiment and argued that retention of it would put his 7,000 dealers at a competitive disadvantage.

"We would never be able to do the kind of inspection this requirement would demand," he said.

• The dealers were not the only ones troubled by the "known defects disclosure" requirement, however.

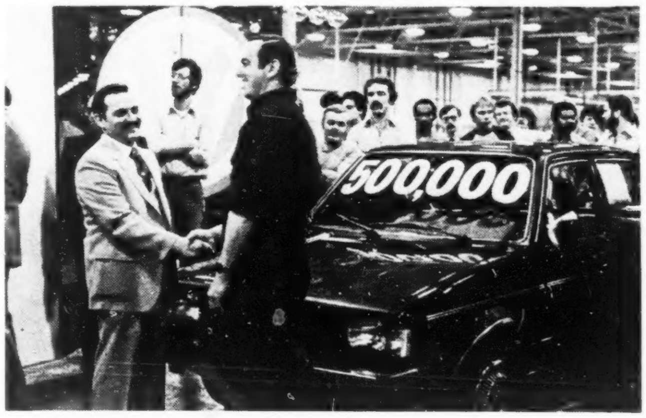
FTC Acting Chairman David Clanton and Commissioner Robert Pitofsky both said they were "not enthusiastic" about the disclosure requirement and particularly the proposed listing on the back of the sticker of an expanded list of defects that could exist in the major components of the vehicle.

Both men wanted the back page of the proposed sticker eliminated, but in the spirit of compromise agreed to have the FTC staff try to come up with a "narrowed" list of possible defects within a week and then to have the sticker consumer-tested for 30 days before taking final action on the whole proposal.

"I would like to keep this simple," Clanton said, "a one-page sticker requiring warranty disclosure and any known serious defects."

Should the FTC agree on this latest proposal, which could occur no sooner than 45 days from now, it is expected that stickers would be required on used cars by early 1982.

Dealers would be required to keep records for only two instead of three years, however, and the FTC would review the workings of the used-car rule within three years.



Multiplying just like Rabbits

Ray Lash, left, production supervisor for VW Westmoreland, congratulates the driver of the plant's 500,000th Rabbit, Russell Walters, after he drove the four-door hatchback off the final assembly line.

No hint of a spring boom

Sales retreat as rebates wind up

By Jenny L. King
Staff Writer

With most rebate and other customer incentive programs having concluded by April 4-5, domestic new-car sales for the early April period slipped back into the old recession-level rut with no hint of a spring selling boom.

April 1-10 new-car sales numbered 162,001, down 12.33 percent from 184,788 in 1980, and lowest for the period since the 128,865 sold in 1961. The daily selling rate averaged 18,000 down 12.33 percent from 20,532 in 1980. There were nine days in the period both this year and last. The best sales ever recorded for April 1-10 were 261,673 in 1971.

Chrysler Corp. reported another in its series of sales increases. It was joined by Ford Motor Co. which was up for the first time in two months. General Motors, Volkswagen of America and American Motors were all down.

Chrysler sales jumped 32.89 percent in early April, to 20,444 from 15,384 last year. Ford reported sales of 40,621 new cars, up 4.81 percent from 38,755. General Motors sales plunged 22.88 percent, to 94,023 from 121,921. VWoA was down 9.59 percent, to 3,913 from 4,328, and estimated sales of AMC cars were 3,000, down 31.82 percent from the previous year's estimated 4,400.

• GM slipped back to 58.04 percent of the domestic market from 65.98 percent last year. Ford increased its share to 25.07 percent from 20.97 percent. Chrysler captured 12.62 percent, up from 8.33 percent. VWoA edged ahead to 2.42 percent from 2.34 percent, and AMC dropped to 1.85 percent from 2.38 percent.

In the U. S. makes breakdown, Plymouth sales were up 69.24 percent from last year, Dodge sales climbed 33.11 percent, Cadillac was up 24.63 percent, Mercury was up 12.64 percent, Ford was up 4.39 percent and Buick was up 3.37 percent.

Chevrolet reported the greatest sales decline for the period, down 40.94 percent from 1980. Pontiac was down 27.32 percent, Lincoln was down 26.74 percent, Chrysler was down 24.69 percent, and Oldsmobile was down 7.83 percent.

The best-selling nameplate for the period was Chevrolet Malibu, at 9,883, followed by Ford Escort at 8,396, Oldsmobile Cutlass at 7,004, Buick Century at 6,510 and Chevrolet Chevette at 6,151. The year-ago top five were: Chevette, Citation, Malibu, Fairmont and Cutlass Supreme.

Year-to-date sales totaled 1,894,470, down 6.86 percent from 2,033,938 in 1980.

DOMESTIC SALES

	April 1-10, 1981	April 1-10, 1980
AMERICAN MOTORS	3,000†	4,400†
Chrysler	2,775	3,685
Imperial	163	——
Plymouth	9,056	5,351
Dodge	8,450	6,348
CHRYSLER CORP.	20,444	15,384
Ford	29,541	28,300
Mercury	9,784	8,686
Lincoln	1,296	1,769
FORD MOTOR	40,621	38,755
Buick	19,788	19,142
Cadillac	6,538	5,246
Chevrolet	33,512	56,743
Oldsmobile	21,469	23,293
Pontiac	12,716	17,497
GENERAL MOTORS	94,023	121,921
VOLKSWAGEN	3,913	4,328
INDUSTRY TOTAL	162,001	184,788

†—Estimate.

Congress gets 3 bills on passive restraints

WASHINGTON.—Capitol Hill, apparently not content with the Reagan Administration's one-year delay in the passive-restraint standard, has decided to strike out on its own with no less than three measures.

The proposals would either eliminate the requirement altogether, require all cars to meet the standard by the 1984 model year or require small cars to meet the requirement first.

Respectively, the measures were introduced by Reps. James Collins, Texas Republican; John Dingell, Michigan Democrat, and Elwood Hillis, Indiana Republican, and by Tim Wirth, Colorado Democrat.

Collins thinks the passive-restraint standard "is just another example of the government trying to provide individuals with more protection than they really need or want," and that the technology is both unproven and too expensive.

"I'd rather the government spent more money on getting people to buckle up, fix roadways and bridges, improve driver training and increase enforcement of drunken driving laws then enforce this 'nonsensical' regulation," he said.

Dingell and Hillis and 14 others think the current standard and the one-year delay proposed by the Administration is inherently unfair to the U.S. producers because they are the only makers building the larger cars that must meet the requirements first.

"By delaying the compliance date until the 1984 model, we put everyone on the same competitive ladder," they said. "We would also be saving the U. S. makers considerably more than the $31 to $43 million the Administration has estimated they will save by delaying the standard for one year.

• "We believe this measure will lay to rest once and for all the controversy over the passive-restraint standard," Dingell and Hillis said.

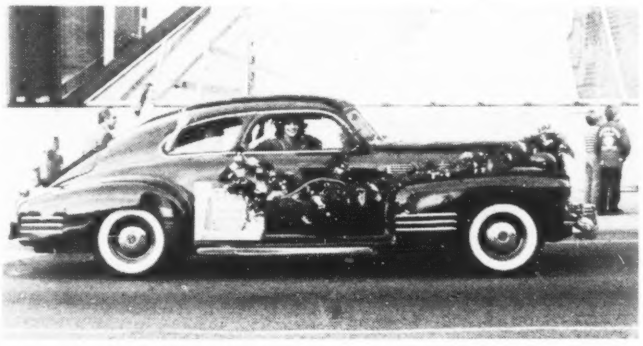
"It continues to mandate the increased safety provided by passive restraints while addressing the concerns and needs of domestic manufacturers. This legislation is the most sensible and reasonable approach to problems of passive restraints yet introduced."

Wirth, taking a different tack, thinks the government "owes it to consumers to act as quickly as possible to provide them the protection they are entitled to."

Citing government cost-benefit analysis indicating a $10 billion benefit to consumers over the 1982-85 time frame from passive-restraint standards, he argued that the smaller, more dangerous cars should have the devices installed first.

Similar to last year's proposal

Continued on Page 7, Col. 5



Flaunting of the Green

This flower-festooned 1941 Cadillac was provided by Highams Cadillac, Houston, as the Shamrock Hilton Hotel's entry in the 19th annual St. Patrick's Day Parade in Houston. The green car, which has some 61,000 miles on the odometer, was refurbished several years ago when Highams purchased it as a trade-in from its original owner.

GM to transfer Hawaii dealers to U. S. divisions

DETROIT.—Effective June 1, the marketing responsibility for General Motors dealers in Hawaii will be transferred from GM Overseas Distribution Corp. to the Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and GMC Truck & Coach divisions.

GM President F. James McDonald said, "The new organizational structure will increase the effectiveness of day-to-day sales and service operations of Hawaii dealers by placing them in closer and more direct contact with the vehicle divisions which supply their products."

The new arrangement will enable GM dealers in Hawaii to operate on the same basis as GM dealers in the other 49 states, McDonald added.

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56th year — No. 4858

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But it's still a problem at Big 3

Absenteeism declines as jobs become dearer

By Marjorie Sorge
Labor Editor

Absenteeism rates at the Big Three are falling as the workforce diminishes, but absenteeism still remains a thorn in the side of both the UAW and the auto makers.

Both union and company officials say the decrease in unexcused absences is due to the heavy layoffs in the industry. Cutting the workforce leaves employes with high seniority, and many observers feel they are more conscientious.

According to one Ford spokesman, the highest absenteeism rate was in 1977 when employment was high and many workers with only one or two years' seniority were on the job.

"Many of these young people were making more than they ever had in their lives," he said. "They wanted to spend it and took the days off to do it."

Today, the economic situation in the auto industry is shaky and workers are afraid of losing their jobs if they spend too much unexcused time away.

At General Motors, the unexcused absenteeism rate for 1980 dropped 1.5 percentage points from 5.7 in 1979 to 4.2. GM, however, keeps track of combined contractual and unexcused time off and a spokesman said that rose from 9.4 percent in 1979 to 9.6 percent in 1980.

During the 1979 contract negotiations, the workers were given 26 paid personal holidays over the three years of the agreement, compared with 12 during the previous contract. This increase would boost the total absenteeism rate.

Former GM chairman Thomas Murphy has said total absenteeism costs the company $1 billion a year. A company spokesman said that is based on 20 percent of the 400,000 - member workforce being off the job on any given day.

"That's 80,000 people we really don't need but we must have them to take the place of those that are off," he said. "If you take benefit costs of about $7.25 an hour per person and multiply it by 2,000 hours a year, you'll get a little over $1 billion."

He said that figure doesn't take scrappage rate, quality loss or absences in the salaried workforce into account. Also, workers get time off for holidays and sick days.

• During the 1979 negotiations, George Morris, now-retired vice-president of industrial relations for GM, said the company was paying nearly $2,900 a year for the 39½ working days each employe spent off the job in the 1976-1979 contract.

At Ford unexcused absences dropped one percentage point from 5.8 percent in 1979 to 4.8 percent in 1980.

While the company could not attach a dollar amount to its absenteeism rate, a Ford spokesman said the 1980 figure is a reduction of about 20 percent from the company's high of 6.0 percent in 1977 when the economy was flush and car sales were good.

Ford workers also get 26 PPH days during the current contract.

Chrysler also reported a decline in unexcused absences of 1.4 percentage points from 7.4

Continued on Page 35, Col. 1

BIG THREE ABSENTEEISM PERCENTAGES

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Chrysler	6.1	6.1	6.6	8.1	7.7	6.8	7.4	8.0	7.8	7.4	6.0
Ford	5.3	5.2	5.2	5.7	5.5	5.1	5.0	6.0	5.9	5.8	4.8
General Motors*	6.3	5.9	5.8	6.4	6.4	6.0	6.4	7.9	9.8	5.7	4.2

*—General Motors absenteeism rates for 1977 and 1978 reflect paid personal holidays, five for the period. 1979 and 1980 are unexcused absences only.

Comparisons among the companies is not valid since each uses a different method of computing absenteeism.

American Motors would not release its absenteeism figures.

Executive from Talbot

Executive is a new model from Talbot in its 1510 series. It features an 88-HP 1.6-liter engine, plus power steering, electric door locks and a trip computer. The Executive goes from 0 to 60 MPH in 13.7 seconds and has a top speed over 100 MPH. Pontiac used the Executive name on a full-sized car from 1963 to 1968.

Ford and Chrysler refuse to follow GM increase

Big Three split on price issue

By John K. Teahen Jr.
Managing Editor

General Motors gave a price party and nobody came.

So GM has decided not to give any more such parties—at least not for a while.

In other words, GM has announced that it will not raise prices of its cars again during the balance of the 1981 model year. It will forego its usual July increase.

GM's statement was the latest move in a wacky 10-day period of price one-upmanship in the domestic auto industry.

It started when GM said it would boost car prices a towering average of $351 per car (3.5 percent) effective April 13. The increase was expected, but the amount was a shocker. Price analysts were startled, and NADA issued a sharp criticism of GM.

NADA called it "particularly ill-timed" and said, "This untimely price increase, coupled with the end of rebates, will extinguish the first flicker of serious sales activity which the new-car-and-truck market has seen in many months."

But the increase stayed. After all, GM has said, it needs the money. The accountants are still in control of the corporation, and accountants don't always consider the marketplace in their financial decisions.

GM undoubtedly felt that Ford and Chrysler would follow, so at least the criticism would be shared.

But Ford and Chrysler broke ranks. They didn't follow GM's lead as they usually do in pricing matters. Ford was first, announcing that it would not raise car and light-truck prices through the end of April.

Chrysler went a bit farther in its hold - the - line - for - now statement. It mentioned no date. Chrysler said that because of rising costs it would "obviously continue to consider the need for price relief. However, there will be no increase until absolutely necessary."

• So OK, GM, it's your move. Chairman Roger B. Smith made the move at a regional stockholders' forum in San Francisco last week.

He mentioned the success of the rebates in reducing dealer inventories, said that orders for future delivery continue to accelerate and added ". . . and I tell you today that General Motors will not increase prices again on 1981 models."

The next episode belongs to Ford and Chrysler. They'll probably make their next increases large enough so they can join GM in holding the line until the end of the model year.

In the 1981 model year, GM has had four price increases, adding up to an average of $914. The average price of the average-equipped GM car now is $10,200.

Ford has boosted stickers three times for a total of $563, and American Motors has had four hikes for a total of $670.

Chrysler is way behind with $274. It raised prices $295 at introduction time last fall. In January, Chrysler boosted some models, reduced others and added a lot of equipment, some of it at less than option prices. The net result, the company said, was an overall reduction of $21.

Volkswagen of America has stuck to its introductory prices on U. S.-built '81 Rabbits. The base model went up $500 last fall and others rose $615 to $630.

The imports, incidentally, haven't been immune to the '81 price fever. Toyota and Datsun, the two sales leaders, are up $738 and $779, respectively, since the end of the 1980 model year.

Shell chief says high stocks won't stop gas price hikes

DETROIT. — U. S. gasoline prices should rise "moderately" for the rest of the year due to a "glut" of oil stocks, Shell Oil Co. President John F. Bookout told a press conference last week.

The Shell chief executive officer told the press conference prior to a speech at the Economic Club of Detroit that a cost-price squeeze has caused oil industry profits for the first quarter of the year to continue the slide started in the fourth quarter last year.

"The cost of a barrel of crude has increased between $5.50 and $6 since December, and we have not been able to recover that in pricing," he said.

Bookout stopped short of predicting that gasoline prices would remain below $2 per gallon for the remainder of the year.

"Let's just say price increases should be moderate over the year," he said. "We don't see any shortages."

In his speech, Bookout called for more - cost - effective energy development programs, including the development and use of coal and nuclear energy sources.

He said that despite a forecast of real Gross National Product annual growth rate of 2.5 percent until 1990, he believes real energy reserves will need to grow at only about a one percent rate to support that economic growth because of the increases in conservation.

Bookout said a cost-effective program could keep energy costs at about 10 percent of GNP right into the 1990s and reduce total energy imports to about 10 percent of the total energy used.

He also said he believes energy capital spending must increase about 5 percent in real terms annually from the $80 billion which will be spent industry-wide this year.

DE LOREAN MOTOR CAR

Supra for superstar

Accepting keys to a 1981 Toyota Celica Supra is Oakland Raiders quarterback Jim Plunkett, right, recognized by Toyota as Most Valuable Player of the 1981 Super Bowl. Handing over the keys are Tony Cerrito, left, and Jack Hilleary, co-owners of Almaden Toyota, San Jose, Calif.

VWoA opens addition to parts depot

ENGLEWOOD CLIFFS, N. J. —Volkswagen of America marked the third anniversary of its first American assembly plant this month by opening a $10 million addition to its Central Parts Depot in Valley Forge, Pa.

The depot expansion includes parts warehousing and paint priming facilities. It opened three years to the day after the opening of Volkswagen Westmoreland.

Ulrich Fahrun, vice president, Corporate Parts Division, said the new facility "will provide the storage area and distribution efficiency necessary to assure supply continuity of parts for the U. S. Rabbit to our dealers and customers."

The Valley Forge Central Depot receives spare parts from more than 470 domestic and several overseas suppliers and channels them through 10 distributors and depots to VWoA franchised dealers in the U. S.

Additionally, it receives bare sheet metal stampings from the Volkswagen South Charleston (W. Va.) plant, Volkswagen de Mexico and VW Westmoreland for priming, packing and redistribution. The depot is also responsible for the supply of U.S. Rabbit parts to VW Canada and the Caribbean Islands and will shortly supply parts to VW Mexico.

The facility stores about 7,200 parts, representing an inventory value of $42 million. The paint operations will process about 240,000 parts yearly.

Congress gets three measures on restraints

Continued from Page 3

to reverse the passive-restraint order of compliance but without the requirement that certain makers tool for air bags, the Wirth proposal also would put the U. S. and foreign makers on equal competitive footing when it comes to passive restraints.

"I am concerned that a delay in the standard will only exacerbate the economic troubles of the American auto industry by encouraging them to defer safety improvements while their foreign competitors gain the edge once again by offering increased safety features," Wirth said.

Wirth, who heads the House Telecommunications and Consumer Protection subcommittee, said he will hold hearings beginning April 27 on all three passive-restraint bills introduced in the House.

Rolls-Royce sees record U.S. sales

WASHINGTON.—Record sales of 1,300 Rolls-Royce and Bentley cars are projected for the U. S. this year, according to George R. Fenn, chief executive of Rolls-Royce Motors.

Fenn was in Washington for a preview of the new Rolls-Royce models, the $109,000 Silver Spirit and the $117,000 Silver Spur. He noted that the U. S. is his company's most important export market and said the response from dealers and customers to the new models has been all the more remarkable in light of the condition of the auto industry.

Rebates, incentives sweetened for dealers, buyers

Chrysler is paying big on Imperial

By Joseph Bohn
Marketing Editor

Chrysler Corp. is continuing to push its flagship Imperial line, with additional rebates, direct-mail and advertising support.

As previously reported, from April 5 to May 31, Chrysler is giving $1,800 rebates to buyers of '81 Imperials. It is also giving $300 cash incentives to salespersons during the same period for each retail sale or lease (fleet excluded).

Chrysler has sweetened this offer with a special demonstrator purchase allowance program. Dealers may order up to four Imperials during April 10 May 10 for demonstration purchases, and these cars will have $1,000 deducted from the dealer's invoice.

If the dealer sells the demo, it also qualifies for the $1,800 rebate. Units must be ordered fresh, however. They cannot be taken out of stock.

There is also an Imperial VIP direct-mail program, starting May 1, whereby 400,000 prospects are invited to visit an Imperial showroom. They receive a choice one of three prestigious Cartier crystal gifts for doing so.

In this direct-mail piece, there is a certificate good for $1,800 off the purchase price of an Imperial until June 30, 1981. Essentially, the mail piece extends the $1,800 rebate for one month longer than the normal rebate to these prospects.

Prizes and rebates are fully funded by the factory.

- Included in the direct-mail piece—and providing the focus for Chrysler advertising in the Wall Street Journal and selected newspapers in major metro markets—is Imperial's win over Eldorado and Mark VI in a Consumer Testing Institute comparison study.

Chrysler also has an Imperial referral program, effective May 1, 1981, whereby all retail purchasers or lessees of Imperials receive an "appreciation certificate." They receive $1,000, if they refer a friend, relative or acquaintance to a dealership and the referral results in a sale or lease.

If the referred person buys a car, he could receive $1,800. If he bought a demo, it would still give the dealer $1,000 and Chrysler woud also pay the referral premium of $1,000.

Chrysler is also pushing the notion of having non-Imperial Chrysler - Plymouth and Dodge dealers drive an Imperial as their personal car to add to its exposure.

The company is giving non-Imperial C-P and Dodge dealers who take delivery of an Imperial from April 5 to May 31 an $1,800 purchase allowance.

Chrysler's ad campaign on Imperial runs from April 15 to May 31.

The company is holding dealer and zone meetings this week to go over its program with groups around the country.

Kenyon & Eckhardt is the agency.

Used car sales
Auction Averages

April to Date	$4,068
Month ago	$4,141
Year ago	$3,091

Model breakdown
Auction Averages

	April To Date	March	February
1981	$8,300	$8,432	$7,138
1980	5,881	5,698	5,704
1979	4,770	5,001	4,773
1978	3,710	3,681	3,705
1977	2,905	2,888	2,997
1976	2,145	2,226	2,265
1975	1,572	1,525	1,663
1974	1,360	1,347	1,205
Overall Average	$4,068	$4,076	$4,076

Gas Mileage Guide now in second edition

WASHINGTON. — The Department of Energy has made available the second edition of its 1981 Gas Mileage Guide.

EPA regulations state that auto dealers must make the booklet available to customers as soon as they receive them, but not more than 15 days after availability of the booklets is announced.

Number one with Datsun

Steve Cerrito, center, and Roy Cerrito, right, owners of San Jose Datsun in San Jose, Calif., are presented with the Nissan U.S.A. award for the top-volume Datsun dealer in the country for 1980 by Bob Evans, San Francisco regional sales manager. San Jose Datsun recorded 4,904 sales for the year, the highest ever by a Datsun dealer in the U. S.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Cases reported near paint and vinyl complex

Ford denies cancer tie near plants

By Kathleen Hamilton
News Editor

DETROIT.—Six incidences of cancer, including three cancer-related deaths, and two incidences of birth defects during a period of nine years have been reported in six households near the Ford Motor Co. vinyl-and-paint-plants complex in the Detroit suburb of Mt. Clemens.

The cancers were reported in a copyrighted article in the Detroit News. A Ford spokesman said the company is examining the documentation, but believes the company is not responsible and questioned whether the cancer rate was indeed high.

Residents have complained of the fumes and particulates from the plant.

A spokesman from the state's Air Quality Division of the Department of Natural Resources (DNR) said there have been no citations against the Ford plant's emissions for at least the last five years. It plans no studies at this time on the Ford plants.

The DNR does have on file five toxic chemical spills since 1968 originating at the plant.

These included PCB (a carcinogen), tetrahydrofuran, butyl alcohol, methyl-ethyl ketone and, most recently, in 1979, cathodic e-coat resin.

A DNR spokesman said Ford funded the DNR - supervised cleanups of the spills.

But in an August, 1980, DNR study, high levels of lead and PCB — both carcinogenic — were found in the sediment of a drain immediately downstream of the Ford plants. The drain is north of the Ford plant; the reported cancer victims were south of the plant.

A DNR spokesman said recommendations cited in the study of the drain were "not too high."

Both state and Ford officials said the pollutants may date back a number of years. The plants have been in operation since 1958.

Alberti signs with Cadillac

John Alberti, right center, signs his franchise agreement to become a Cadillac/Oldsmobile dealer in Falmouth, Me. Present at the occasion are, from left: Joe Fetzer, Boston zone manager for Cadillac; Mark Rosenstock, Oldsmobile dealer and investor in the Falmouth dealership; Alberti, and Roger Forbush, Northeast regional manager.

Absenteeism falls in plants as jobs become dearer

Continued from Page 7

percent in 1979 to 6.0 percent in 1980.

Chrysler workers here negotiated away their PPH days in the two rounds of contract bargaining which gave Chrysler over $1 billion in concessions. U. S. workers lost all but three of the original 20 PPH days negotiated in the 1979 contract. When the federal Loan Guarantee Board told the union and the company to make more cuts earlier this year, the workers lost those three days and the Canadian workers forfeited all 19 of theirs. It was estimated that eliminating the PPH days in this year's bargaining session saved Chrysler $52 million.

It must be remembered that the reported absenteeism figures of the Big Three cannot be compared because each company computes its figures in a different way.

The average worker at Ford and GM gets 13 holidays, 9 PPH, one week paid absence allowances (PAA) and one to four weeks vacation, depending on seniority. Chrysler workers get the same, except for the PPH days.

Mitsubishi eyes joint U. S. output with Chrysler

Continued from Page 2

convertible and a sports car. The front-drive convertible, to be fabricated by an outside firm, is expected to appear as an '82½ model.

The sports car is slated for '83½ introduction. For 1982, the company intends to introduce a new luxury mid-sized car which is smaller and will have an estimated fuel efficiency of 25 MPG city and 41 highway.

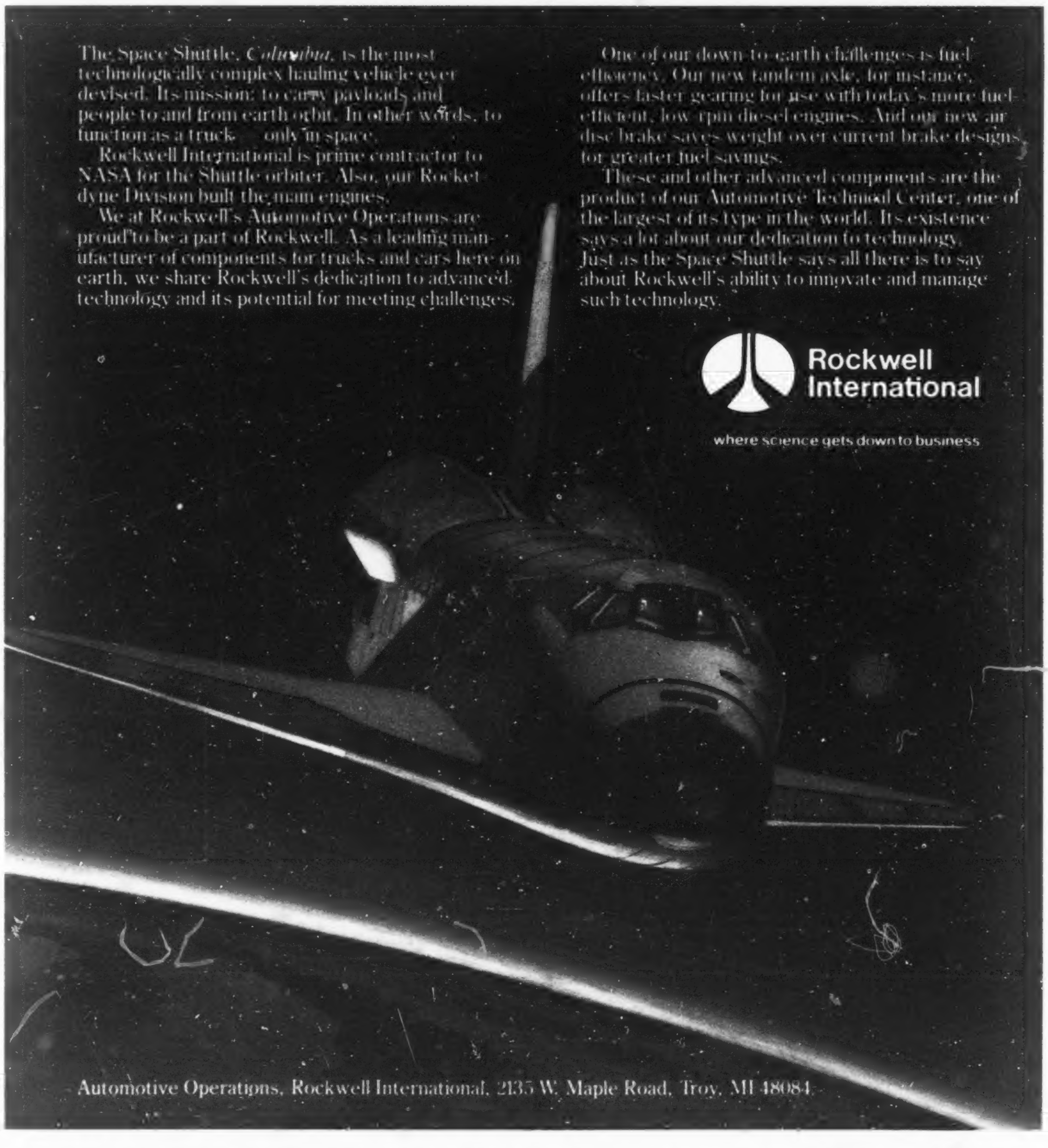
A new pickup will be introduced based on the Omni/Horizon chassis, and there will also be a new Chrysler Town and Country wagon.

As for powerplants, Chrysler is concentrating on four-cylinder gasoline engines, as well as four and five-cylinder diesels and turbo diesels. In a few years, Pyle said, there will be no eight cylinder offerings and no six-cylinder offerings. By 1984, the entire lineup will be front-wheel drive.

As for the five-cylinder diesels, Pyle said these were being supplied by PSA Peugeot, the French auto maker that bought out Chrysler's European operations two years ago.

Dealership to move

BANGOR, Pa. — Slate Belt Buick, established here in 1952, plans to move to nearby Wind Gap, Pa., in May.



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122,485 cars scheduled in 4-day week

Auto production feels holiday pinch

By Patricia Hoffman
Staff Writer

Due to the shortened work week because of the Good Friday holiday, U. S. auto production last week fell below the previous week's output and the comparable 1980 week's total.

Auto production last week was slated at 122,485 units, a drop of 17.45 percent from the 148,375 cars completed in the previous week, and down 9.22 percent from 134,932 assembled in the comparable week last year.

So far this year the auto makers have completed 1,932,162 units, down 10.11 percent from the 2,149,547 cars built through April 19 last year.

Breakdown for last week by company is: General Motors, 61.35 percent; Ford Motor, 22.18 percent; Chrysler, 11.88 percent; Volkswagen of America, 2.72 percent, and American Motors, 1.87 percent.

As previously reported, Checker Motors will be closed until May 4.

Operations resumed last week at GM Cadillac assembly plant in Detroit after a fire in the painting facility halted production of the full-sized Cadillac on Tuesday, April 7.

Only one of the plant's two shifts was scheduled to work that week due to inventory adjustments. The single shift had completed a full day of assembly on Monday, April 6, but worked only one hour on Tuesday before the fire broke out at 7 a.m. Both shifts resumed operations last Monday (April 13).

Due to lagging sales of Cadillacs, there was no overtime scheduled last week to make up for loss in output because of the fire.

Assembly of the Cadillac Cimarron, scheduled to begin the week of April 6, was postponed until April 13. Thirty-nine units were scheduled last week.

There was no Saturday overtime in the industry last week due to the holiday.

Overtime is slated this week at Chrysler's Newark, Belvidere and St. Louis assembly plants which will operate nine-hour shifts beginning today (April 20).

Also at Chrysler, the Jefferson assembly point will increase its daily output of K-cars by 20 percent by the end of April.

All Ford and Chrysler assembly points will be operating this week.

General Motors has scheduled downtime this week at two plants.

GM's Janesville assembly point and one shift at GM's Cadillac plant will be down for one week beginning today.

Truck production reduced but it exceeds last year

Despite the shortened holiday week, U. S. truck production last week jumped 82.52 percent over the comparable 1980 week's total. The low total last year was due to downtime at three truck plants and production cuts at two General Motors facilities.

Planned truck output for the four-day week last week was 35,259 units, down 16.50 percent from the 42,228 trucks completed in the previous week, but up from the 19,318 assembled in the comparable 1980 week.

GM's Flint assembly plant (light-duty Chevrolet and GMC trucks) will reduce production from two shifts at 50 trucks per hour to one shift at 50 per hour beginning today (April 20). An estimated 1,500 people are being placed on indefinite layoff.

GM said its new Shreveport (La.) truck point has been completed and training for the plant's assembly workers has begun. However, production will not begin until the '82 model year. No exact date has been set.

General Motors has scheduled downtime this week at three truck plants.

The Chevrolet Flint point, Lines One and Two, will be down starting today. Line Two will remain idle the week of April 27.

GMAD's St. Louis point will be down for one week, and the Lordstown van point will be down for two weeks.

breaking news

Continued from Page 1

Renault buys half of Peugeot Truck

PARIS.—Renault Industrial Vehicles has bought a half-share in the commercial vehicle operations of its rival Peugeot group. The surprise move stems from French Government pressure. It will concentrate the country's truck-making business in one group. Peugeot's Dodge Truck interests were acquired when it took over Chrysler-Europe in 1978.

First DeLoreans enroute

BELFAST. — The first boatload of about 400 gull-wing DeLorean sports cars was loaded and ready to sail with the tide Easter Sunday for the port of Long Beach, Calif. Travel time is expected to be four weeks. A second ship is due to sail in two weeks for DeLorean Motor Co.'s east coast port at Wilmington, Del., timed to arrive at about the same time as the West Coast ship.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 18, 1981	Week Ended April 19, 1980	Week Ended April 11, 1981	April to Date	Jan. 1, to April 19, 1980	Jan. 1, to April 18, 1981
CHEVROLET	12,271	7,180	16,174	33,930	189,159	183,167
DODGE/PLYMOUTH	1,700	1,250	2,192	4,935	44,248	23,355
FORD	12,020	4,808	13,603	33,925	206,000	182,002
GMC	3,256	3,460	4,093	9,305	53,516	63,091
INTERNATIONAL	1,690		1,713	4,419		23,740
VOLKSWAGEN	832	687	1,013	2,474	8,545	14,082
MACK		620			9,453	
JEEP	2,000*		2,000*	5,020*	26,180*	27,386*
AMC CORP.	90*	284*	90*	231*	2,963*	1,285*
WHITE		129			2,480	
MISCELLANEOUS	1,400*	900*	1,350*	3,470*	13,260*	17,250*
Total Trucks, U. S.	35,259	19,318	42,228	97,709	555,804	535,358

CANADIAN TRUCK PRODUCTION

	Week Ended April 18, 1981	Week Ended April 19, 1980	Week Ended April 11, 1981	April to Date	Jan. 1, to April 19, 1980	Jan. 1, to April 18, 1981
CHRYSLER CORP.	1,472	920	1,797	4,277	11,063	19,691
FORD MOTOR	3,320	3,184	3,472	9,068	60,734	52,420
GENERAL MOTORS	5,312	6,070	2,999	12,183	88,984	91,892
AMERICAN MOTORS					8,479	
INTERNATIONAL	245	290	248	641	3,992	3,831
MACK		60			932	
WHITE		65			976	
Total Trucks, Canada.	10,349	10,589	8,516	26,169	175,160	167,834
N. American Trucks...	45,608	29,907	50,744	123,878	730,964	703,192

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output of cars slips in holiday week

Canadian auto production declined last week due to the shortened holiday work week, but Canadian truck assembly pulled ahead of the previous week's total as a result of the reopening of General Motors' Oshawa truck facility.

The four days of auto production last week was planned at 17,965 units, a drop of 14.64 percent from the 21,047 cars completed during five days of assembly the previous week, but output stayed above the comparable 1980 week's total of 17,807.

So far this year, the auto makers have completed 235,310 units, a drop of 13.22 percent from the 271,165 cars assembled in the comparable period last year.

Truck production last week was slated at 10,349 units, up 21.52 percent from the 8,516 trucks completed in the previous week but down 2.27 percent from the 10,589 units built in the comparable week last year.

Year-to-date, the truck makers have completed 167,834 trucks, a drop of 4.18 percent from 175,160 at this point in 1980.

The GM Oshawa truck point resumed operations April 13, after one week of downtime.

Also at GM, the Scarborough (Ont.) van plant will decrease its line speed, beginning today (April 20) from 26 vans an hour on two shifts to 23 vans an hour also on two shifts.

Chrysler's Windsor Pillette truck point will increase its line speed from 368 per day to 400 per day on two eight-hour shifts, effective today. This will be maximum production for that facility.

All the Canadian car and truck plants scheduled no downtime for the shortened holiday week last week, and there is no downtime slated for this week.

U. S. CAR PRODUCTION

	Week Ended April 18, 1981	Week Ended April 19, 1980	Week Ended April 11, 1981	April to Date	Jan. 1, to April 19, 1980	Jan. 1, to April 18, 1981
AMERICAN MOTORS	2,300*	2,978*	2,200*	5,880*	59,090*	30,654*
AMX						
Spirit						
Concord						
Eagle						
Pacer						
CHRYSLER CORP.	14,550	10,380	19,899	46,393	197,021	238,721
Plymouth Total	7,400	5,380	9,791	22,897	90,510	118,237
Horizon	3,200	3,275	4,555	9,774	49,635	44,023
Reliant	4,100		4,974	12,061		65,052
Volare		2,075			32,502	
Caravelle	100	30	262	496	1,314	1,714
Gran Fury				566	7,059	7,448
Chrysler Total	1,000	350	1,764	3,619	25,21[illegible]	19,092
LeBaron	1,000	350	1,764	3,474	19,220	14,230
Chrysler				145	5,990	4,862
Dodge Total	6,150	4,650	8,344	19,877	81,301	101,392
Omni	2,000	2,800	3,167	7,085	44,543	33,524
Aspen		1,625			22,832	
Aries	3,400		4,246	10,148		52,959
Diplomat	750	225	931	2,308	6,244	11,227
St. Regis				336	5,682	3,682
FORD MOTOR	27,165	30,646	32,813	79,227	426,196	404,721
Ford Division	18,807	22,848	22,570	55,038	309,125	281,225
Escort	5,348		6,781	17,068		118,448
Pinto		3,423			28,392	
Fairmont	4,337	6,480	5,588	12,715	84,272	55,806
Must./Must. II	3,474	5,750	3,153	9,418	84,653	41,516
Granada	2,437	3,237	3,041	6,387	26,054	21,333
Thunderbird	1,846	3,958	2,287	5,337	53,078	19,065
Ford	1,365		1,720	4,113	32,676	25,057
L-M Division	8,358	7,798	10,243	24,189	117,071	123,4[illegible]
Mercury Total	7,047	6,374	8,599	20,316	103,973	105,896
Bobcat		598			6,382	
Lynx	2,004		2,539	6,312		40,640
Capri	1,153	2,223	1,065	2,954	25,123	12,270
Zephyr	1,088	2,148	1,392	3,064	27,667	15,407
Cougar/Monarch	1,031	1,405	1,310	2,794	8,033	10,023
XR-7	731		916	1,984	17,678	7,861
Mercury	1,040		1,377	3,208	19,090	19,695
Lincoln Total	1,311	1,424	1,644	3,873	13,098	17,600
Lincoln	654	575	821	1,934	4,609	8,348
Mark VI	657	690	823	1,939	6,855	9,252
Versailles		159			1,434	
GENERAL MOTORS	75,142	86,934	89,338	222,363	1,405,622	1,199,644
Buick Division	16,737	17,632	21,648	50,966	277,271	283,550
Skylark	3,950	4,402	5,423	13,010	73,241	78,706
Century	3,739	4,372	4,592	10,939	57,412	57,044
Regal	5,403	5,348	6,652	15,512	70,532	78,933
Buick	2,565	3,510	3,748	8,465	58,385	50,907
Riviera	1,080		1,233	3,040	17,701	17,960
Cadillac Division	5,124	2,140	2,780	11,795	80,039	89,201
Cimarron	39			39		39
Seville	611		740	1,785	14,904	9,749
Eldorado	1,059		1,553	3,525	20,274	20,307
Cadillac	3,415	2,140	487	6,446	44,861	59,106
Chevrolet Division	26,105	33,720	29,940	75,934	583,551	420,687
Chevette	5,530	9,315	8,723	18,781	143,905	92,693
Cavalier	753		287	1,083		1,161
Monza ('80)		3,735			50,302	
Camaro	2,470	1,530	3,132	7,433	42,662	39,587
Citation	6,111	9,150	9,011	20,541	148,297	109,179
Malibu	4,379	6,820	5,327	12,942	88,427	76,517
Monte Carlo	2,702	2,370	3,060	7,474	42,984	39,508
Chevrolet	3,840			6,720	52,055	51,574
Corvette	320	800	400	960	14,919	10,468
Oldsmobile Division	17,583	20,076	22,473	54,372	267,441	283,671
Omega	2,547	2,288	3,199	8,626	38,591	47,310
Cutlass	9,267	11,418	11,081	26,620	124,327	132,885
Oldsmobile	4,776	6,370	7,031	16,142	88,881	88,224
Toronado	993		1,162	2,984	15,642	15,252
Pontiac Division	9,593	12,466	12,497	29,296	197,320	122,535
Acadian†	695	665	916	2,028	7,804	7,392
J2000	772		449	1,513		1,916
Sunbird ('80)		2,885			46,903	
T1000	1,787		2,711	6,078		12,572
Firebird	796	870	983	2,422	31,173	15,399
Phoenix	1,991	2,936	2,899	6,549	41,969	35,444
Grand Prix	1,920	1,745	2,441	5,817	22,311	28,026
LeMans	1,248	1,965	1,589	3,777	18,950	17,099
Pontiac	384	1,400	509	1,112	28,210	4,687
VOLKSWAGEN	3,328	4,809	4,125	9,997	60,629	57,789
CHECKER		85*		30*	989	633*
Total Cars, U. S.	122,485	134,932	148,375	363,890	2,149,547	1,932,162

CANADIAN CAR PRODUCTION

	Week Ended April 18, 1981	Week Ended April 19, 1980	Week Ended April 11, 1981	April to Date	Jan. 1, to April 19, 1980	Jan. 1, to April 18, 1981
AMERICAN MOTORS	600		725	1,759		9,132
CHRYSLER CORP.	1,440			1,440	23,001	6,796
FORD MOTOR	5,280	5,422	6,715	15,903	74,168	49,774
GENERAL MOTORS	10,420	12,160	13,382	31,624	170,521	166,357
VOLVO	225	225	225	585	3,475	3,251
Total Cars, Canada	17,965	17,807	21,047	51,311	271,165	235,310
N. American Cars	140,450	152,739	169,422	415,201	2,420,712	2,167,472
N. American Trucks	45,608	29,907	50,744	123,878	730,964	703,192
North American Cars and Trucks	186,058	826,646	220,166	539,079	3,151,676	2,870,664

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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British fliptop

Forte offers instant Rapport with the sun

Custom-built British convertible, the Rapport Forte, features a steel-and-aluminum roof that disappears into the trunk at the push of a button. The headlight arrangement has an airfoil section which conceals the upper portion of the four headlamps and is electronically raised to allow full beam. Power is by a Jaguar V-12, mated to a GM automatic transmission. Turbocharged engine and manual transmission are optional. Price? $89,000.

breaking news

GM eyes five-speed transmission

DETROIT.—Chevrolet is said to be studying a five-speed overdrive version of the Muncie four-speed transaxle that is used in the J-cars and X-cars. Production is not likely to begin before 1983, at the earliest.

Corvette winding down in St. Louis

ST. LOUIS.—Corvette operations are scheduled to wind up here by the end of July as part of the shift of production to Bowling Green, Ky. Output is slated to get under way in Kentucky in June at a single-shift rate of 15 units per hour.

Peugeot moves against Japanese

PARIS.—Peugeot has signed an agreement with the Economics Ministry of Tunisia to develop the French group's interests there in cooperation with a locally based manufacturing concern. About 11,000 vehicles are assembled annually in Tunisia, with Peugeot and Citroen accounting for some 7,000. The plan is to increase this to 10,000 while blunting penetration of Japanese makes in the market.

Toyota to expand in Australia

TOKYO.—Toyota said it plans to build a second body plant in Australia in an attempt to strengthen its competitive position against General Motors and Ford. The new plant, slated to begin output early in 1983, will have a capacity of 3,000 bodies monthly.

See BREAKING NEWS, Page 60, Col. 1

NEWSPAPER

Global gab, but no action on Japanese import issue

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The more it changes, the more it's the same. That's the best description of what was happening last week in Washington, Tokyo and Detroit on the question of Japanese cars in the U. S.

The number of signals, hints and suggestions increased but no real progress — much less hard news—was evident.

Nonetheless, as the time of Japanese Prime Minister Zenko Suzuki's visit to Washington comes closer, there is some hope that the Japanese "voluntarily" and "in their own best interest" may come forth with a modest proposal to curb their exports. Whether it will satisfy all parties remains to be seen.

Now, however, the parties are at an impasse—with the Japanese through Commerce Secretary Malcolm Baldrige and the press as intermediaries.

The Japanese have been saying their success in the marketplace did not cause Detroit's woes—and they have last fall's International Trade Commission decision as support. Further, they say, cutting back on imports will not settle Detroit's problems—and they have support for that from studies made by the Council of Economic Advisers.

When members of the Japanese Diet took that argument to members of Congress, they found agreement but no real help. Senator John Danforth, Missouri Republican — whose views were typical of several leaders — said he never maintained that "imports deserve the blame for the current crisis," but they are part of the problem and just as the U. S. government, U. S. auto makers and workers must do their share, so must Japan.

Besides, May 12 is the day set to start markup of his measure to lower Japanese auto imports to 1.6 million a year for three years.

The Japanese got the message. They told Secretary Baldrige of their sorrow and compassion for the mess the auto companies got themselves into and said they want to help. But, they asked, what are the companies and the UAW doing?

As Baldrige explained, the Japanese have apparently got the message from the Reagan Administration.

It goes like this: The President would like to see "voluntary" restraints from the Japanese car companies. He has no numbers to suggest. He would like to see wage and price restraints from the U. S. companies and the UAW, but he believes in the free enterprise system and will not make any suggestions to them, no orders, no jawboning.

Congress is its own boss the message goes on, and it could very well pass mandatory quotas, which the President does not like, but he does not yet know whether he would accept such a law or whether he would veto it. Every man, woman and child—here and abroad—should do whatever he can to save the auto industry, and the President will be happy.

Baldrige went on to add that the Japanese do things by consensus and they are working at it. But their problems are similar to those that now exist in the U. S. government. The government wants restraints without upsetting other crucial areas

Continued on Page 59, Col. 1

Administration floats two-car emissions plan

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Reagan Administration, as part of its developing Clean Air Act revision strategy, is considering a "two-car" scenario.

In it, uncontrolled vehicles would be allowed to operate in areas of the country that meet ambient air quality standards, and only cars meeting 1981 emission standards would be allowed to operate in areas not meeting the ambient standards.

According to a confidential memorandum from the White House's executive secretary of the Cabinet Council on Natural Resources and the Environment, Danny J. Boggs, to the Administration's Clean Air Working Group, this drastic alteration of the current auto emissions control program could save "in automobile purchase price and operating costs, several billion dollars per year, especially if as many as 60 percent of the vehicles could meet less-stringent standards."

Most of the savings would come through the elimination of the catalytic converter ($300 to $900 million per year) and the return to less expensive leaded fuel ($1.5 billion per year), the memorandum says.

The proposal is to allow each state to decide which of two sets of standards—1981 or 1974—its cars would meet (consistent with its obligations to achieve federal ambient air quality standards), or have the federal government decide, particularly if long-range automotive pollution is a problem.

Based on analytical work done in 1974 and 1975, Boggs estimated that "as few as 44 metropolitan areas with approximately 36 percent of the nation's automobiles would require autos that meet the 1981 standards and the remaining 64 percent of the automobiles could follow the 1974 standards without causing significant violations of the national ambient air quality standards."

He added, though, that if, for administrative reasons, it would be necessary to require that all cars in states with heavily pol-

Continued on Page 57, Col. 1

They term it dangerous and unreliable

Critics attack Cadillac V-8-6-4

By Marjorie Sorge

General Motors may have a time bomb on its hands with its new Cadillac V-8-6-4. Many customers and some dealers are ready to explode because they say the car just doesn't run properly.

Of the numerous customers interviewed by AUTOMOTIVE NEWS, most said the car can die on the road without warning. Others said the car slows down as if to stall and then jerks forward unexpectedly. Still others reported engine fires.

The V-8-6-4 digital fuel injection engine is an electromechanical system, controlled by a microprocessor, which calls up eight, six or four cylinders depending on driving requirements. It is designed to improve the gas mileage of the vehicles, but many of the customers interviewed said their mileage was no better than it had been on earlier models with the regular V-8.

The system is standard on the 1981 deVille, Fleetwood Brougham, limousine and Eldorado models and an option on the Seville.

There is currently one class-action lawsuit pending in New Jersey charging that the device is "experimental" and that the engine stops "without prior warning" and "ceased to function at varying speeds" which caused "abrupt and marked deceleration" exposing the occupants to safety hazards, especially rear-end collisions.

Because of the lawsuit, a Cadillac spokesman said the company could not comment on any of the charges or on the number of complaints GM has received.

There are indications that dealers are in effect buying back the cars equipped with the V-8-6-4 from very dissatisfied customers. Other dealers are either disconnecting or showing

Continued on Page 55, Col. 1

Truck outlets in U. S. down 1,371 in year

The number of places where anyone can buy a truck in the U. S. today is down slightly from a year ago, but with market conditions such as they are, no one will have to look far for a place to buy.

On Jan. 1, 1981, according to the annual AUTOMOTIVE NEWS truck-outlet census, there was a net total of 21,870 truck outlets, a decline of almost 5 percent from the 23,241 in business at the start of 1980, a difference of 1,371.

The Big Three's four truck-manufacturing operations, which account for about 85 percent of the total outlets, suffered the biggest losses in the number of outlets, reflecting the drastic slump in both new-car and light-truck sales in the last year.

At the start of this year. there were 18,505 Big Three truck outlets, a decline of 1,384 from the 19,889 in service at the same time the previous year.

Ford's total was down 415, from 5,577 a year ago to 5,162, with practically all of the loss represented by dealers which sold only cars and light trucks. Ford's heavy-truck outlets totaled 270 on Jan. 1, 1981, compared with 275 a year ago.

Dodge had 404 fewer outlets at the start of the year, and

Continued on Page 25, Col. 5

SALES OUTLETS FOR TRUCKS

Retail Outlets*

	Jan. 1, 1981	‡ Jan. 1, 1980
Chevrolet	5,700	5,870
Dodge	2,565	2,969
Ford	5,162	5,577
Freightliner	190	190
International	1,338	1,590
IVECO (Magirus)	152	125
Jeep	1,809	1,899
Kenworth**	120	120
Mack	248	252
Mercedes	166	163
Peterbilt	121	116
GMC	2,596	2,680
Plymouth**	2,482	2,793
Volvo	123	118
White†	230	246
FWD	71	82
Miscellaneous	248	298
Private outlets	23,321	25,088
Factory outlets	388	387
TOTALS	23,709	25,475
Adjustment for multiple franchising	2,839	2,234
NET TOTALS	21,870	23,241

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth totals are estimates. Plymouth trucks are the Voyager wagon, Trail Duster sports/utility vehicle and Arrow compact pickup.
†—White includes Autocar and Western Star.
‡—Revised.

Mercedes van being tested in U. S.

This is a prototype of a forward-control type van being tested by Mercedes-Benz of North America in the U. S. market. Five units are being tested by operators in such applications as bakery, parcel and newspaper delivery. The all-aluminum bodies are by Olson.

Mercedes may offer medium diesel P/D van

By Jack Walsh
Truck Editor

For the last 10 years, Mercedes-Benz of North America has concentrated its truck-marketing efforts in the mid-range diesel segment, originally with Class 6 vehicles and currently with both Classes 6 and 7 units.

Now, the company is taking a serious look at what could be another fast-growing diesel market—the forward-control pick-up-and-delivery van used in such applications as laundry, bakery and newspaper delivery with a broad range in GVW requirements.

Mercedes-Benz currently has five prototype vans in the U.S. for evaluation by interested fleets, according to Walter Bodack, the company's commercial vehicles vice president.

"The response by fleets which have tested the vans, operators and their drivers alike, has been excellent," he said. "We have discussed the addition of such a vehicle with many of our dealers, and they are anxious to have it."

Bodack did not say when a decision will be made as to whether the unit will be offered in the U. S. None of the five vehicles now in the test program have been certified for use in the U. S., and Bodack indicated that it would take 6 to 9 months to certify the van.

- The prototype van features the L613 chassis built by Daimler-Benz in Dusseldorf, West Germany, and a 15-foot Kurbmaster aluminum cargo body by Olson.

"The chassis isn't new, so it doesn't require any extensive testing in the U. S.," Bodack said.

The van is powered by an in-line six-cylinder Mercedes naturally aspirated diesel with a displacement of 346 cubic inches and rated at 130 HP at 2,800 RPM. It has a five-speed fully synchronized Mercedes transmission.

Preliminary specifications call for a gross vehicle weight of 14,965 pounds, which positions the vehicle at the top end of Class 4.

At this time, there are no production diesel-powered delivery

Continued on Page 22, Col. 3

Mazda adds items, boosts truck prices

LOS ANGELES. — Mazda has added steel-belted radial tires and AM/FM radios as standard equipment on mid-year production models of the 1981 B2000 pickup trucks.

Prices for the new models will be up between $150 and $300. Existing inventories of B2000s without the new items still will list at the suggested retail prices effective since October, a Mazda spokesman said.

Slack adjuster is introduced by Kelsey-Hayes

DETROIT.—Kelsey-Hayes Co. has introduced an all-new automatic slack adjuster designed for use on tractors, trucks and trailers with up to a Type 30 brake chamber.

Larry E. Pulkownik, sales and marketing manager for the firm's Heavy Duty Systems Division, said the new unit "automatically adjusts cam brakes during normal operation. While eliminating periodic adjustments, use of the adjuster provides more uniform wear and longer lining life.

"The result is better brake performance, better brake balance and lower maintenance costs," he added.

The adjuster, which was in development for more than four years, is available in three lengths—5½, six and 6½ inches

Continued on Page 22, Col. 5

truck industry news

Reign lasted only one month

Ford spurt ousts Chevy from registrations lead

Chevrolet's lead over Ford in registrations of new trucks of all types in the U. S. was short-lived. It lasted only a month.

Going into February, Chevrolet led by a margin of only 146 units. By the end of the month, the lead had evaporated and Ford was back in the top spot with an edge of almost 2,400 units.

Table on Page 35

For the first two months of the year, according to R. L. Polk & Co. statistics, Ford registrations totaled 105,562 units, compared with 103,188 for Chevrolet. Ford's February count was 53,083, while Chevrolet had dipped to 50,563.

January marked the first time since November, 1978; that Chevrolet had been No. 1 in truck registrations.

The industry total through February was 324,703 units, a decline of 26.7 percent from the year earlier 443,071 tallies. The February count was down 22.2 percent, from 209,794 units in 1980 to 163,195.

Two-month registrations continued on the downside in all three market segments and in seven of the eight weight classifications.

While the medium-truck market is by far the smallest segment, it suffered the least from a percentage standpoint in the first two months of the year.

Through February, 9,002 medium trucks were registered, down 8.7 percent from the year-ago 9,861. The Group 6 total of 8,766 units was off 7.3 percent from last year's 9,459, and the Group 5 declined 40.2 percent, from 391 vehicles a year ago to 234. Only two Group 4 trucks were registered in the first two months, both in February, compared with 11 in the same time in 1980.

A slowdown in registrations

Continued on Page 24, Col. 1

Lead over Ford in tallies of HDs is padded by IH

International increased its lead in heavy-truck registrations in February, accounted for almost 26 percent of the two-month total and improved its market share over the previous year by 6.27 percentage points.

Through February, according to R. L. Polk & Co. statistics, 6,144 new Groups 7 and 8 International trucks were registered in the U. S., almost 1,000 units more than Ford's 5,229.

The International tallies for the two months accounted for 25.98 percent of the industry total of 23,648. A year ago, when International had dropped into second place because of a strike

Continued on Page 24, Col. 4

U. S. TRUCK REGISTRATIONS

TWO MONTHS, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	2 mos., 1981	Percent Share of '81 market	2 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	105,562	32.51	139,698	31.53	+ 0.98
Chevrolet	103,188	31.78	138,128	31.17	+ 0.61
Dodge	24,047	7.41	37,182	8.39	− 0.98
GMC	23,613	7.27	34,244	7.73	− 0.46
International	10,298	3.17	12,389	2.80	+ 0.37
Jeep	7,878	2.43	16,454	3.71	− 1.28
Plymouth*	2,902	0.89	4,920	1.11	− 0.22
Mack	2,748	0.85	3,574	0.81	+ 0.04
Kenworth	1,517	0.47	2,171	0.49	− 0.02
Freightliner	1,120	0.34	1,960	0.44	− 0.10
Peterbilt	825	0.25	1,354	0.31	− 0.06
White	570	0.18	909	0.21	− 0.03
Autocar	203	0.06	293	0.07	− 0.01
Volvo	166	0.05	147	0.03	+ 0.02
Western Star	112	0.03	141	0.03	......
Diamond Reo	19	0.01	13	......	+ 0.01
Miscellaneous**	39,930	12.30	49,494	11.17	+ 1.13
TOTALS	324,703	100.00	443,071	100.00	......

★—No registrations for Oklahoma, 1981 and 1980.
*—Plymouth trucks are Trail Duster, Voyager and Arrow.
**—Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

TWO MONTHS, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	2 mos. 1981	Percent Share of '81 market	2 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	6,144	25.98	6,441	19.71	+ 6.27
Ford	5,229	22.11	6,545	20.03	+ 2.08
GMC	3,078	13.02	5,436	16.63	− 3.61
Mack	2,599	10.99	3,573	10.93	+ 0.06
Chevrolet	1,656	7.00	3,190	9.76	− 2.76
Kenworth	1,517	6.41	2,161	6.61	− 0.20
Freightliner	1,120	4.74	1,960	6.00	− 1.26
Peterbilt	825	3.49	1,351	4.13	− 0.64
White	570	2.41	909	2.78	− 0.37
Autocar	203	0.86	292	0.90	− 0.04
Volvo	165	0.70	147	0.45	+ 0.25
Western Star	112	0.47	141	0.43	+ 0.04
Diamond Reo	19	0.08	13	0.04	+ 0.04
Miscellaneous	411	1.74	521	1.60	+ 0.14
TOTALS	23,648	100.0	32,681*	100.00	......

★—No registrations for Oklahoma, 1981 and 1980; Hawaii, 1980.
*—Figures for 1980 do not include 41 units registered in Hawaii.

U. S. TRUCK REGISTRATIONS PER OUTLET

	1980	1979	1978	1977	7976	1975	1974
Ford	152	201	233	199	169	132	156
Chevrolet	129	181	215	187	188	136	146
Kenworth	93	124	128	139	66	51	95
Dodge	89	115	141	145	126	90	91
Mack	88	116	105	100	46	45	76
GMC	70	106	121	102	93	62	70
Peterbilt	58	76	86	121	51	45	86
International	56	74	70	65	52	52	70
Freightliner	55	72	62	......	......	......	......
Jeep	45	77	93	71	67	54	67
White	33	51	54	83	47	20	97
Plymouth*	12	17	7	2	1	1	1
Volvo	8	......	......	......	......	......	......

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles and Arrow compact pickups.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

New range has 27 models

Ford unveils Cargo, outlines tough goals

Continued from Page 16

ed to rise by 8 percent to 90,500 by the end of the decade.

O'Sullivan adds, "Mercedes has a formidable operation in Germany, as one would expect. It takes 25 percent of the European heavy-truck market, absolutely dominates it. And a big piece of that domination is by getting such a large share of the biggest market within the market.

"It's from that base that Mercedes gains the economies of scale with which to be so successful a manufacturer in Europe and export markets around the world."

• Ford was the leading brand in the UK last year, taking 23.7 percent. By 1990 it is forecasting 27.5 percent of a market totalling 74,000.

"We're assuming a stable, high performance in the UK throughout the decade," O'Sullivan said.

Five years ago Ford was pretty level pegging with Leyland and Bedford in the UK. Since then, Leyland and Bedford have dropped around 6 percentage points each, and imports like Mercedes-Benz, Volvo, Daf, IVECO and Scania have made ground.

Of the French market, O'Sullivan says, "As far as trucks are concerned, the French are probably the least chauvinistic in Europe. Imports do awfully well, which is perhaps a comment on Renault Industrial Vehicles. . ."

Nevertheless, RVI had 43 percent of a market worth 47,100 last year, while Ford had 3.5 percent. Ford expects this to grow to 7.5 percent by the end of the decade, when sales will amount to 53,500.

Mercedes-Benz enjoyed a very healthy 19 percent last year. IVECO did 13 percent and Volvo, 8 percent.

• In Italy, Ford sold 3.3 percent of last year's market, but is after at least 6.5 percent of 1990's forecast 38,400 market. IVECO's performance last year gave it 65 percent, well down from the 85 percent it enjoyed five years earlier.

The large inroads in Italy over the past half-decade were made by Renault (12 percent last year), Mercedes-Benz (9 percent), Scania) 4.6 percent) and Volvo (4.2 percent).

Commenting on the market, O'Sullivan says, "The Italian customer is the one who shied away from what he sees as cheap, utility cabs. Once you get into city delivery, he doesn't want anything old or tatty. And the D-series—and the Bedford TK—are seen as a bit past it now."

At the other end of the Italian market, he believes, "It's segmented towards line-haul trucks, which have not been a Fiat specialty. Customers have tended to go for the big, macho Volvos, Scanias, Mercedes and so on. That's cost Fiat one big bundle of lire."

Ford believes it can achieve these wide-scale targets on account of its European sales organization. It has fully owned concessionaires in each of its 15 European markets, whereas most rivals rely on independent distributors in many markets.

• O'Sullivan states, "If you control your distribution you're in a stronger position to reach the customers, who do not feel they are remote from the manufacturer. The customer also feels he can influence design through direct feed-back."

He describes Ford's dealer network—633—as "about right" to achieve the targets. RVI has nearly 900 and Mercedes-Benz and IVECO have more than 1,000 each.

Ford rejects the suggestion that creating a sophisticated truck for Europe will cut it off from Third World and other deep-sea markets. To this extent it has created Cargo in four levels of trim, from level one for poor markets such as India and North Africa, up to level four for Europe.

Cargo comprises 14 truck weights from 6 to 24.4 tonnes gross, seven tipper weight categories from 7.5 to 24.4 tonnes and six artic weight categories spanning 17 to 28.5 tonnes.

The 27 basic models are powered by six different engines, four Fords, one Cummins and one Perkins.

Each Cargo carries a four-digit number in the deep side window. For example, a 1314 is a 13 tonne GVW truck powered by a 144-HP Ford Turbo II engine.

REGISTRATIONS OVERSEAS

ITALY
Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	118,507	113,909
BL	13,509	9,832
BMW	31,789	21,767
Fiat Auto	883,713	719,386
Autobianchi/ Lancia	117,316	87,131
Fiat	766,397	632,255
Ford	78,501	71,085
General Motors	62,071	53,181
Mercedes-Benz	13,806	11,192
Nuova Innocenti	29,178	33,355
Peugeot SA	193,478	178,451
Citroen	84,999	79,093
Peugeot	33,309	30,085
Talbot	75,170	69,273
Porsche	1,527	839
Renault	180,663	139,452
VAG	90,369	72,794
Audi	16,978	7,973
Volkswagen	73,391	64,821
Volvo	12,276	8,376
Total	1,716,435	1,434,169

UNITED KINGDOM
Cars

	2 mos., 1981	2 mos., 1980
Alfa Romeo	1,220	2,234
BL Cars	49,599	48,280
BMW	3,296	2,429
Colt	2,330	1,808
Datsun	18,986	11,231
Fiat Auto	10,369	8,548
Ford	81,493	106,764
General Motors	20,685	29,285
Honda	2,846	4,641
Lada	1,960	2,998
Mazda	2,272	1,969
Mercedes-Benz	2,330	1,974
Peugeot SA	21,739	34,196
Renault	12,921	19,169
Rolls-Royce/Bentley	311	360
Saab	1,549	1,251
Skoda	725	1,146
Toyota	1,977	4,102
VAG	12,473	12,686
Volvo	7,338	7,832
Others	2,434	2,094
Total	258,853	304,997

WEST GERMANY
Cars

	2 mos., 1981	2 mos., 1980
Alfa Romeo	1,955	2,837
BL	949	1,083
BMW	19,420	24,258
Daihatsu	1,514	592
Datsun	6,903	6,404
Fiat Auto	14,035	14,254
Ford	48,774	40,285
General Motors	60,190	73,789
Honda	6,452	6,612
Lada	773	1,278
Mazda	8,570	6,505
Mercedes Benz	40,256	45,551
Mitsubishi	7,960	4,667
Peugeot SA	15,067	19,680
Porsche	1,572	1,708
Renault	16,458	21,597
Saab	431	384
Suzuki	1,237	240
Toyota	9,206	8,033
VAG	103,343	136,647
Audi	24,156	39,911
Volkswagen	79,187	96,736
Volvo	2,127	2,907
Others	1,474	1,469
Total	368,666	420,780

Citroen enlists

Citroen anticipates an order from the French army of 5,000 units for its military version of the Mehari 4x4. This follows 20 months and 170,000 miles of testing with 10 prototypes of the four-wheel-drive machine. It is powered by a 34-HP version of the 40-CID two-cylinder engine.

Decision on Nissan UK plant due to be made in June

A decision is expected within a few weeks on where—or, indeed, if—Nissan plans to locate its $660-million auto factory in the UK.

Company officials and their McKinsey & Co. advisers have been engaged on what is known as a "feasibility study" since the shock announcement at the end of January that Nissan was interested in establishing a major European base.

Representatives from many of the country's depressed areas—and there are plenty—have been lobbying hard for the 200,000-unit factory which would create 5,000 jobs directly and plenty of others in spin-off industries.

A tentative decision day has been set in June for the eight hopefuls.

Nissan's aim is to have 60-percent local content at start-up, rising to 80 percent when fully established. But skeptics say that if targets and quality are not met with domestic components the new factory could amount to little more than an assembly operation.

Britain's European partners, particularly the French and Italians are less keen on the whole idea. They believe it would give Nissan a substantial bridge for its other products within the Common Market, at a time when pressures are growing for local import restrictions.

There is no mistaking the importance of Nissan's declared intentions. If the factory goes ahead it will be Nissan's largest venture outside Japan and Japan's single investment in Europe.

It would also put the company's other links with Alfa Romeo, Motor Iberica and Volkswagen into perspective.

In Europe, only Honda, with its kits operation with BL due to begin in October, has made any obvious progress towards European partnerships. But with ever-increasing resentment at Japanese import successes, few believe this is the end of the story, especially for Japan's leading auto maker, Toyota.

Further erosion of Vauxhall's name seen in UK

The decision by General Motors to combine its Vauxhall and Opel marketing in the UK is being regarded as a further weakening of the Vauxhall brand name.

Already, responsibility for passenger-car design and development has passed to Opel, and Vauxhall's products all but withdrawn from mainland Europe. (A few UK-made Chevettes are sold in West Germany.)

But until now GM had marketed its parallel Opel and Vauxhall products separately in the UK. Details of the plan were revealed to the 579 Vauxhall and 224 Opel dealers by John G. Bagshaw, newly appointed director of marketing for UK passenger cars.

Bagshaw, an Australian, was previously Western area sales manager for Pontiac in the U.S.

GM's combined penetration of the UK market to the end of March was 8.6 percent (36,229), compared with 9.6 percent (48,393) last year. It has been a long-time aim to hit 10 percent on a regular basis, compared with Ford's 30 percent and BL's 20 percent.

An additional change at Vauxhall Motors is the appointment to chairman of Managing Director Ferdinand Beickler. He replaces the retiring Geoffrey Moore.

PRODUCTION OVERSEAS

ITALY
Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	117,819	111,059
Alfasud	101,752	96,455
Total Alfa Romeo	219,571	207,514
De Tomaso	84	86
Autobianchi	76,585	88,734
Ferrari	2,381	2,308
Fiat	995,455	1,081,386
Lancia	110,756	60,459
Total Fiat Auto	1,185,177	1,232,887
Lamborghini	64	55
Maserati	555	371
Nuova Innocenti	39,770	39,991
Total	1,445,221	1,480,904

Trucks

	12 mos., 1980	12 mos., 1979
Alfa Romeo	1,672	2,036
Fiat Auto	89,786	78,159
Fiat IV	55,230	32,782
Magirus	2,952	4,263
OM	16,449	13,713
Total IVECO	74,631	70,758
Others	546	432
Total	166,635	151,385
Total vehicles	1,611,856	1,632,289

And now: The Escort submarine

Garage owner Peter Keegan demonstrated a new water-repellant spray for vehicle electrical systems by driving under water. Donning wet suit and aqualung, Keegan drove under London's River Thames in a new Ford Escort prepared for the occasion by fitting snorkels to intake and exhaust, removing doors and windows and adding ballast. The stunt was judged successful.

Part of decline laid to new taxes

No rosy glow on the Dutch horizon

By Richard Feast
European Editor

Tiny Holland, tucked away in a corner of Europe and almost forgotten, has been driving a bumpy highway in recent months.

Its very future as a vehicle building country is under the spotlight and it has endured a withering collapse in new-car sales.

Attention is focused on talks between Volvo Car Corp. and the Dutch government over the future of the small, loss-making car plant at Born in the country's depressed Limburg area.

While there has been no official announcement, there is widespread expectation that Ford will pull out of Amsterdam, where it makes the low-volume Transcontinental premium truck.

Which leaves Daf, the truck maker which came late to Europe but has gained an excellent reputation for quality and performance. However, it is a sprat in a world of increasingly hungry sharks, and the puzzle is whether it can survive as an independent.

A fact-finding mission to Holland provided some of the answers but it became clear that there is no rosy glow on the horizon.

Holland's new-car market is the fifth largest in the Common Market behind West Germany, France, Italy and the UK. For a country with a population of 14.3 million, demand each year is healthy

Since 1976 it has consistently topped half-million units a year, finishing 1979 with 575,000. Then came last year's collapse — almost 22 percent to 450,000.

Only tiny Denmark (73,800 sales) of all the European countries saw a larger fall. In neighboring Belgium, it was 7 percent to 428,000; in Germany, it was 7.5 percent to 2.43 million, and in France, 5 percent to 1.87 million.

The reasons, according to the trade and industry organization, R.A.I., stem from the economic situation and a number of government-imposed taxes on motoring.

Secretary Erik H. Glasius says, "At the end of 1979 the government said it would introduce a heavier tax on new cars, as of Jan. 1, 1980.

"On cars of 22,000 guilders ($9,200) and more it rose from 17 percent to 21.5 percent. This is a special car purchase tax. On top of that is VAT at 18 percent."

Customers knew the tax was coming, so a lot decided to buy before the end of the year. A peculiarity in the Dutch system allows customers to register cars in the month following purchase, so January, 1980, looked like the boom was continuing.

It was not, and the slow realization that the economic climate really was bad drove away the buyers.

"Suddenly they realized it was true, and they became more prudent in buying things, especially cars," explains Glasius.

Further price rises for gasoline and road tax did not help retailers, and the slump resounded home.

Glasius also describes recent high annual sales as a little artificial when seen from an historical point of view.

General Motors retained its market lead with 15.3 percent, gained on the basis of the Opel models it sells. Ford (9.1 percent), Volkswagen - Audi (8.8 percent) and Renault (8.7 percent) were the next most successful retailers.

But each lost market share. There are no prizes for guessing to whom.

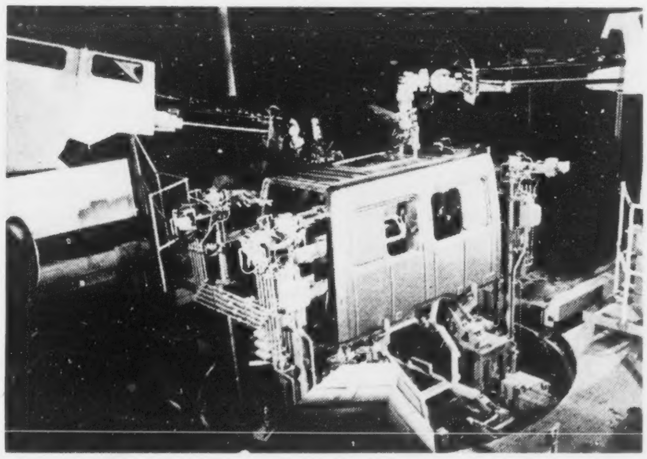
After stabilizing around 16 percent for the previous four years, Japanese sales leaped to 26.4 percent last year. Toyota, with 6 percent, jumped from ninth to fifth place among the top brands.

Total truck sales during the same period fell by just over 2 percent to 45,851. Panel vans and pickups up to 3½ tonnes held up well (32,500), the decline coming essentially from medium and heavy trucks (down nearly 8 percent at 13,400).

Among the optimists and pessimists, R.A.I. expects auto demand this year to remain level with last year's. Commercial vehicle sales are estimated to fall between 10 and 15 percent, especially at the heavier tractor end. Light-truck and van sales will remain at levels similar to those achieved in the past couple of years.

One peculiarity of the Dutch market is demand for cars converted to run on LPG (Liquified Petroleum Gas). It accounted for over 100,000 sales last year.

The reason stems from its (currently) tax-free price of the equivalent of $1.10 a gallon. But there is a proposal that it will be taxed at the same rate as diesel fuel, which would make it $1.65—still a long way from petrol (gasoline) at $2.45.



Robots on the job at Ford

Ford truck plant in Langley, England, is using Unimate robots for the first time. The plant currently builds 80 to 90 vehicles daily, although its capacity is 192.

Truck market in Europe cracks record at 1.3 million

Continued from Page 16

4.4 percent, Scania to 4.2 percent and Daf to 3.4 percent.

The losers were General Motors (mainly Bedford), which sank to 4.2 percent and Leyland, which went down to 3.4 percent, mainly on account of their performances in the UK.

The comparisons between last year and 1976 are particularly appropriate because of the similarity in size of the two markets —a mere 600 units between the two.

- Volkswagen led the medium-weight sector, which amounted to approximately 679,100 units. It had 19.8 percent to Ford's 18.1 percent, both having declined over the past five years.

The big gains were made by the Japanese, up from a mere 3.1 percent in 1976 to 12.5 percent last year. Peugeot (10.8 percent last year), Daimler-Benz (8.8 percent) and Fiat (8.0 percent) all fell as well.

Sales of light commercials last year amounted to 335,000, with Renault (36.4 percent) and Peugeot (26.6 percent) taking the lion's share. Ford was third with 9.9 percent, followed by BL (8.3 percent) and Fiat/Seat (7.2 percent).

Japan's share was not particularly significant (4 percent), representing a small rise from five years earlier. It was the same for the Japanese in the heavy end, where their 2.8 percent was largely on account of assembly operations in Portugal and the Republic of Ireland.

The largest single market, purely on account of its lightweight sales, was France, with 322,700 units. West Germany (237,400) was next on account of its healthy demand for medium and heavy trucks.

The UK (226,700), Italy (132,200) and Spain (99,600) were the next largest national markets. And among them, these five countries account for three-quarters of all European commercial vehicle demand.

Reward scheme cuts Renault absenteeism

One thousand workers per day more than a year ago now report for work at Renault plants throughout France.

That represents a drop in the average absenteeism rate from 10 to 9 percent.

A large part of the credit for this is attributed to a plan introduced in 1978 that gives cash rewards to workers having completed 220 working days in a year (a wage hike equivalent to $16.50 a week).

On the test stand

A Dutch-built Volvo 343 undergoes dynamometer test at the factory. Discussions have been taking place which are expected to lead to increased financial help from the Dutch government.

Does Volvo have a future as a Dutch manufacturer?

Continued from Page 16

two-thirds in 1974, to a quarter in 1975, then rise to the current 45 percent in 1978.

This is where it becomes a political affair. One Dutch observer commented, "Volvo needs a small car, but does it need a small factory?"

Volvo Car Corp. has already forged links with Renault, one of the world's leaders when it comes to building small cars. Volvo could probably just as easily obtain a new model from a shelf in Renault's future models cupboard.

But a new sense of realism abounds in the Dutch division, a perennial money-loser. Just how much the losses have been is hidden within Volvo Car Corp. accounts.

- Volvo Car BV's first move was to draw up a list of some 1,000 redundancies from its 6,250 workforce. Even before government officials would agree to talks with the Swedish group it needed an indication from the workforce that the cuts would go through.

"With this new structure, and with 1,000 fewer people, we expect to cut our losses by 85 million guilders (around $35 million). Our aim is to break even in four to five years, with diminishing losses until then," reports a company executive.

The company has never been in sound footing, as Erik Glasius, of the R.A.I., reports. "It's a sad history, starting with the genius of Hub van Doorne. He made one mistake, the desire to make a car.

"Basically, he was a truck man, making good trucks and with a prospering business. But then in 1958 he had the idea of making a car. It was too late," says Glasius, going on to cite the instances of similar failures around the same time: Glas and Borgward.

Van Doorne was persuaded by the government to locate the car factory in the depressed former mining area of the Limburg in the southern part of the country instead of around Eindhoven, where the company's truck factory had grown.

- It is this historical quirk which may persuade the government to come to the rescue. It remains an area of high unemployment despite the Born factory—can any political party slam the door again on a group of people which had already been hit by the closure of the mines?

Volvo AB president Pehr Gyllenhammar is leading the talks, which are being attended by J.A.M. Molkenboer, a government observer from the Ministry of Economic Affairs.

Volvo Car BV made 80,548 vehicles last year and expects to do a similar amount this year. Its sales graph shows just how badly it is hit at each energy crisis (post-1973 and post-1980). Its peak year was 1973, when 98,756 vehicles were made.

The main production center at Born can produce 100,000 units a year, apart from a small bottleneck in the press shop. With comparatively low investment, that can be upped to 120,000, says the company.

The biggest buyers of the 340 series last year were in the UK, where sales increased by 53 percent to 16,700. It even overtook sales in its domestic market (14,000 in 1980) and Sweden (10,400).

The 340 competes with the best that big boys like VW, Renault and Fiat can throw at it. It is a chunky model with the engine at the front and rear drive. The gearbox is rear-mounted with the differential, and it uses a de Dion rear suspension system. Power units are Renault or Volvo.

REGISTRATIONS

HOLLAND
Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	4,776	6,985
BL	8,484	14,851
BMW	10,669	11,814
Citroen	22,019	27,574
Datsun	23,704	27,245
Fiat	18,547	25,842
Ford	41,044	63,879
General Motors	69,032	92,073
Honda	24,923	21,086
Lada	5,767	8,742
Mazda	17,446	19,271
Mercedes-Benz	9,346	11,641
Mitsubishi	21,460	15,736
Peugeot	22,365	37,988
Renault	39,304	50,713
Saab	2,792	3,672
Talbot	14,859	24,145
Toyota	27,100	26,076
Volkswagen	39,447	51,060
Volvo	19,215	27,194
Others	7,481	7,004
Total	450,076	575,059

Reign lasted only one month

Ford spurt ousts Chevy from registrations lead

Continued from Page 10

of Group 7 trucks, which grew dramatically in 1980 largely because of vehicle reclassifications and the switch from gasoline to diesel power, caused a significant decline in heavy-truck tallies.

The two-month total was 23,648, off 27.7 percent from last year's 32,722. Group 7 was down 19.9 percent, from 13,004 in 1980 to 10,422 units. There were 13,226 Group 8 tallies this year, a drop of 32.9 percent from the year-ago 19,718.

Light-truck registrations for the two-month period totaled 292,053 units, a decline of 27.1 percent from last year's 400,488.

There were 2,135 tallies in Group 3, the only weight classification to show a gain over 1980. The total was 60.4 percent higher than the year-earlier 1,331 units. Chevrolet accounted for 2,048 of the tallies, and Dodge the remaining 87.

The sag in the sales of the imported compact pickup trucks since the increase in tariff continues to erode Group 1 registrations.

In the first two months, the Group 1 count was down 17.1 percent, from 188,854 a year ago to 156,489. At the time that sales of the imports took a noticeable drop early last fall, Group 1 registrations had been running about 10 percent below the year-earlier total.

Group 2 registrations through February showed a decrease of 36.6 percent from the previous year. The count was 133,429 units, compared with 210,303 in 1980.

25 with Olds

Harold B. Wells, left, president, Wells Oldsmobile, Inc., Whiteville, N. C., receives his 25-year award plaque from Gary W. Sigman, Charlotte zone manager, in the company of a shiny 1956 Olds with wraparound windshield, similar to those Wells sold his first year as a dealer.

IH increases its lead over Ford in HD tallies

Continued from Page 10

shutdown, its 6,441 registrations accounted for 19.71 percent of the January-February total of 32,722 units.

Ford's share of the two-month total was up slightly from the first month of 1981 and 2.08 points higher than for the first two months of 1980, when it was in first place.

Its 5,229 tallies through February accounted for 22.11 percent of the total. At the same time a year ago, there were 6,545 Ford registrations good for 20.03 percent of the total.

- The biggest losers in penetration were GMC, down 3.61 points from a year ago; Chevrolet, off 2.76 points, and Freightliner, 1.26 points lower.

The two-month registrations of heavy trucks were down 27.7 percent from a year ago, while the February total of 11,928 tallies was 23.3 percent below the 15,501 units registered in the same month of 1980.

Registrations of Group 7 trucks through February totaled 10,422, off almost 20 percent from the year-earlier 13,004. In 1980, on the other hand, the Group 7 total was almost double the 6,814 units tallied in the first two months of 1979.

The Group 8 count through February was 13,226, a decline of 33 percent from the 19,718 registered a year ago.

Industrial boilers seen as answer to disposal of PCBs

WASHINGTON. — EPA has verified that polychlorinated biphenyls (PCBs) can be destroyed safely by burning them in high-efficiency industrial boilers.

Findings were based on tests conducted at General Motors' Chevrolet plant in Bay City, Mich.

Using the most sophisticated sampling equipment and methods available, EPA said, it discovered no PCBs or other toxic materials in gases released into the air through the boiler's stack.

PCBs are used as electrical transformer and capacitor cooling and dielectric fluids; heat transfer and hydraulic fluids; plasticizers in paints, adhesives and caulking compounds; dust control agents; sealants and coatings on roads; filters in investment casting wax, and dye carriers in carbonless copy paper.

Tests on laboratory animals have shown PCBs can cause reproductive failures, gastric disorders, skin lesions, tumors and other serious health problems.

Goodyear was in the news last August for discovering a process that essentially strips chlorine from PCBs, leaving common table salt.

The company intends to transfer the patents for the method to the public domain, allowing all manufacturers to benefit.

What's The
Automotive World
Coming To?

☐

FIND OUT —
TURN TO PAGE 44

Your Subarus look better, with Bosch

Bosch fog lights offer your customers a degree of safety *and* styling simply not available with conventional headlights. But they won't buy what they can't see. So be sure to install these handsome lights on every car in your showroom.

To help boost sales of this profitable option, Bosch designed a customized showroom display for all the cars listed below. Each attractive display comes with informative brochures to help you close the sale.

Car with Bosch fog lights off. Start of "S" curve visible.

Same car with Bosch fog lights on. Complete "S" curve visible.

Bosch beam 60% wider

Bosch fog lights (legal in all 50 states) improve visibility in every kind of bad weather. A bright beam cuts underneath, skimming the pavement and reducing the dangerous glare of reflected light.

Even in clear weather, visibility can be a problem on narrow twisting roads. The extra-wide Bosch beam sweeps the road for a full 108°. That's 60° wider than conventional headlights.

As for appearance, Bosch designed their lights to give that stylish, factory-installed look that adds so much to a car's appeal.

Tested by manufacturer

Bosch fog lights are approved for dealer installation by all of the following manufacturers: ***Alfa Romeo, Audi, BMW, Datsun, Fiat, Jaguar, Lancia, Mazda, MG, Peugeot, Porsche, Saab, Subaru, Triumph, Volkswagen, Volvo.***

Each manufacturer tests Bosch fog lights to assure compliance with their own stringent quality standards. They also review and approve installation instructions in detail.

That's why you and your customer can rely on instructions specifically written to suit the electrical systems of

Why do customers shun dealership shop?

Service is subject of Volvo survey

By John A. Russell
New York Staff Writer

ROCKLEIGH, N. J.—By the middle of May, the Volvo Dealer Image Survey will be underway throughout North America as the company and its dealers attempt to discover what consumers realy think about the organization.

It will go farther than the usual broadbrush treatment, focusing on what each participating dealer's customers think about the individual dealership. And dealers will receive the results on their operation.

According to John Theis, vice president and general manager of Volvo of America's service division, the project had its inception several years ago and was triggered by concern over the service retention rate at dealerships.

"The new-car dealer is losing business to others," Theis said, and national statistics concurred. Volvo wanted to discover whether the same thing was happening to its dealers so a market profile analysis was made in 1979 spanning model years 1974 to 1978.

Theis said it was soon apparent that customers, after the third year of ownership, went to independent service operations, either chain stores or local garages, at a "fast rate."

"After five years, Volvo dealers were losing 50 percent of their service business," he said.

• This national type of information was not enough, according to Theis. While it gave some indications as to why customers were going to other sources for service, including price, convenience and quality, it still did not turn the data into a meaningful tool for the individual dealer.

That was the beginning of the concept to develop an image survey that the dealer could use in his operation.

"Before, we didn't make an attempt to find out the expectations at the individual dealer level," Theis said.

The key to the survey is a questionnaire sent to the dealer's customers. The dealer provides a list of 300 of his customers, and the questionnaires are eventually returned to him.

A pilot program was conducted in 1980 with 91 dealers in the U. S. and 32 dealers in Canada.

These 123 dealers represented 24 percent of the dealer network in North America and 48 percent of Volvo sales, Theis said. Questionnaires were mailed to 27,300 persons in the U. S. and 9,600 in Canada. Volvo had a response rate of 32 percent in the U. S. and 31 percent in Canada.

In these questionnaires, Theis said, 15 key questions addressing specific issued were asked.

These areas included availability of service, diagnosis and repair which included the competence of the technicians; reception and delivery including the attitudes of the staff; estimates and accuracy of those estimates, and whether the car was finished on time.

The survey also asked where the customer went for repairs on the engine, fuel system, exhaust and brakes once the warranty expired on the car.

Theis said that when the pilot information came in, it was found that the statistics between the U. S. and Canada were almost identical. Dealers are losing the tire business. Body and paint business is another area where money can be made and is being lost, and so is the exhaust and lubrication business.

He said the exhaust business is not surprising considering advertising done by the national chains, but the dealer can do something to increase his volume.

The customer is asked about the importance of a certain task to him and whether his dealership performed satisfactorily.

Once tabulated, the survey forms plus the statistical data are returned to the dealer by Volvo. Information about his particular dealership and the questionnaires referring to his dealership are held in confidence. The actual questionnaires are returned to him as well.

The compilation of data is made so the dealer can compare himself from a district to a national level on all areas surveyed.

Another interesting twist to the survey is the dealer also is asked to complete the same form to see if his impressions of his operations are the same as those of his customers.

Theis said the company hoped to have the surveys completed by September or October in conjunction with the new-model introductions and the company representatives can discuss the results in conjunction with the dealer action plans for the following year.

Truck outlets in U.S. decline 1,371 in year

Continued from Page 10

Plymouth was down 331. The Dodge total this year was 2,565, compared with 2,969 in 1980, while Plymouth dipped from 2,793 to 2,482. Dodge and Plymouth dealers retail light trucks only.

The Plymouth Arrow compact pickup truck, which is imported from Japan, is available at only 1,172 of the Plymouth outlets, compared with 1,211 at the start of 1980.

Chevrolet had 170 fewer truck outlets going into 1981 with a total of 5,700, compared with 5,870 a year ago. Chevrolet no longer markets Class 8 line-haul heavy trucks, and about 60 outlets which did handle this type of vehicle have switched to the GMC big-truck line.

GMC, which specializes in the development, manufacture and marketing of big trucks for General Motors, had the smallest loss in outlets among the Big Three. Its total was down 84, from 2,680 to 2,596, and most of the loss was represented by light-truck duals with car dealerships.

Among the independents, International Harvester was the big loser. Its total was 252 fewer than at the start of 1980, dropping from 1,590 to 1,338. Again, most of the loss involved car outlets which had handled the Scout light-truck line, which was discontinued late in 1980.

There was a decline during the year in the number of franchises awarded by the various manufacturers, and an increase in the number of outlets which market more than one make.

On Jan. 1, 1981, there were 23,709 franchised truck dealerships, a decline of 1,766 from the year-earlier 25,475. The number of duals, on the other hand, was 605 higher, from 2,234 a year ago to 2,839.

your customers see better fog lights

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the cars you sell. Illustrations clearly show where to mount the lights, which wires to connect and where to connect them. You even get directions on aiming lights for maximum performance.

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Handy customized Bosch Fog Light Kit contains hardware needed for immediate installation

Parts supplied for easy installation

Most other fog lights are sold without the hardware needed to install them. In the Bosch kit you get a prewired harness containing relay, fuse holder and custom switch. You get bulbs, connectors, grommet, washers, screws. For most makes and models this is all the hardware you need for *immediate installation.*

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How to sell more fog lights

Bertles Imports, of South Bend, Indiana, has sold Bosch fog lights for over 10 years. Here are a few things Bertles sales and service people have found successful in stimulating customer interest.

1. Have every salesman install Bosch fog lights on his own automobile. This will afford personal experience with the product so he can talk with conviction.
2. Have the lights installed on all demonstration models. There may not be many opportunities to use them but they give every car that high performance look.
3. Recognize that prime prospects are rural customers and others who need that extra-wide Bosch beam especially on poorly-lit or winding roads.
4. Sell a customer once and chances are he'll want a set of Bosch fog lights on every car he buys. Repeat sales will be a big part of your business.

Order your free Bosch fog light display

If you sell any of the automobiles listed here, contact your vehicle manufacturer's parts department for Bosch fog lights and your customized showroom display.

ROBERT BOSCH

©1981 Robert Bosch Sales Corporation

Nest of gulls

Dozens of finished DeLorean sports cars, gullwing doors open, await final inspection at the assembly plant in Dunmurry, Northern Ireland. The company has been retrofitting some items on early production models, as engineering or manufacturing changes are made.

United Technologies claims MPG hike with diesel system

DEARBORN. — United Technologies Automotive Group said it has developed an electronically controlled diesel fuel injection system said to increase fuel economy up to 7 percent on cars.

The new system, designated ADECS—an acronym for automotive diesel electronic control system—will also reduce particulate emissions, smoke and noise, and improve overall engine operating efficiency, according to United Technologies.

Full production could start as early as 1983, said Edward J. Rapetti, Automotive Group vice president.

The newly designed fuel injection pump portion of the system, designated Model 75, is being laboratory tested and is available in production prototype form. It is applicable to three- to eight-cylinder diesel engines used for cars, light trucks and other vehicles in the 50- to 150-HP range.

The electronic control, including its microprocessor, sensors, software and other elements, is currently under development.

It is a more sophisticated design of an electronic control introduced late last year by United Technologies' American Bosch unit for use on trucks, farm tractors, construction equipment and other medium- and heavy-duty vehicles, Rapetti said.

Production prototypes of that control are already in the field being tested.

The ADECS system can be used for both indirect-injection and direct-injection engines. The more fuel-efficient direct-injection engines are being developed for the future.

The ADECS unit features sensors to monitor a diesel engine while it is running. Actual engine performance is compared to preprogrammed specifications in the system's memory.

Timing, quantity and duration of fuel injected into an engine's combustion chamber is then automatically adjusted for maximum performance and fuel efficiency, United Technologies said.

The system can be programmed to provide the driver with fuel-usage information and engine-service requirements displayed on the instrument panel.

It has a self-diagnostic capability to minimize the need for sophisticated service equipment and maintenance. It also can be modified to control various optional devices such as electronic injectors, turbochargers and exhaust gas recirculation units.

Only for Honda

SIMSBURY, Conn. — Scott Oldsmobile - Rolls-Royce-BMW-Honda-Alfa Romeo has opened a new showroom on its Avon-Simsbury property exclusively for Honda sales.

Sales dip 10 pct. for N. American cars in Canada

Sales in Canada of North American - built passenger cars dipped 10.38 percent during March, the third consecutive month of sales decline this year, but an improvement over the 19.53-percent plunge of February.

March car sales numbered 67,878, down from 75,737 a year ago but up substantially from 50,335 in February, 1981. Truck sales (including captive imports) were down 9.48 percent in March, to 26,123 from 28,859 last year.

General Motors passenger-car sales were off 6.39 percent, to 40,031 from 42,819 in 1980. Ford sales dropped 14.61 percent, to 14,681 from 17,193. Chrysler sales numbered 10,133, down 19.16 percent from 12,534. American Motors sold 2,181 new cars, down 9.31 percent from 2,405, while Volvo sales totaled 802, up 2.04 percent from 786.

GM's share of the market climbed to 59.05 percent from its year-ago 56.54 percent. Ford sales accounted for 21.63 percent, down from 22.70 percent. Chrysler had 14.93 percent, down from 16.55 percent. AMC earned 3.21 percent, up slightly from 3.18 percent, and Volvo cornered 1.18 percent, up from 1.03 percent.

Year-to-date car sales totaled 164,045 through March 31, down 13.31 percent from 189,230 a year ago.

GM truck sales in March numbered 13,009, down 13.38 percent from 15,018 last year. Ford sales were down 2.72 percent, to 9,427 from 9,691. Chrysler sold 3,378 new trucks, down 6.27 from 3,604, while AMC sold 309 Jeep vehicles, down 43.41 percent from 546.

Year-to-date truck sales totaled 62,301, down 17.96 percent from 75,941 last year.

NEW TRUCK SALES BY MAKE AND GVW CLASS

TWO MONTHS, 1981 VS. 1980

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Feb., '81**								**109**	**109**
	Feb., '80								143	143
	Year to Date '81								**203**	**203**
	Year to Date '80								293	293
BROCKWAY	**Feb., '81**									
	Feb., '80									
	Year to Date '81									
	Year to Date '80									
CHEVROLET	**Feb., '81**	**26,506**	**21,611**	**791**		**75**	**735**	**745**	**100**	**50,563**
	Feb., '80	30,500	31,687	67		136	900	1,181	265	64,736
	Year to Date '81	**53,377**	**44,435**	**2,048**		**157**	**1,515**	**1,478**	**178**	**103,188**
	Year to Date '80	62,467	69,013	544		301	2,306	2,573	617	137,821
(Memo Units)#	**Feb., '81**	**10,207**	**5,838**							**16,045**
	Feb., '80	14,587	10,042							24,629
	Year to Date '81	**20,409**	**11,783**							**32,192**
	Year to Date '80	30,312	21,593							51,905
DIAMOND REO	**Feb., '81**								**16**	**16**
	Feb., '80								10	10
	Year to Date '81								**19**	**19**
	Year to Date '80								13	13
DODGE	**Feb., '81**	**7,768**	**4,896**	**53**	**1**					**12,718**
	Feb., '80	7,072	10,884	408	6					18,370
	Year to Date '81	**14,346**	**9,613**	**87**	**1**					**24,047**
	Year to Date '80	14,094	22,339	648	8					37,089
(Memo Units)#	**Feb., '81**	**4,900**	**2,747**	**5**						**7,652**
	Feb., '80	4,678	6,835	130						11,643
	Year to Date '81	**9,012**	**5,388**	**10**						**14,410**
	Year to Date '80	9,308	13,973	232						23,513
FORD	**Feb., '81**	**18,247**	**30,998**				**1,116**	**2,025**	**697**	**53,083**
	Feb., '80	20,307	39,577	61			1,268	2,055	1,064	64,332
	Year to Date '81	**34,928**	**63,170**				**2,235**	**3,904**	**1,325**	**105,562**
	Year to Date '80	42,272	87,705	134			2,678	4,240	2,305	139,334
(Memo Units)#	**Feb., '81**	**7,223**	**9,567**							**16,790**
	Feb., '80	8,922	12,037							20,959
	Year to Date '81	**13,454**	**19,153**							**32,607**
	Year to Date '80	18,267	27,398							45,665
FREIGHTLINER	**Feb., '81**								**604**	**604**
	Feb., '80								986	986
	Year to Date '81								**1,120**	**1,120**
	Year to Date '80								1,960	1,960
VOLVO	**Feb., '81**							**49**	**23**	**72**
	Feb., '80							51	15	66
	Year to Date '81					**1**		**95**	**70**	**166**
	Year to Date '80							114	33	147
GMC	**Feb., '81**	**4,505**	**5,387**			**45**	**478**	**770**	**765**	**11,950**
	Feb., '80	4,012	8,318	1		36	692	1,547	1,274	15,880
	Year to Date '81	**8,771**	**10,703**			**73**	**993**	**1,591**	**1,487**	**23,618**
	Year to Date '80	8,547	18,833	1		82	1,271	2,764	2,672	34,170
(Memo Units)#	**Feb., '81**	**654**	**1,177**							**1,831**
	Feb., '80	816	2,493							3,309
	Year to Date '81	**1,284**	**2,379**							**3,663**
	Year to Date '80	1,800	5,194							6,994
INTERNATIONAL	**Feb., '81**		**290**				**1,493**	**1,584**	**1,514**	**4,881**
	Feb., '80		1,469				1,270	1,243	1,491	5,473
	Year to Date '81		**780**				**3,374**	**3,118**	**3,026**	**10,298**
	Year to Date '80		3,257				2,638	3,011	3,430	12,336
(Memo Units)#	**Feb., '81**									
	Feb., '80									
	Year to Date '81									
	Year to Date '80									
JEEP	**Feb., '81**	**1,905**	**1,707**							**3,612**
	Feb., '80	4,448	3,074							7,522
	Year to Date '81	**4,204**	**3,674**							**7,878**
	Year to Date '80	9,322	7,047							16,369
(Memo Units)#	**Feb., '81**	**1,905**	**1,279**							**3,184**
	Feb., '80	4,448	2,295							6,743
	Year to Date '81	**4,204**	**2,740**							**6,944**
	Year to Date '80	9,322	5,248							14,570
KENWORTH	**Feb., '81**								**712**	**712**
	Feb., '80								1,046	1,046
	Year to Date '81								**1,517**	**1,517**
	Year to Date '80								2,161	2,161
MACK	**Feb., '81**						**77**	**1**	**1,170**	**1,248**
	Feb., '80								1,703	1,703
	Year to Date '81						**149**	**10**	**2,589**	**2,748**
	Year to Date '80								3,573	3,573
PETERBILT	**Feb., '81**								**441**	**441**
	Feb., '80								643	643
	Year to Date '81								**825**	**825**
	Year to Date '80								1,351	1,351
PLYMOUTH	**Feb., '81**	**1,241**	**310**							**1,551**
	Feb., '80	1,791	870							2,661
	Year to Date '81	**2,207**	**695**							**2,902**
	Year to Date '80	3,312	1,598							4,910
WESTERN STAR	**Feb., '81**								**62**	**62**
	Feb., '80								76	76
	Year to Date '81								**112**	**112**
	Year to Date '80								141	141
WHITE	**Feb., '81**								**330**	**330**
	Feb., '80								425	425
	Year to Date '81								**570**	**570**
	Year to Date '80								909	909
MISCELLANEOUS*	**Feb., '81**	**20,512**	**253**		1	**2**	**264**	**112**	**99**	**21,243**
	Feb., '80	24,349			1	3	215	153	130	24,851
	Year to Date '81	**38,656**	**359**		1	**3**	**500**	**226**	**185**	**39,930**
	Year to Date '80	47,673	1	3	3	7	547	278	243	48,755
TOTALS	**Feb., '81**	**80,684**	**65,452**	**844**	**2**	**122**	**4,163**	**5,286**	**6,642**	**163,195**
	Feb., '80	92,479	95,879	537	7	175	4,345	6,230	9,271	208,923
	Year to Date '81	**156,489**	**133,429**	**2,135**	**2**	**234**	**8,766**	**10,422**	**13,226**	**324,703**
	Year to Date '80	187,687	209,793	1,330	11	390	9,440	12,980	19,701	441,332

★—No registrations for Oklahoma, 1981 and 1980.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino, Blazer and LUV; Dodge and Plymouth compact trucks; Ford, Econoline, Bronco and Courier; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, Mercedes-Benz, Hendrickson, Oshkosh, etc.

During late 1980s

Researchers see big-car trend

IRVINE, Calif. — The demise of the six-passenger car has been greatly exaggerated, according to researchers at the University of California—Irvine.

Demographics and buying trends indicate, in fact, that the market share of six-passenger cars is likely to increase during the decade, according to an article published in Transportation Research by Hugh Gladwin, Charles Lave and Michael Murtaugh.

Higher fuel prices and smaller families do not necessarily mean more small-car sales, they said.

They pointed out that even for large cars, fuel costs amount to only 15 percent of ownership costs.

And today's demographically average family may have two adults and two toddlers, but later in the decade there will be an increase in the relative proportion of older children.

A pair of teen-agers will need more room than the backseat of a compact for themselves or their friends, the researchers said.

Households are not resigned to ending up with only small cars in the driveway, the researchers found. Car size was the major early decision made by the buyers studied.

"In almost all cases buyers quickly rejected cars which they considered to be too large or too small for their needs," the researchers said.

"Once established, this desired size was rarely traded off for other desirable features such as fuel economy, performance or a good price."

Buyers chose their car's size by the number and ages of their children and the size and ages of the cars they already owned.

Recessions have always produced a market shift toward more economical cars, the University of California team found.

They found families still want at least one family-sized car.

"The simplest interpretation of current market share trends is that replacement of the household's large car is being postponed until uncertainties about fuel prices and the economy are resolved," they said.

They predicted 28 percent of the 1990 sales will be six-passenger autos.

Model breakdown

Auction Averages

	April To Date	March	February
1981	$8,170	$8,432	$7,138
1980	5,883	5,698	5,704
1979	4,790	5,001	4,773
1978	3,718	3,681	3,705
1977	2,868	2,888	2,997
1976	2,154	2,226	2,265
1975	1,603	1,525	1,663
1974	1,370	1,347	1,205
Overall Average	$4,087	$4,076	$4,076

GM hike trims Ford incentives

DETROIT.—Ford Motor dropped several incentives it was considering, including one on trucks, because of General Motors' price increase.

Both Ford and Chrysler dealers have a price advantage over GM dealers, because neither company elected to go along with GM's April price hike at this time.

"Our incentive is the amount of GM's price increase," said a Ford spokesperson, who added that customers save about $350 per car by buying Ford (or Chrysler) as opposed to GM products.

Used car sales

Auction Averages

April to Date	$4,087
Month ago	$4,076
Year ago	$3,102

Silver anniversary for Parker Ford

James W. Parker, second from right, president, Parker Ford, Inc., Murray, Ky., receives his 25-year recognition plaque from Charles Lambert, center, Ford Division's Louisville district assistant sales manager. Proud family in attendance are, from left: Joe W. Parker, dealership vice president; John H. Parker, secretary-treasurer, and David Parker, general manager.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Signals, hints and suggestions increase

Japanese issue mired in impasse

Continued from Page 1

of trade or their European partners but the industries are at loggerheads. All companies want to sell as many cars as they can.

Baldrige's talk to auto company officials — Ford's Philip Caldwell, Chrysler's Gerald Greenwald, Volkswagen's James McLernon, American Motors' Gerald Myers, and General Motors' Roger B. Smith — did not sit well with them. But neither did his talk with the UAW—or at least Baldrige gave that impression when he said that nothing could be expected from the union until after its local elections.

The message from the Japanese was reinforced at a Baldrige press breakfast. The situation is in "very delicate balance," said the secretary, and there's no telling what the Japanese will do unless the U. S. industry and the UAW take some firm action.

Baldrige also released for the first time an assessment made by his department that the domestic industry faces a $12 billion cash flow shortfall over the next three years—money needed to modernize.

• Meanwhile, news from Tokyo is that the Japanese Ministry of Industry and Trade started talking with individual companies to see if it could soften their position. The hope is now to hold imports for one year at 1.7 million cars plus 100,000 light trucks. This amounts to a 7 percent lower figure for cars, compared with 1980. Further meetings were set for the weekend.

By mid-week, GM, Ford and the UAW had responded to Secretary Baldrige.

GM's statement by Chairman Roger B. Smith was short and simple: By the end of 1984, GM plans to spend $40 billion—$32 billion of which would be spent in North America. GM has cut costs in every facet of its operations including reductions in salaried payrolls and employment.

GM has lowered its quarterly dividends from $1.15 to 60 cents a share and has shown price "restraint" and will do so in the future, Smith said. GM is doing its part. It thanks the government for what it has done in deregulation, and looks forward to cooperating with the UAW, Smith said. There was no mention of Japanese imports.

Ford's response was not so simple. Its "P-6" program covered products, productivity, pruning of overhead, profits, price and pay. But the bottom line is that it is "restraining" prices—not holding or lowering —and needs labor concessions now.

Ford did not say it would not raise prices if the Japanese restrain their imports — only that it "would continue with price restraint" in order to increase its market share and build for the future.

But, said Ford, we're doing all we can by ourselves; in addition we need concessions from the union before the 1982 negotiations and we need relief from Japanese auto exports. In short, thanks, Mr. President, for some deregulation and some general recovery hopes, but we still need more in relief from the Clean Air Act and probably special tax treatment, but it's not enough. Ball back in Japan's court.

• The UAW also sent the ball back to Japan. The union said the most crucial problem needing immediate attention is reduction in Japanese imports — hopefully a "binding restraint commitment that can be monitored and enforced," temporary but for a three-year period. The long term solution, however, is Japanese plants in the U. S. where their market is and where U. S. jobs can be created.

The UAW also repeated its requests for a tax credit to buyers of domestically produced cars and a scrappage bounty to speed the shift to more-fuel-efficient cars and spur car sales. (The UAW did not mention a U. S. - content proposal it has made in the past).

The UAW also repeated its willingness to support new technology and automation as one way to increase productivity. It stressed its efforts to reduce absenteeism and efforts to improve "fits and finishes."

But while the union is prepared for a "wider role and greater responsibility" — presumably seats on boards of directors and profit sharing — it gave no hope for wage concessions. It added, however, that it will—as it always has—bargain within the framework of "economic reality."

Two weeks earlier, Vice President George Bush, in announcing the results of the Auto Task Force study, made it clear that the President wanted talks, information and better understanding between the U. S. and the Japanese — but no negotiations.

Everyone was to do his own thing, Bush said, keeping in mind his own best interest and that of the future of the auto industry.

So far, there's been a lot of communication and perhaps better understanding, but hard and fast results are zero.

Mid-April new-car sales edge ahead of last year

By Edward Lapham
Financial Editor

Mid-April sales of U. S.-built cars were up slightly over year-ago levels but there was little consolation because last year's results were so puny.

Based on a strong-year-to-year gain by Chrysler Corp., the industry total for the April 11-20 period rose 1.4 percent to 148,726 from 146,671 last year. The total for the period was the third worst for the period in the years for which figures are available. The period record is 296,621 in 1978.

The daily rate for the period was 18,591, compared with 18,334 last year. There were eight selling days in the period both years.

Chrysler, which continued a $50 test-drive retail incentive in the period while the other makers discontinued their incentives, reported a 47.7 percent increase to 20,216 from 13,687.

Ford Motor Co. sales nosed up 0.3 percent to 33,953 from 33,851.

General Motors sales fell 3.3 percent to 87,984 from 90,996. Volkswagen of America sales of U. S.-built Rabbits fell 18.6 percent to 3,773 from 4,637.

Estimated AMC sales were off by 20 percent to 2,800 from 3,500.

Sales of the Ford EXP and Mercury LN7 models brought in "an extra margin of sales," Ford officials said, accounting for the year-to-year gain. There were 1,914 EXP and 503 LN7 models sold in the period.

Chrysler's strong performance in the period boosted its share of domestic sales to 13.59 percent in the period, compared with 9.33 percent last year.

Ford's penetration slipped to 22.83 percent from 23.08 percent while GM's share declined to 59.16 percent from 62.04 last year. VWoA's share fell to 2.54 percent from 3.16 percent. AMC's estimated penetration fell below the two percent level to 1.88 percent from 2.39 percent.

Of the individual makes, Plymouth showed the largest year-to-year increase of 70.57 percent. Dodge was second, up 56.2 percent. Pontiac fared the worst, off 29.56 percent, followed by Lincoln which dropped 19.92 percent.

DOMESTIC SALES

	April 1-10, 1981	April 1-10, 1980
AMERICAN MOTORS	2,800†	3,500†
Chrysler	2,361	2,836
Imperial	149	——
Plymouth	8,936	5,239
Dodge	8,770	5,612
CHRYSLER CORP.	20,216	13,687
Ford	24,427	25,100
Mercury	8,018	6,868
Lincoln	1,508	1,883
FORD MOTOR	33,953	33,851
Buick	17,076	14,974
Cadillac	6,051	5,076
Chevrolet	31,476	34,234
Oldsmobile	20,694	18,701
Pontiac	12,687	18,001
GENERAL MOTORS	87,984	90,996
VOLKSWAGEN	3,773	4,637
INDUSTRY TOTAL	148,726	146,671

†—Estimate.

No concessions asked by IH in talks with UAW

CHICAGO. — The UAW and International Harvester Co. have held meetings to "open the lines of communication" but the company, while faced with a $4.7 billion debt reconstruction effort, did not ask the union for contract concessions, according to both IH and the union.

"The word contract never came up; the word concessions never came up," said a company spokesman.

Steve Yokich, UAW vice president and head of the agricultural equipment division, said the meeting served to open the lines of communication.

According to some union representatives, the meeting covered the details of IH's restructuring plan and the company's facilities and products.

Many had thought IH would ask the UAW for concessions, especially because the union's 5½ month strike, which ended last April, contributed heavily to the company's $397 million loss in fiscal 1980 and $96.4 million loss in the first quarter ended Jan. 31.

New role for the Escort

Europe's Ford Escort has been turned into a delivery van. The model, produced at Halewood in the UK, is to be sold in France, Ireland, Italy, Sweden and the UK. It uses 1.1, 1.3 or 1.6-liter engines and is available with either 1,100 or 1,620 pounds payload capability.

Ford and UAW disagree on need to reopen contract

By Edward Lapham and Marjorie Sorge

DETROIT. — Ford Motor Co. needs more competitive labor costs and should not have to wait until the normal contract renegotiations in 1982 to deal with the UAW, Ford Chairman Philip Caldwell said last week.

The Ford executive, who sent a letter to U. S. Commerce Secretary Malcolm Baldrige explaining what his company has done to alleviate its problems, said Ford had a "primary focus" on the "productivity side" rather than looking at simple wage reductions.

Caldwell called a press conference to explain the company's six-point program because he believed "there is a wide lack of understanding" about how much Ford actually has done.

Even as Caldwell spoke to reporters, several hundred employes from UAW Local 600 at Ford's Michigan Casting Center marched in front of the company's world headquarters building protesting the auto maker's supposed plans to cut back operations there, "because four-cylinder engines require less casting tonnage than eight-cylinder engines."

He would not be specific about what levels are needed, although he said the Brodhead bill which calls for a 1.2 million level of imports for three years and the Danforth bill which calls for a 1.6 million unit level for three years put "many clues on the table for the Japanese to read."

Caldwell did say it should be "highly desirable" to have a local-content law for domestic and import car companies which would set a required percentage of U. S.-manufactured parts and components for all vehicles sold here. He said Ford's current local content is 94 percent and that local content of the Escort/Lynx "world cars" is "higher than it ever was on the Pinto."

Caldwell was not specific about what kind or how much of a price restraint the company would be willing to adopt if Japanese imports are limited. He said the company has not raised prices as much as costs have increased and that "the greatest pressure on the company" is to increase volume, not to "tinker" with pricing policy.

• Despite Caldwell's position that returning to the bargaining table is urgent, UAW President Douglas A. Fraser on the other side of town said the union has no intention of reopening negotiations before 1982 when the current contract expires. However, he said the union would take the economic situation of the industry into account then.

Fraser did say the UAW would help Ford in any other way possible, and he said study committees would be formed within the next few months to begin work on the 1982 round of bargaining. This would save both parties time when they return to the table.

According to Fraser, there is no way anyone but the workers could reopen the contract and both the Ford and General Motors councils voted against it at a legislative meeting in Washington March 19.

He reminded Ford that in the 1967 negotiations, the UAW accepted a cap on the cost-of-living-allowance and "we have to live with this agreement until 1970." He indicated Ford will now have to live with the current contract until it expires in September, 1982.

Ford has said it might have to export its jobs because of the high labor costs, but Fraser warned the company not to make any decision now that could greatly affect the future.

Like Caldwell, Fraser also sent a letter to Commerce Secretary Malcolm Baldrige outlining the union's position on the auto industry's problems. He listed first the heavy Japanese influx into the American marketplace and again called for "binding import restraints."

Also listed were the high interest rates, the current economic uncertainty and the rapid shift in consumer demand for smaller vehicles which the U. S. makers are only just beginning to build in greater quantity.

Fraser cited Caldwell's desire to look at productivity-increasing rather than wage-cutting steps and said the union agreed with that approach and would do what it could to help increase productivity.

GM plans to sell New York HQ

NEW YORK. — General Motors announced last week it will sell its 50-story building on Fifth Ave. here.

It would still keep its corporate offices in the building but the company said it would put the capital into new products and manufacturing facilities.

The building is estimated to be worth $500 million

It's 11 days behind last year's pace

2-millionth car of 1981 produced

By Patricia Hoffman
Staff Writer

U. S. auto production reached the two-million mark last Wednesday (April 22), eleven days later than in 1980. Last year, the makers built their two-millionth auto on April 11.

Auto production last week took a jump over the previous holiday week's total, and output was also up from the comparable 1980 week.

Last week, the auto makers slated assembly at 161,794 units, up 32.43 percent from the 122,173 cars completed during the four-days of production the previous week, and also up 8.21 percent from the 149,514 built in the comparable period last year.

So far this year, the makers have completed 2,093,644 units, down 8.94 percent from the 2,299,231 units assembled in the comparable period last year.

Breakdown for last week by company is: General Motors, 61.47 percent; Ford Motor, 21.22 percent; Chrysler, 13.32 percent; Volkswagen of America, 2.57 percent, and American Motors, 1.42 percent.

Overtime was slated last week at Chrysler's Newark and Belvidere points. Both plants began nine-hour daily shift operations on April 20 and will continue the extended shifts this week.

Also at Chrysler, the Jefferson assembly point continues to increase its daily output of K-cars, working toward a 20.0 percent increase in total output by the end of April.

Saturday overtime was scheduled last week at GM's Leeds, Tarrytown, Lansing, Arlington, Doraville, Oklahoma City, Wilmington, Lakewood and Pontiac points.

Also at GM, downtime was slated last week at Janesville, and output was reduced to one shift at the Detroit Cadillac plant.

Chrysler said that its St. Louis assembly plant will end production of the 1981 Dodge Diplomat, Chrysler LeBaron and Plymouth Caravelle on May 1, for changeover to the 1982 model front-wheel-drive, mid-sized Chrysler and Dodge cars. The plant is scheduled to resume operations at the end of August.

It was reported last week that GM plans extended downtime at six U. S. assembly plants for changeover to 1982 models.

The six assembly plants, tentatively to be affected, are: Framingham, down June 19 to Oct. 5; Fremont, June 26 to Oct. 5; Doraville, June 26 to Sept. 28; Norwood, June 26 to Oct. 5; Van Nuys, July 10 to Oct. 5, and Leeds, July 31 to Oct. 12. A seventh plant, in Oshawa, Canada, reportedly would be down from June 26 until Sept. 28. GM has neither denied nor confirmed these reports.

U. S. CAR PRODUCTION

	Week Ended April 25, 1981	Week Ended April 26, 1980	Week Ended April 18, 1981	April to Date	Jan. 1, to April 26, 1980	Jan. 1, to April 25, 1981
AMERICAN MOTORS	2.300*	2.978*	2.200*	8,080*	62,068*	32,854*
AMX						
Spirit						
Concord						
Eagle						
Pacer						
CHRYSLER CORP.	21,550	12,105	14,778	68,171	209,235	260,499
Plymouth Total	10,950	5,790	7,424	33,871	96,497	129,211
Horizon	4,600	3,260	3,241	14,415	52,965	48,664
Reliant	6,100		4,057	18,118		71,109
Volare		2,100			34,709	
Caravelle	250	30	126	772	1,364	1,990
Gran Fury		400		566	7,459	7,448
Chrysler Total	1,600	1,175	1,054	5,273	26,336	20,746
LeBaron	1,600	375	1,054	5,128	19,546	15,884
Chrysler		800		145	6,790	4,862
Dodge Total	9,000	5,140	6,300	29,027	86,402	110,542
Omni	3,200	2,860	2,055	10,340	47,378	36,779
Aspen		1,600			24,509	
Aries	4,900		3,454	15,102		57,913
Diplomat	900	230	791	3,249	8,383	12,168
St. Regis		450		336	6,132	3,682
FORD MOTOR	34,333	35,087	27,356	113,751	461,119	439,245
Ford Division	23,775	24,489	18,747	78,753	333,877	304,940
Escort	6,775		5,291	23,786		125,166
Pinto		3,451			31,877	
Fairmont	5,649	6,450	4,314	18,341	90,580	61,432
Must./Must. II	4,322	5,806	3,547	13,813	90,617	45,911
Granada	2,989		2,426	9,365	26,284	24,311
Thunderbird	2,340	5,110	1,785	7,616	58,171	21,344
Ford	1,700	3,672	1,384	5,832	36,348	26,776
L-M Division	10,558	10,598	8,609	34,998	127,242	134,305
Mercury Total	8,918	10,598	7,291	29,478	114,098	115,058
Bobcat		573			6,932	
Lynx	2,545		2,101	8,954		43,282
Capri	1,490	1,834	1,127	4,418	26,605	13,734
Zephyr	1,362	2,214	1,153	4,491	30,023	16,834
Cougar/Monarch	1,353		1,050	4,166	7,793	11,395
XR-7	876	3,412	808	2,937	21,090	8,814
Mercury	1,292	2,565	1,052	4,512	21,655	20,999
Lincoln Total	1,640		1,318	5,520	13,144	19,247
Lincoln	820		659	2,750	4,826	9,173
Mark VI	820		659	2,761	6,875	10,074
Versailles					1,443	
GENERAL MOTORS	99,451	94,009	74,364	321,036	1,499,745	1,298,317
Buick Division	23,098	17,560	16,690	74,017	294,965	306,601
Skylark	5,476	4,970	4,000	18,536	78,218	84,232
Century	4,872	4,014	3,653	15,725	61,588	61,830
Regal	7,589	5,066	5,346	23,044	75,572	86,465
Buick	3,805	3,510	2,709	12,414	61,886	54,856
Riviera	1,356		982	4,298	17,701	19,218
Cadillac Division	4,292	2,116	5,021	15,984	82,024	93,390
Cimarron	33		13	46		46
Seville	769		553	2,496	14,904	10,460
Eldorado	1,330		956	4,752	20,274	21,534
Cadillac	2,160	2,116	3,499	8,690	46,846	61,350
Chevrolet Division	32,628	39,128	26,014	108,471	622,137	453,224
Chevette	9,171	9,275	5,968	28,390	152,865	102,302
Cavalier	1,153		448	1,931		2,009
Monza ('80)		3,735			53,887	
Camaro	2,580	3,770	2,455	9,998	46,379	42,152
Citation	9,037	10,275	6,087	29,554	158,880	118,192
Malibu	6,716	6,578	4,373	19,652	94,695	83,227
Monte Carlo	3,571	2,295	2,571	10,914	45,265	42,948
Chevrolet		2,400	3,792	6,672	54,455	51,526
Corvette	400	800	320	1,360	15,711	10,868
Oldsmobile Division	25,550	20,417	17,363	79,702	287,981	309,001
Omega	3,320	2,712	2,489	11,888	41,290	50,572
Cutlass	13,980	11,335	9,264	40,597	135,686	146,862
Oldsmobile	6,975	6,370	4,715	23,056	95,364	95,138
Toronado	1,275		895	4,161	15,642	16,429
Pontiac Division	13,883	14,788	9,276	42,862	212,638	136,101
Acadian†	420	705	422	2,175	8,550	7,539
J2000	1,109		719	2,569		2,972
Sunbird ('80)		3,065			50,379	
T1000	2,741		1,754	8,786		15,280
Firebird	1,500	1,988	795	3,921	33,142	16,898
Phoenix	2,967	3,240	1,963	9,488	45,121	38,383
Grand Prix	3,115	1,745	1,970	8,982	24,040	31,191
LeMans	1,831	1,965	1,279	5,639	20,907	18,961
Pontiac	200	2,080	374	1,302	30,499	4,877
VOLKSWAGEN	4,160	5,250	3,475	14,304	65,989	62,096
CHECKER		85*		30*	1,075	633*
Total Cars, U. S.	161,794	149,514	122,173	525,372	2,299,231	2,093,644

breaking news

Continued from Page 1

Goodrich increases capacity for Estane TPU

CLEVELAND.—B. F. Goodrich Chemical Group will expand the capacity of its facilities in Avon Lake, O., to meet the rising demand for Estane thermoplastic polyurethane (TPU), the company said. The expansion will be completed in early 1982 and will increase production by over 30 percent. The Estane TPU business segment is part of the Chemical Group's specialty Polymers Unit, whose expected growth over the next decade has promoted plans for major expansions of several product lines. The company said the decision to expand the Estane TPU was made last year when demand increased 15 percent.

Radio a delete option

DETROIT.—As part of a 1979 agreement with the Custom Automotive Sound Assn. (CASA), General Motors will make its radios delete options in the J-cars. This will include the Cadillac Cimarron, making it the only Cadillac nameplate with a delete-option radio. The Cimarron radio is an AM/FM stereo with four speakers. In a 1979 settlement with CASA, GM agreed not to make radios standard on any new models through 1983.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 25, 1981	Week Ended April 26, 1980	Week Ended April 18, 1981	April to Date	Jan. 1, to April 26, 1980	Jan. 1, to April 25, 1981
CHEVROLET	5,373	5,573	12,826	39,858	195,172	189,095
DODGE/PLYMOUTH	4,500	2,100	1,744	9,479	47,137	27,899
FORD	15,220	16,918	12,168	49,293	222,946	197,370
GMC	1,673	3,729	3,029	10,751	57,251	64,537
INTERNATIONAL	1,690	564	1,359	5,778	564	25,099
VOLKSWAGEN	1,040	750	862	3,544	9,306	15,152
MACK					9,340	
JEEP	2,000*	1,680*	1,600*	6,620*	27,860*	28,986*
AMC CORP.	90*	284*	70*	301*	3,247*	1,355*
WHITE		134			2,614	
MISCELLANEOUS	1,400*	900*	1,350*	4,820*	14,160*	18,600*
Total Trucks, U. S.	32,986	32,632	35,008	130,444	589,597	568,093

CANADIAN TRUCK PRODUCTION

	Week Ended April 25, 1981	Week Ended April 26, 1980	Week Ended April 18, 1981	April to Date	Jan. 1, to April 26, 1980	Jan. 1, to April 25, 1981
CHRYSLER CORP.	1,808	1,014	1,509	6,122	12,213	21,536
FORD MOTOR	4,104	4,880	2,333	12,185	66,166	55,537
GENERAL MOTORS	6,429	5,962	5,571	18,871	95,103	98,580
AMERICAN MOTORS		900			9,379	
INTERNATIONAL	245	465	197	838	4,503	4,028
MACK					934	
WHITE		65			1,046	
Total Trucks, Canada	12,586	13,286	9,610	38,016	189,344	179,681
N. American Trucks	45,572	45,918	44,618	168,460	778,941	747,774

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Downtime at GM slices U.S. output of trucks 5.7 pct.

U. S. truck production last week fell below the level of the holiday-shortened previous week due to downtime at three General Motors assembly plants. The total, however, rose above the comparable 1980 week's output.

Planned truck production last week was 32,986 units, down 5.78 percent from the 35,008 trucks assembled in the previous, four-day week. But the total was up 1.08 percent from the 32,632 units completed in the comparable week last year.

So far this year, the truck makers have completed 568,093 units, a drop of 3.65 percent from 589,597 trucks built in the comparable period last year.

Downtime was slated last week at GM's Chevrolet Flint point, (Lines One and Two). Line Two (Blazer and Suburban) will remain idle this week.

GMAD's St. Louis truck point and GM's Lordstown van plant were also down last week and will remain idle this week.

Overtime was slated last week at Ford's Kentucky truck point.

Chrysler's Warren truck assembly plant will operate a nine-hour, single-shift operation this week.

Full work week hikes output in Canadian plants

Last week's Canadian auto production jumped ahead of the previous four-day week's output, and the total again was above that of the comparable 1980 week.

Auto production last week was set at 23,324 units, up 22.86 percent from the 18,984 cars assembled in the previous holiday week, and also up 19.97 percent from 19,441 units completed in the comparable week last year.

So far this year, the auto makers have assembled 259,653 units, down 10.84 percent from the 291,207 completed in the comparable 1980 period.

Canadian truck production also improved last week because of the full work week, however output fell below the comparable 1980 week's total.

Truck assembly last week was slated at 12,586 units, up 30.97 percent from the 9,610 trucks completed in the previous week, but down 5.27 percent from the 13,286 trucks built the week ended April 26, 1980.

Year-to-date, the truck makers have completed 179,681 units, down 5.10 percent from the 189,344 trucks built in the comparable period last year.

There was no downtime or overtime slated last week for the auto or truck makers.

General Motors and Chrysler have reported that all car and truck assembly plants will be operating this week.

CANADIAN CAR PRODUCTION

	Week Ended April 25, 1981	Week Ended April 26, 1980	Week Ended April 18, 1981	Anril to Date	Jan. 1, to April 25, 1980	Jan. 1, to April 25 1981
AMERICAN MOTORS	720		581	2,460		9,833
CHRYSLER CORP.	1,800		1,537	3,337	23,001	8,693
FORD MOTOR	7,107	6,912	5,952	23,682	81,309	57,553
GENERAL MOTORS	13,472	12,304	10,734	45,410	183,197	180,143
VOLVO	225	225	180	765	3,700	3,431
Total Cars, Canada	23,324	19,441	18,984	75,654	291,207	259,653
N. American Cars	185,118	168,955	141,157	601,026	2,590,438	2,353,297
N. American Trucks	45,572	45,918	44,618	168,460	778,941	747,774
North American Cars and Trucks	230,690	214,873	185,775	769,486	3,369,379	3,101,071

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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1981 Market Data Book Issue

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U. S., Europe off, while Japan chalks up gain

World car production dips in 1980

By Richard A. Wright
Asst. Managing Editor

The U. S. didn't have a very good automotive year in 1980, but neither did Europe. Most European producers experienced declines, as did American makers. Only the Japanese made gains.

While car production was down both in North America and Western Europe, Japanese output jumped almost 14 percent to 7,040,000.

The Japanese total topped the U. S. for the first time. The U. S. makers turned out 6,416,885 cars, down almost 24 percent from 1979. Added to Canadian output of 846,777, the North American producers barely topped the Japanese with a total of 7,263,662.

Production in Western Europe in 1980 totaled 10,444,375, down about 11 percent from the preceding year. Only Renault scored a significant gain in 1980, although Fiat was up slightly. In fact, Renault moved ahead of Peugeot-Citroen to first place among European car producers. And, in cars alone, Volkswagen also edged Peugeot-Citroen in 1980.

The Eastern Bloc countries were largely unaffected by the economic downturns plaguing the West and output was off by less than 2 percent to 2,110,000. The Communist world's biggest producer, the Soviet Union's Lada, diverted some of its capacity to light trucks and its car output slipped a bit, but overall vehicle production was up.

Coming on strong in 1980 was Latin America, which defied the world trend by boosting car production by more than 6 percent to 1,522,000.

Leading the way in Latin America was Brazil, where the four largest-volume producers in that part of the world were Volkswagen, General Motors, Ford and Fiat.

World car production in 1980 totaled 29,357,000, down almost 7 percent from 31,540,000 in 1979.

A number of trends which have been developing in recent years continued in 1980. Once the leading car producer, the U. S. appeared unable to shake itself out of its continuing doldrums. Despite the apparent intention of the new Reagan Administration to back away from the adversary government-industry situation which has prevailed in the U. S. for years, the U. S. makers still appeared to have trouble competing with the Japanese.

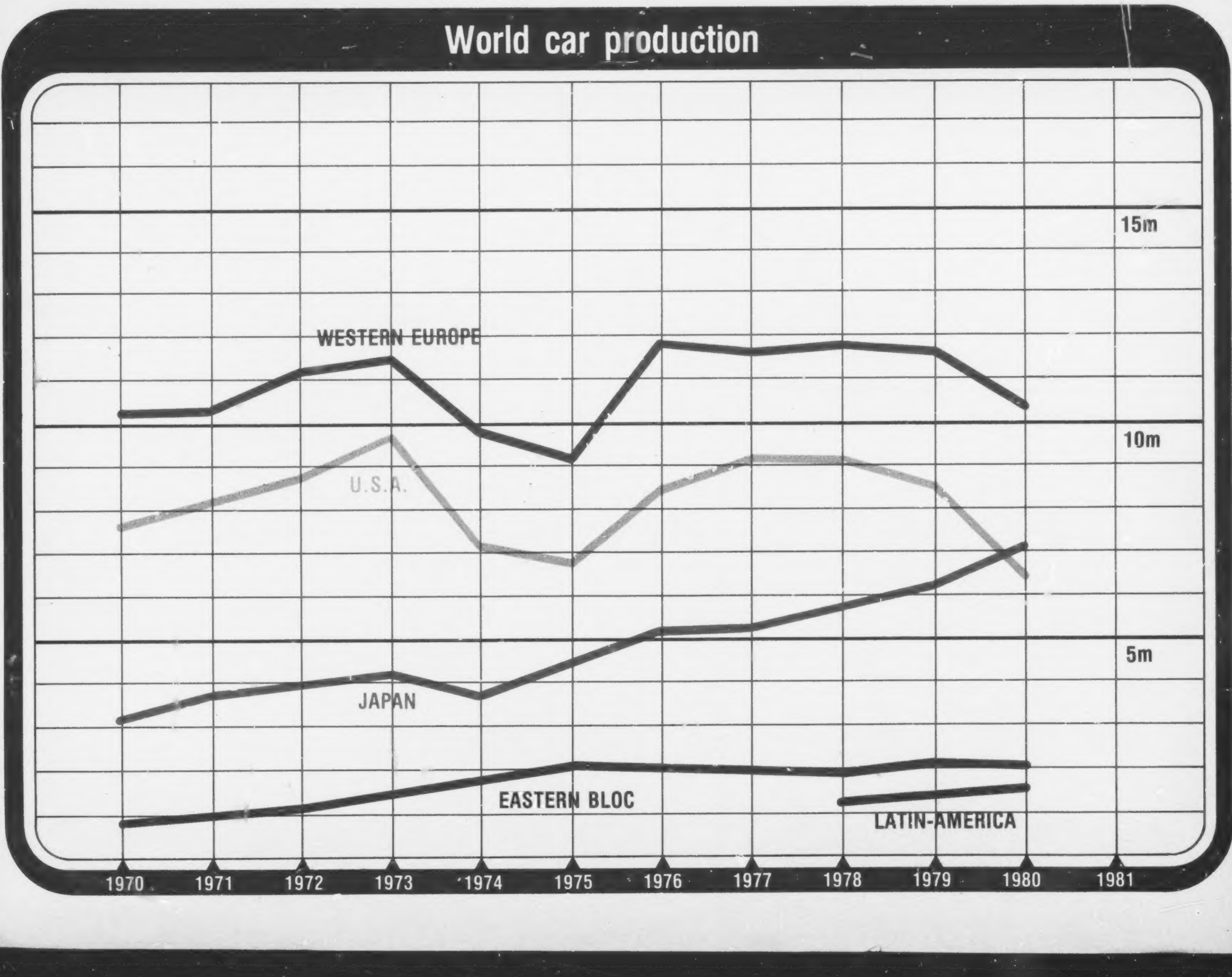
In fact, the Japanese approach to the world automotive market has long been a government-industry partnership and this seems to be paying off, not only in the U. S., but also in Europe.

Some observers are beginning to wonder if the U. S. can compete with the Japanese in the U. S., let alone worldwide, or whether it will go the way of the British industry, gradually withering away as volume producers, subsidized by government.

The Japanese dominate the huge world market for well-built low-priced, high-mileage cars, while the Europeans have been moving strongly into the higher-priced markets with cars that stress luxury, sportiness and advanced engineering.

The U. S. makers have not as yet moved into a niche of their own as they busily continue switching from the traditional but now obsolete U. S. product to smaller cars, many of which compete directly with Japanese offerings—and often come off second best.

When the U. S. industry can pull itself up from the mire of government regulation and complete its enormously expensive shift to smaller, more fuel-efficient cars, perhaps it will then again seek the lead in technology. And the world car market will be better off for it.



World car production

NEW-CAR REGISTRATIONS OVERSEAS

UNITED KINGDOM

	1980	1979
Alfa Romeo	10,219	13,638
BL	275,798	336,984
BMW	13,451	14,058
Colt	10,273	10,696
Datsun	91,893	102,395
Fiat Auto	51,299	79,577
Ford	464,706	485,559
General Motors	133,078	140,944
Opel	22,870	27,216
Vauxhall	109,218	112,398
Honda	22,760	17,849
Lada	13,043	22,270
Lotus	348	697
Mazda	15,370	17,770
Mercedes-Benz	8,876	7,914
Peugeot SA	142,213	191,428
Citroen	27,006	34,015
Peugeot	24,333	37,980
Talbot	90,784	119,433
Reliant	682	818
Renault	88,343	93,468
Rolls-Royce/Bentley	1,315	1,347
Saab	8,073	8.976
Skoda	7,906	10,243
Subaru	3,252	3,443
Toyota	34,167	32,220
VW-Audi	68,285	76,288
Volvo	38,283	36,583
Others	10,128	11,110
Total	1,513,761	1,716,275

SWITZERLAND

	1980	1979
Alfa Romeo	8,380	8,243
BL	3,384	4,684
BMW	11,364	11,211
Datsun	11,710	6,896
Fiat Auto	22,619	21,490
Ford	21,054	25,708
General Motors	35,114	36,535
Honda	7,720	5,537
Lada	1,445	2,887
Mazda	11,152	10,945
Mercedes-Benz	4,931	4,678
Mitsubishi	6,504	4,824
Peugeot SA	32,458	35,200
Citroen	13,180	13,953
Peugeot	11,667	12,689
Talbot	7,611	8,558
Renault	22,201	24,212
Saab	1,384	1,379
Toyota	19,414	13,553
Volkswagen-Audi	40,440	44,025
Volvo (not NL)	6,355	7,542
Others	4,837	6,929
Total	280,453	280,102

WEST GERMANY

	1980	1979
Alfa Romeo	14,772	22,762
BL/Innocenti	9,034	11,696
BMW	138,928	153,923
Daihatsu	4,454	1,235
Datsun	51,503	31,979
Fiat Auto	87,737	97,711
Ford	252,044	311,921
General Motors	411,076	483,328
Honda	43,051	28,693
Lada	5,982	10,641
Mazda	46,727	32,398
Mercedes-Benz	253,082	243,817
Mitsubishi	41,605	20,725
Peugeot SA	115,655	136,414
Citroen	46,891	50,655
Peugeot	33,328	41,208
Talbot	35,436	44,551
Porsche	10,525	12,001
Renault	113,591	129,759
Saab	2,746	2,821
Skoda	2,262	2,216
Suzuki	5,523	——
Toyota	58,893	32,506
VAG	736,109	827,208
Audi	209,741	246,637
Volkswagen	526,368	580,571
Volvo	17,065	24,997
Others	3,419	2,491
Total	2,426,187	2,623,399

SWEDEN

	1980	1979
Alfa Romeo	498	851
BMW	2,375	3,332
Datsun	4,968	4,501
Fiat Auto	4,846	8,119
Ford	16,109	22,813
General Motors	18,267	22,701
Honda	4,309	8,563
Lada	3,005	3,017
Mazda	8,392	8,563
Mercedes-Benz	6,263	6,671
Peugeot SA	8,090	9,153
Renault	4,559	6,146
Saab	27,619	29,838
Toyota	8,718	5,389
VAG	22,625	24,329
Volvo	50,547	55,780
Others	1,348	1,067
Total	192,588	215,325

PORTUGAL

	1980	1979
BL	3,641	3,657
Citroen	5,853	4,412
Datsun	1,554	1,042
Fiat	9,650	10,040
Ford	4,932	4,663
Mercedes-Benz	2,386	1,306
Opel	4,104	3,011
Peugeot	3,482	4,672
Renault	12,816	9,928
Talbot	1,903	1,155
Toyota	1,623	1,798
Volkswagen	1,852	1,532
Others	4,561	4,676
Total	58,357	51,892

JAPAN

	12 mos., 1980	12 mos., 1979
Daihatsu	91,181	99,933
Fuji	77,190	82,193
Honda	166,975	175,919
Isuzu	62,806	50,474
Mitsubishi	250,713	266,783
Nissan	828,158	890,427
Suzuki	71,559	65,543
Toyo Kogyo	196,560	203,133
Toyota	1,064,172	1,142,293
Imports	44,871	60,161
Total	2,854,185	3,036,359

FRANCE

	12 mos., 1980	12 mos., 1979
Alfa Romeo	25,343	28,741
BL	25,367	30,151
BMW	17,228	15,037
Datsun	17,703	12,856
Fiat Auto	68,766	71,759
Ford	68,368	79,266
Honda	8,291	5,602
Lada	13,069	16,663
Mazda	13,031	11,674
Mercedes-Benz	14,421	12,392
Mitsubishi	2,785	1,065
Opel	32,597	36,404
Peugeot SA	685,517	850,064
Citroen	271,107	325,399
Peugeot	293,621	358,698
Talbot	120,789	[illegible]
Renault	758,958	[illegible]
Toyota	13,106	[illegible]
VAG	93,182	79,942
Volvo	8,214	8,909
Others	7,188	12,845
Total	1,873,185	1,976,391

THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

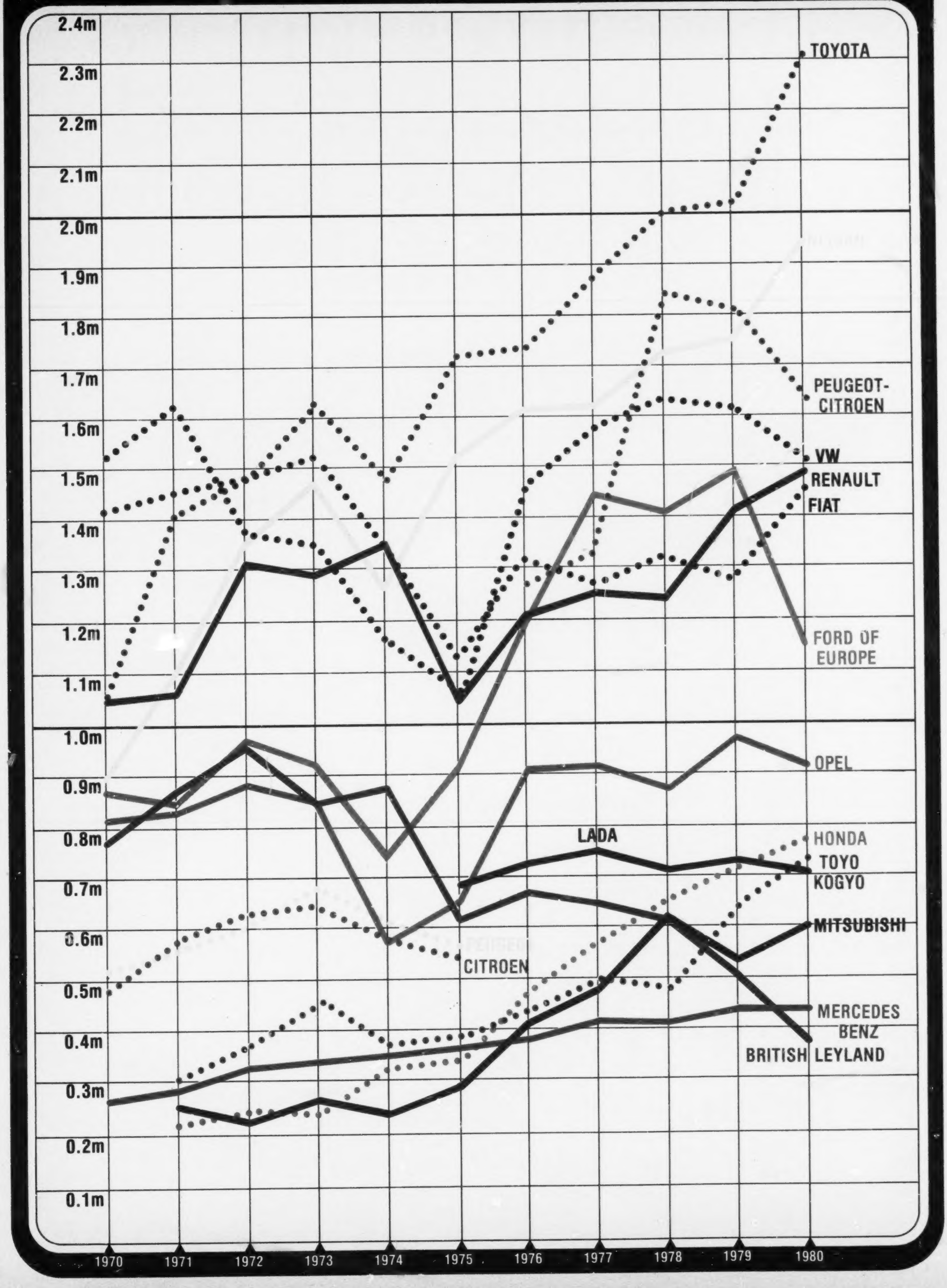
Rank	Company	Nationality	Cars 1979	Trucks and buses 1979	Total 1979	Total 1978
1.	General Motors	U.S.A.	4,106,191	665,911	4,772,102	6,462,554
2.	Toyota	Japan	2,320,000	900,000	3,220,000	2,996,225
3.	Nissan	Japan	1,940,000	650,000	2,590,000	2,380,254
4.	Ford	U.S.A.	1,306,948	581,507	1,888,455	3,075,131
5.	Renault	France	1,492,339	220,846	1,713,185	1,592,195
6.	Peugeot group	France	1,446,242	200,979	1,647,221	2,002,378
7.	VW group	West Germany	1,517,216	114,591	1,631,807	1,719,311
8.	Fiat group	Italy	1,449,000	73,000	1,522,000	1,432,919
9.	Mazda	Japan	743,000	300,000	1,043,000	971,421
10.	Mitsubishi	Japan	600,000	415,000	1,015,000	938,517
11.	Honda	Japan	775,000	100,000	875,000	801,869
12.	Lada	U.S.S.R.	700,000	100.000	800,000	715,000
13.	Opel	West Germany	786,663	6,137	792,800	959,202
14.	General Motors	Canada	514,400	254,640	769,040	847,428
15.	Chrysler	U.S.A.	638,535	118,959	757,493	1,231,691
16.	Daimler-Benz	West Germany	438,829	188,392	627,221	604,859
17.	BL	United Kingdom	388,595	129,636	518,231	628,420
18.	Volkswagen	Brazil	441,500	72,737	514,237	531,300
19.	Isuzu	Japan	92,000	408,000	500,000	424,718
20.	Subaru	Japan	350,000	150,000	500,000	334,290
21.	Ford	United Kingdom	342,372	138,372	481,104	595,916
22.	Ford	Canada	248,200	186,111	434,311	502,195
23.	Ford	West Germany	419,517	——	419,517	546,957
24.	GAZ (Volga)	U.S.S.R.	145,000	250,000	395,000	325,000
25.	Daihatsu	Japan	140,000	235,000	375,000	366,345
26.	Suzuki	Japan	80,000	275,000	355,000	344,845
27.	FASA-Renault	Spain	343,678	——	176,518	343,194
28.	BMW	West Germany	330,087	——	330,087	328,281
29.	Polski Fiat	Poland	320,000	——	320,000	300,000
30.	SEAT	Spain	297,632	——	297,632	289,859
31.	Ford	Spain	265,839	——	265,839	232,432
32.	General Motors	Brazil	177,200	54,357	231,557	204,000
33.	Moskwich	U.S.S.R.	230,000	——	230,000	300,000
34.	Volkswagen	U.S.A.	197,106	28,390	225,496	173,192
35.	Volvo	Sweden	185,000	33,000	218,000	265,000
36.	Alfa Romeo	Italy	215,000	3,000	218,000	208,000
37.	Skoda	Czechoslovakia	180,000	35,000	215,000	221,000
38.	Vauxhall	United Kingdom	87,101	96,408	183,509	146,432
39.	American Motors	U.S.A.	164,765	11,753	176,518	343,194
40.	Ford	Brazil	120,700	44,756	165,456	160,000
41.	Fiat	Brazil	165,000	——	165,000	127,031
42.	ZAZ	U.S.S.R.	150,000	——	150,000	140,000
43.	Zastava	Yugoslavia	140,000	10,000	150,000	161,800
44.	Citroen	Spain	131,393	——	131,393	160,730
45.	GM-Holden	Australia	108,900	14,000	122,900	183,500
46.	Volkswagen	Mexico	119,500	——	119,500	99,161
47.	Trabant	East Germany	110,000	——	110,000	113,880
48.	Talbot/Dodge	United Kingdom	86,985	16,328	103,313	120,536
49.	Ford	Australia	85,100	12,000	97,100	105,000
50.	Saab-Scania	Sweden	70,000	24,000	94,000	103,758

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,679	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,561	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467

Compiled by MVMA

Car production by major makers outside North America



1980 registration lowest since 1975

But domestic total is the worst in almost 20 years

By Jenny King
Staff Writer

Whether measured by registrations or new-car sales reports, 1980 was a bad year, the worst since the recession year of 1975.

Registrations totaled 8,760,937, according to figures supplied by R. L. Polk & Co., down 15.41 percent from 10,356,695 in 1979. The 1980 total included a record 2,469,180 imported cars, which exceeded the previous record set in 1979 of 2,351,053 set in 1979 by 5.02 percent.

So the picture for the domestic auto industry was even worse than the registrations total indicated at first glance. Domestic registrations were 6,291,757, lowest since 1961, when domestic registrations totaled 5,476,125.

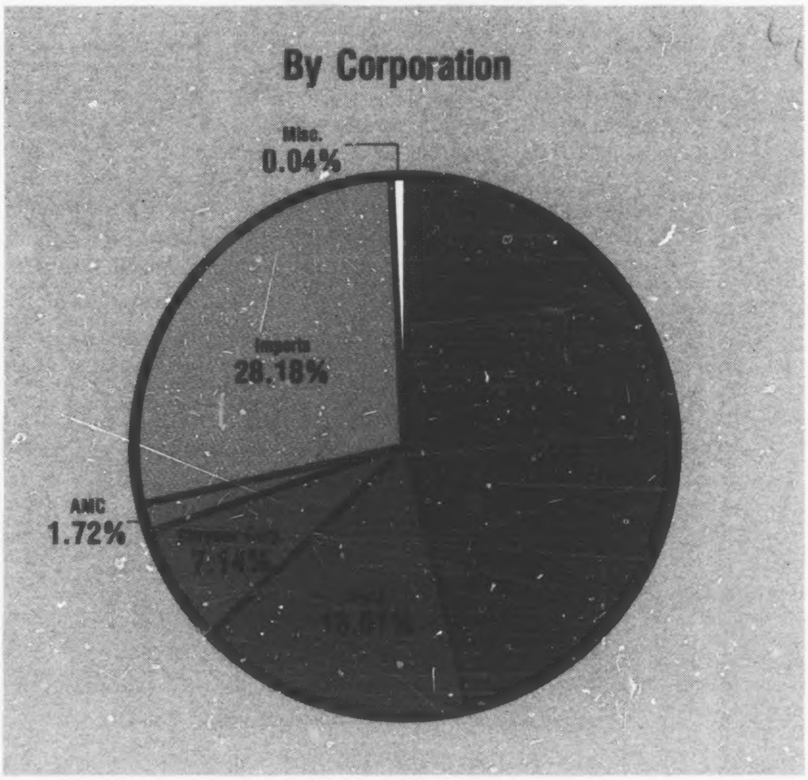
Registrations are collected by R. L. Polk from state vehicle registration offices (except for Oklahoma, which does not permit reporting of vehicle registrations). Sales are reported by the factories every 10 days (except for American Motors, which reports once a month).

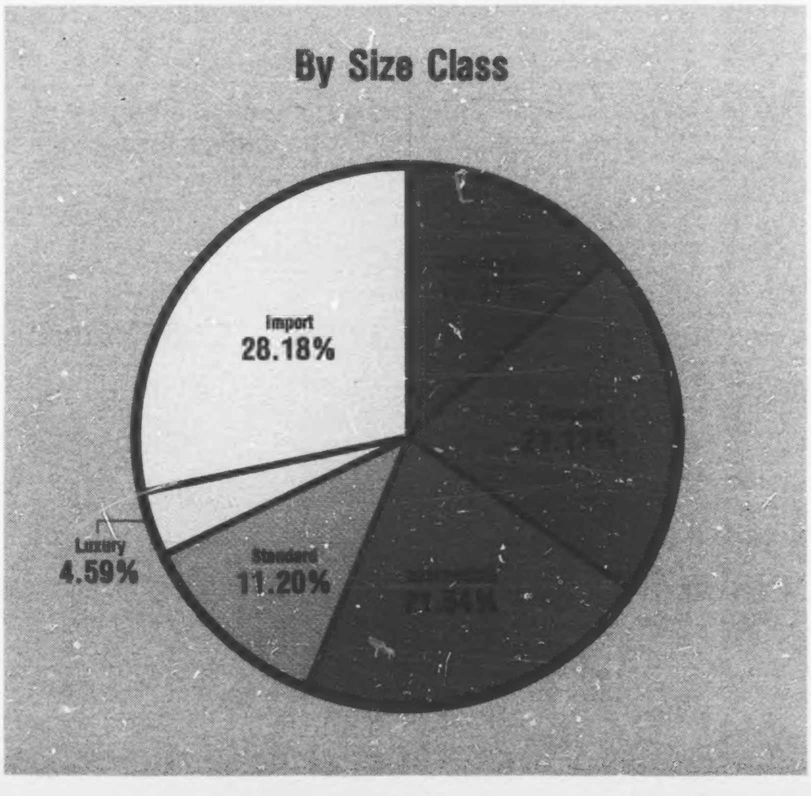
So sales and registrations are counting the same thing, but by different methods.

Sales in 1980 totaled 8,973,345, compared with 10,641,679 in 1979. Of these totals, a record 2,395,036 were imports in 1980, compared with 2,326,057 the preceding year.

Perhaps the most important market development in 1980, aside from the sharp downward slide, was the increase in the share of sales taken by subcompact, compact and imported car sales, compared with sales of larger cars. Together, they accounted for 62.67 percent of new-car registrations, compared with 54.02 percent in 1979.

1980 New-Car Registrations Market Shares





ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

	1980	1979
AMX Spirit/AMX	50,257	53,479
Concord	49,964	66,379
Concord Station Wagon	15,549	16,852
Eagle 4 WD	12,548	4,405
Eagle Station Wagon	16,224	6,759
Eagle SX4 4 WD	4,013	
Pacer	702	2,656
Pacer Station Wagon	1,621	5,912
Matador		348
Matador Station Wagon		136
Total American Motors Corp.	150,878	156,926
Chrysler LeBaron	55,045	85,389
LeBaron Station Wagon	8,661	14,792
Cordoba	43,817	59,851
Newport	12,803	51,134
New Yorker	16,449	32,676
Imperial	1,610	
Total	138,385	243,842
Plymouth Horizon	128,225	143,477
Voyager		9,950
Reliant	17,454	
Reliant Station Wagon	6,301	
Volare	58,873	125,972
Volare Station Wagon	14,044	40,048
Fury		3,047
Fury Station Wagon		138
Gran Fury	11,625	593
Total	236,522	323,225
Dodge Omni	103,425	121,640
Aries	12,896	
Aries Station Wagon	4,693	
Aspen	45,648	86,289
Aspen Station Wagon	10,754	31,106
Sportsman		29,592
Monaco		2,898
Monaco Station Wagon		108
Diplomat	26,630	39,082
Diplomat Station Wagon	4,531	6,770
Magnum XE/Mirada	26,402	23,541
St. Regis	15,577	26,361
Total	250,556	367,387
Total Chrysler Corp.	625,463	934,454
Escort	28,531	
Escort Station Wagon	16,843	
Pinto	112,112	132,849
Pinto Station Wagon	32,133	50,697
Fairmont	206,322	251,617
Fairmont Station Wagon	71,099	81,839
Granada	84,585	141,375
Club Wagon		38,275
LTD II	3,200	28,400
LTD	87,090	195,311
LTD Crown Victoria	29,085	1,584
Ford Station Wagon	24,435	47,471
Mustang	222,549	295,511
Thunderbird	128,903	210,249
Total	1,046,887	1,475,178
Lincoln Continental	31,267	60,126
Continental Mark	36,901	54,597
Versailles	4,572	13,539
Total	72,740	128,262
Mercury Lynx	9,107	
Lynx Station Wagon	4,219	
Bobcat	23,022	34,680
Bobcat Station Wagon	4,839	8,417
Zephyr	65,614	77,531
Zephyr Station Wagon	18,663	18,256
Monarch/'81 Cougar	30,439	54,558
Marquis	13,570	28,081
Marquis Brougham	12,536	23,486
Grand Marquis	19,124	28,622
Marquis Station Wagon	7,260	13,153
XR7	54,974	122,808
Capri	62,974	88,734
Total	326,361	498,326
Lincoln-Mercury Division	399,101	626,588
Total Ford Motor Co.	1,445,968	2,101,766
Buick Skyhawk	5,856	18,246
Skylark	174,150	104,458
Century	124,998	31,948
Regal	195,624	244,481
Century Station Wagon	16,561	25,456
LeSabre	30,035	28,025
LeSabre Limited	49,260	85,929
Electra 225	59,722	84,353
Buick Station Wagon	9,240	14,699
Riviera	42,098	49,587
Total	707,544	687,182
Cadillac deVille	97,496	167,084
Fleetwood & Chassis	28,649	35,597
Eldorado	51,065	61,000
Seville	35,347	44,216
Total	212,557	307,897
Chevrolet Chevette	369,180	363,644
Camaro	117,164	203,904
Monza	148,495	125,270
Monza Station Wagon	372	13,803
Citation	370,605	291,615
Sportvan		30,431
Malibu	200,790	243,892
Malibu Station Wagon	61,815	93,272
Monte Carlo	163,097	265,110
Impala	84,601	155,966
Caprice	118,407	189,200
Chevrolet Station Wagon	54,940	90,133
Corvette	36,408	40,164
Total	1,725,874	2,106,404
Oldsmobile Starfire	5,614	18,191
Omega	86,504	46,495
Cutlass Salon	172,087	61,579
Cutlas Supreme/Calais	258,134	403,397
Cutlass Station Wagon	31,008	45,681
Delta 88	19,369	31,817
Delta 88 Royale	111,107	161,857
98	70,398	90,304
Oldsmobile Station Wagon	16,533	27,061
Toronado	36,246	45,354
Total	807,000	931,836
Pontiac Sunbird	129,245	84,307
Sunbird Station Wagon	67	2,542
Phoenix	99,542	74,560
LeMans	54,307	77,153
LeMans Station Wagon	24,115	38,148
Catalina	13,331	24,952
Bonneville	47,394	83,695
Bonneville Brougham	32,479	39,561
Pontiac Station Wagon	11,257	22,537
Grand Prix	117,225	177,022
Firebird	83,832	150,048
Total	612,794	774,525
Total General Motors	4,065,769	4,807,844
(Checker)	3,346	4,255
Misc. Domestic Total	3,659	4,652
Domestic Station Wag. Total	487,797	824,034
Domestic Grand Total	6,291,757	8,005,642
Import Total	2,469,180	2,351,053
Grand Total All Reg.	8,760,937	10,356,695

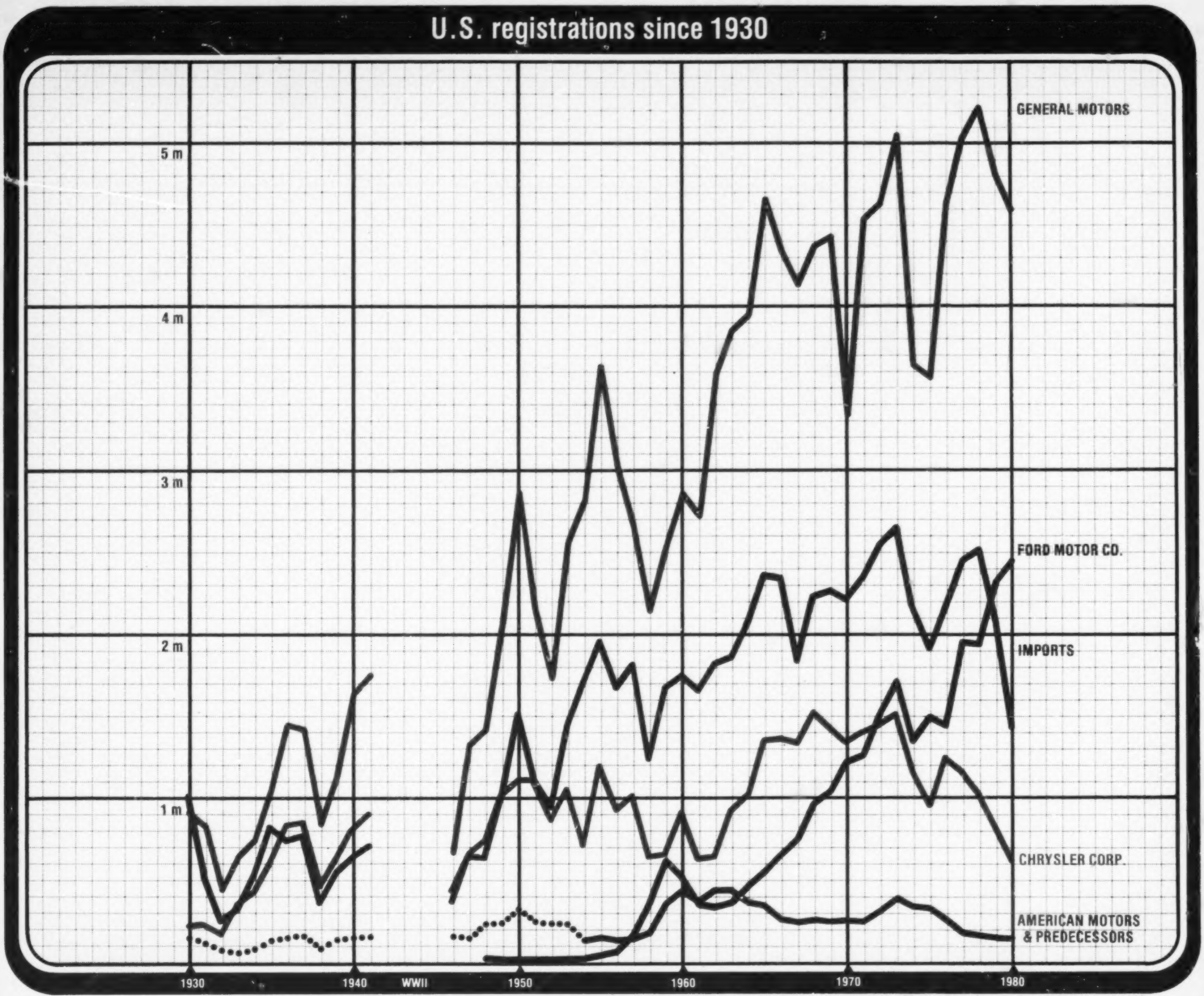
Registrations not available for Oklahoma.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1980-1979

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'80	697	1441	3180	1564	6185	16731	1017	4739	22487	11802	2290	26766	11689	9343	62600	32703	124672	'80	**Alabama**
	'79	1041	2577	4071	2529	9177	24350	1927	8546	34823	13206	3970	35012	15314	13401	80903	35718	161661	'79	
Alaska	'80	439	152	513	400	1065	1098	77	485	1660	295	127	1869	490	442	3223	6222	12609	'80	**Alaska**
	'79	106	184	550	321	1055	1271	162	515	1948	272	147	1566	430	326	2741	4920	10770	'79	
Arizona	'80	2125	1481	1946	1962	5389	13805	815	2739	17359	6662	2128	20681	7625	4881	41977	32083	98933	'80	**Arizona**
	'79	2060	2152	2796	2254	7202	16104	1250	3830	21184	6234	2800	21172	7205	6172	43583	29930	103979	'79	
Arkansas	'80	686	1191	2054	1567	4812	11966	1065	4083	17114	4979	1568	15372	8011	5417	35347	14183	72142	'80	**Arkansas**
	'79	853	1714	2608	1672	5994	16098	1545	5851	23494	4401	2101	16713	8220	6544	37979	13151	81471	'79	
California	'80	8216	8192	13280	9435	30907	89242	7129	28072	124443	48206	28343	107814	56588	32862	273813	465274	902453	'80	**California**
	'79	6091	18671	24046	15611	58328	130937	12527	43117	186581	47126	49014	141536	71237	41969	350881	443191	1045072	'79	
Colorado	'80	2973	1436	2945	2762	7143	14096	936	4313	19345	6279	1746	19030	6631	4444	38130	50251	117842	'80	**Colorado**
	'79	2319	2667	4226	3577	10470	18626	1385	6154	26165	5444	2638	22453	7943	5970	44448	50967	134369	'79	
Connecticut	'80	2468	1716	3760	4284	9760	11275	496	4211	15982	10590	2155	25926	10732	8420	57823	47538	133571	'80	**Connecticut**
	'79	2815	2350	5370	5289	13009	16212	972	6438	23622	10604	3127	31192	11691	9905	66519	46722	152687	'79	
Delaware	'80	456	475	739	910	2124	3110	182	1216	4508	2108	481	7734	2986	2200	15509	9220	31817	'80	**Delaware**
	'79	635	849	1064	1081	2994	4145	287	1738	6170	1665	758	8952	3283	2868	17526	8447	35772	'79	
Florida	'80	9400	7187	12824	9874	29885	56320	5937	17548	79805	36711	18545	86970	41366	42700	226292	132460	477842	'80	**Florida**
	'79	7592	11104	19140	14434	44678	70620	8363	24749	103732	31186	22873	98372	41814	48120	242365	114375	512742	'79	
Georgia	'80	1713	2493	4705	3521	10719	29347	1608	7841	38796	17869	4783	36504	20219	15815	94990	63967	210175	'80	**Georgia**
	'79	1728	3666	6392	4567	14625	36066	2632	12186	50884	17325	6608	44976	21543	18394	108846	53831	230314	'79	
Hawaii	'80	226	294	370	601	1265	3273	459	1245	4977	1731	369	2811	962	1010	6883	23753	37104	'80	**Hawaii**
	'79	326	409	920	843	2172	5284	311	2041	7636	1622	529	4636	1295	1358	9440	20907	40481	'79	
Idaho	'80	392	348	762	560	1670	2712	158	1357	4227	1297	376	4870	1877	1616	10036	10719	27044	'80	**Idaho**
	'79	350	534	1149	743	2426	3846	283	1965	6094	1246	499	4997	2096	1745	10583	10577	30030	'79	
Illinois	'80	8169	7909	13997	12357	34263	54059	4909	17759	76727	57232	13913	108406	62240	41825	283616	91363	494138	'80	**Illinois**
	'79	8726	14458	20333	16657	51448	87207	9285	29226	125718	58459	19897	137393	66968	54658	337375	82025	606292	'79	
Indiana	'80	3234	3869	7181	6877	17927	24821	1326	6617	32764	17834	3682	44346	24077	14372	104091	35794	193818	'80	**Indiana**
	'79	3910	5911	9095	8532	23538	37901	2891	10522	51314	19724	5874	59203	30789	19917	135407	37152	251321	'79	
Iowa	'80	1631	1831	3763	3254	8848	14120	690	4472	19282	7706	1252	23878	8810	7313	48999	18369	97129	'80	**Iowa**
	'79	2124	3702	5796	4051	13549	20130	1476	6746	28352	8456	1993	29150	11141	10593	61342	18915	124282	'79	
Kansas	'80	1454	1759	2434	2870	7063	12468	828	4460	17756	7467	1591	18167	9138	7085	43448	20940	90661	'80	**Kansas**
	'79	1608	3301	3321	3373	9995	17925	1791	6407	26123	7721	2531	23132	11976	9625	54985	22478	115189	'79	
Kentucky	'80	1529	1302	2084	2200	5586	12720	740	3422	16882	5894	1697	19468	7968	6103	41130	20426	85553	'80	**Kentucky**
	'79	2160	2440	3909	3206	9555	21972	1562	6381	29915	7875	3039	29356	12202	9493	61965	21241	124836	'79	
Louisiana	'80	1204	2942	4438	2955	10335	26808	2791	8234	37833	14370	4515	31191	19239	13259	82574	32474	164420	'80	**Louisiana**
	'79	1220	4579	5606	3732	13917	35217	4292	12921	52430	12719	5701	35638	20066	14577	88701	27964	184232	'79	
Maine	'80	812	450	1439	1144	3033	3659	75	1567	5301	1763	195	7223	1967	2381	13529	11376	34051	'80	**Maine**
	'79	1050	870	2404	2191	5465	5818	194	1943	7955	2376	414	9522	2955	3325	18592	12984	46046	'79	
Maryland	'80	2273	3568	5348	6264	15180	25939	1047	7518	34504	15892	4354	50358	19976	16373	106153	58211	216321	'80	**Maryland**
	'79	3573	5218	8240	8136	21594	39025	2223	10005	51253	11318	5417	58268	18609	18702	112314	57025	245759	'79	
Massachusetts	'80	5264	2681	7224	6765	16670	22513	1101	7592	31206	15657	3078	48253	16921	12983	96892	65784	215816	'80	**Massachusetts**
	'79	5443	4070	10578	10023	24671	30725	1783	11320	43828	16028	4173	54170	21608	16528	112507	61115	247564	'79	
Michigan	'80	14325	12552	20473	19116	52141	60802	5305	25786	91893	42353	11088	94604	44731	37392	230168	60960	449487	'80	**Michigan**
	'79	15910	25368	30263	27217	82848	84873	9851	38147	132871	47192	16997	134212	60369	52980	311750	68064	611443	'79	
Minnesota	'80	3290	4350	7264	8561	20175	24498	933	6921	32352	19079	2610	45136	23466	13116	103396	32510	191723	'80	**Minnesota**
	'79	2744	6786	11656	9989	28431	33080	1898	9578	44556	14809	3706	51136	24451	16491	110593	30696	217220	'79	
Mississippi	'80	547	1194	1644	1077	3915	11899	762	2895	15556	6292	1288	13439	7776	6505	35300	14283	69600	'80	**Mississippi**
	'79	832	1859	2104	1549	5512	19110	1641	5824	26575	6640	2193	18269	9329	8232	44663	15479	93061	'79	
Missouri	'80	2611	3567	5646	5337	14550	25172	1552	7755	34479	18016	3351	35180	19653	14155	90355	36627	176002	'80	**Missouri**
	'79	2625	5888	7533	8009	21430	35583	2776	12224	50583	16603	5066	45096	24210	18254	110131	38336	223105	'79	
Montana	'80	802	365	788	629	1782	2862	153	1255	4270	1798	298	4811	1564	1245	9714	8832	25400	'80	**Montana**
	'79	436	864	991	742	2597	3255	292	1398	4945	1103	303	4143	1592	1307	8448	7871	24297	'79	
Nebraska	'80	742	1222	1580	1804	4606	7237	434	2795	10466	4776	754	12584	4813	3768	26695	12595	55104	'80	**Nebraska**
	'79	707	2054	2498	2544	7096	10563	917	4065	15545	4128	1325	14558	6509	5344	31864	12217	67429	'79	
Nevada	'80	1066	494	1214	785	2493	5507	402	857	6766	1895	1255	6090	2448	2258	13946	12650	36921	'80	**Nevada**
	'79	608	893	1636	784	3313	6966	706	1767	9439	1825	1729	6653	2690	3124	16021	13251	42632	'79	
New Hampshire	'80	1723	671	2136	1768	4575	5450	270	1998	7718	3652	714	12827	3761	3972	24926	20702	59644	'80	**New Hampshire**
	'79	1366	1039	3145	2645	6829	7627	562	2830	11039	3614	1068	14264	4586	4886	28418	23122	71394	'79	
New Jersey	'80	5714	5376	11811	9409	26596	33929	3341	10855	48125	32910	12747	72512	30964	27778	176911	108024	365370	'80	**New Jersey**
	'79	5727	6572	13679	12352	32903	44337	5114	16767	66218	28492	15737	76416	30852	29698	181195	89231	375274	'79	
New Mexico	'80	631	940	950	656	2546	5824	407	2172	8403	2565	785	7949	3303	2842	17444	14737	43761	'80	**New Mexico**
	'79	746	1191	1445	1067	3703	8269	848	3422	12539	2535	1103	9615	4317	3265	20835	14444	52267	'79	
New York	'80	11568	11234	20575	21561	53370	54000	3741	17480	75221	55188	20796	131208	61749	43015	311956	153229	605464	'80	**New York**
	'79	11090	19118	32646	30734	82498	77122	6786	26452	110360	49141	25970	155119	61254	51553	343037	134083	681068	'79	
North Carolina	'80	2326	1945	3743	3574	9262	26550	1116	7014	34680	15555	3067	41879	16689	16501	93691	61043	201207	'80	**North Carolina**
	'79	3309	3905	6315	5966	16186	27579	2590	11346	51515	16878	5542	50124	20695	21399	114638	65507	251155	'79	
North Dakota	'80	375	795	834	1013	2642	2976	186	1148	4310	1520	295	5529	2969	1651	11964	4718	23011	'80	**North Dakota**
	'79	374	1183	1201	1275	3659	3987	402	1583	5972	1549	453	6107	2761	2132	13002	4744	27751	'79	
Ohio	'80	10344	7771	16547	16014	40332	50914	3125	17209	71248	41222	8702	102417	47979	34214	234534	83848	438606	'80	**Ohio**
	'79	11894	15142	22961	23554	61657	78424	6365	25985	110774	43328	14027	130280	61104	48230	296969	78410	559704	'79	
Oklahoma	'80																		'80	**Oklahoma**
	'79																		'79	
Oregon	'80	1464	874	1731	1831	4436	9821	436	2556	12813	4883	1697	14764	5699	4103	31156	51616	101486	'80	**Oregon**
	'79	1811	1912	2503	2446	6861	13431	968	4783	19172	4032	2386	17367	7246	5646	36669	52724	117257	'79	
Pennsylvania	'80	13922	8932	17614	20254	46800	50299	2457	15091	67847	38320	9354	104252	37438	32935	222299	117065	467933	'80	**Pennsylvania**
	'79	13799	14373	24486	25224	64083	68632	4702	21013	94347	35911	13463	118824	43897	39805	251900	110611	534740	'79	
Rhode Island	'80	1167	445	1265	942	2652	3699	196	1128	5023	2436	529	5939	2931	2112	13947	10902	33691	'80	**Rhode Island**
	'79	1334	901	1814	1816	4531	4880	376	2106	7362	2706	849	7420	3303	2437	16715	9887	39829	'79	
South Carolina	'80	840	1462	2658	1947	6067	15622	765	4108	20495	9168	1603	20902	9542	8483	49698	31777	108877	'80	**South Carolina**
	'79	1167	2385	3071	2923	8389	20720	1239	6814	28833	8734	2417	24502	10715	10350	56718	30425	125633	'79	
South Dakota	'80	379	589	790	840	2219	2984	167	1123	4274	1448	221	4788	1573	1316	9346	3876	20093	'80	**South Dakota**
	'79	313	1130	1103	1144	3377	4070	321	1699	6090	1452	324	5325	2150	1494	10745	3887	24412	'79	
Tennessee	'80	1690	2231	4016	3196	9443	19647	1346	5240	26233	11606	3396	28649	14041	11997	69689	42110	149176	'80	**Tennessee**
	'79	1929	3651	5153	4116	12920	28837	2574	9375	40786	12597	5336	36851	18901	17268	90953	40309	186697	'79	
Texas	'80	5500	9106	10185	10255	29546	83883	8639	26683	119206	60975	21390	113824	74388	47773	318276	135274	607804	'80	**Texas**
	'79	5546	15993	13568	12278	41839	113367	12265	39390	165021	54345	28322	143287	78858	58186	363000	122580	697986	'79	
Utah	'80	609	539	931	778	2248	3910	234	1424	5568	1923	560	7087	2135	1665	13380	13061	34846	'80	**Utah**
	'79	691	1211	1669	1341	4221	7847	577	2855	11279	2228	972	9768	3200	2483	18651	15463	50305	'79	
Vermont	'80	658	344	833	1295	2472	2086	61	1245	3392	1362	120	4780	1024	1217	8502	8651	23675	'80	**Vermont**
	'79	568	548	1306	1727	3581	2680	132	1609	4421	1333	286	5841	1237	1491	10218	8218	27006	'79	
Virginia	'80	3678	2548	5497	6472	14517	26017	1128	6153	33298	16574	3404	48171	15564	13752	97465	65105	206463	'80	**Virginia**
	'79	2998	5417	9188	7971	22574	38426	2309	9990	50725	10625	5309	51541	18256	18778	104511	62342	243150	'79	
Washington	'80	1523	1282	3444	2225	6951	16253	601	5114	21978	6257	1708	22862	6848	5078	42751	67094	140277	'80	**Washington**
	'79	1818	3077	5506	3577	12160	21075	1269	7706	30070	5688	2824	26786	9390	6354	51244	71120	166412	'79	
West Virginia	'80	2315	1272	2621	2569	6462	7696	380	2320	10396	4024	774	15999	4731	4266	29794	14248	63127	'80	**West Virginia**
	'79	2101	2530	3688	4085	10303	11841	872	3656	16369	4468	1354	18833	6031	5269	35755	14069	79497	'79	
Wisconsin	'80	5401	3242	7340	7978	18560	19595	918	6857	27370	16336	2023	34167	18515	16457	87498	32594	171413	'80	**Wisconsin**
	'79	6743	5561	10492	10440	26493	28894	2032	10814	41740	17706	3228	44813	22501	20948	109196	31508	215680	'79	
Wyoming	'80	781	342	664	411	1417	2383	172	1069	3624	1299	383	2966	1298	1374	7125	6666	19422	'80	**Wyoming**
	'79	342	520	701	530	1751	2786	311	1547	4644	1181	411	3213	1378	1440	7627	6318	20682	'79	
Dist. of Columbia	'80	174	370	456	488	1314	2028	185	546	2759	791	640	3140	1299	896	6781	5804	16832	'80	**Dist. of Columbia**
	'79	118	607	809	678	2094	3879	333	951	5163	953	897	4232	1512	1501	9095	6027	22497	'79	
Federal Government	'80	514	24	413	1211	1648	13420		36	13456	156	4	2022	177	95	2454	48	18120	'80	**Federal Government**
	'79	909	228	2645	1680	4553	13569	3	20	13592	180	4	3664	105	88	4041	28	23123	'79	
United States Total	'80	159878	138385	250556	236522	625463	1046987	72740	328361	1448088	707544	212557	1725874	907000	612794	4165769	2472830	8760937	'80	**United States Total**
	'79	156926	243842	367387	323225	934454	1475178	128262	498326	2101766	687182	307897	2106404	931836	774525	4807844	2365705	10366695	'79	

Registrations for the state of Oklahoma are not available.

U.S. registrations since 1930



* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1980

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,106,404	1,725,874
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,083	774,525	612,794
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967,896	931,836	807,000
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	687,182	707,544
Cadillac	196,498	209,546	205,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,897	212,557
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,807,844	4,065,769
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,475,178	1,046,887
Mercury	308,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560,299	498,326	326,361
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,262	72,740
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,101,766	1,445,988
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	323,225	236,522
Dodge	543,560	491,919	581,476	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,387	250,556
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,842	138,385
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	....	....	....	....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	934,454	625,463
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,926	150,878
Misc. Domestic	7,636	8,440	7,969	5,739	4.456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,652	3,659
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,351,053	2,469,180
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,356,695	8,760,937

SALES PER OUTLET BY MAKE, 1961-1980

	1960	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Chevrolet	303	364	394	381	350	302	332	408	352	355	268	326	323	307	330	365	317	319	305	231
Oldsmobile	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Ford	204	269	326	335	308	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Pontiac	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Cadillac	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Mercury	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Dodge	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	97	110	133	143	174	127	176	216	187	185	186	174	186	165	157	166	138	131	96	88
AMC	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Chrysler	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
Imperial*	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

*—Imperial was not marketed as a separate domestic make before 1980: It was a Chrysler nameplate from 1971 to 1975.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,692	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,806	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,098	321,817	288,884	311,574	331,367
Edsel	....	....	....	....	....	....	....	26,681	38,601	40,778	....	....	....	....	....	....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,698,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,062	....	....	....	....	....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	....	....	....	....	....	....	10,460	33,017	14,823	18,498	16,361	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	....	....	....	....	....	....	....	....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	....	....	....	....	....	....	....	....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	....	....	....	....	7,018	6,807	7,145	11,791	....	....	....	....	....	....	....	....
AMERICAN MOTORS	....	....	....	....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	....	....	....	....	....	....	....	....
STUDEBAKER-PACKARD	....	....	....	....	....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	....	....	....	....	....	....	....	....	....	....
Frazer	11,884	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Henry J	14,339	51,372	28,718	10,710	1,123	....	....	....	....	....	....	....	....	....	....	....
Allstate	....	....	1,566	675	....	....	....	....	....	....	....	....	....	....	....	....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	....	....	....	....	....	....	....	....	....	....
KAISER-FRAZER	112,055	103,658	71,306	....	....	....	....	....	....	....	....	....	....	....	....	....
KAISER-WILLYS	....	....	....	76,643	27,014	7,226	....	....	....	....	....	....	....	....	....	....
Austin	5,452	3,800	4,804	3,087	....	....	....	....	....	....	....	....	....	....	....	....
Crosley	6,896	5,304	2,679	....	....	....	....	....	....	....	....	....	....	....	....	....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

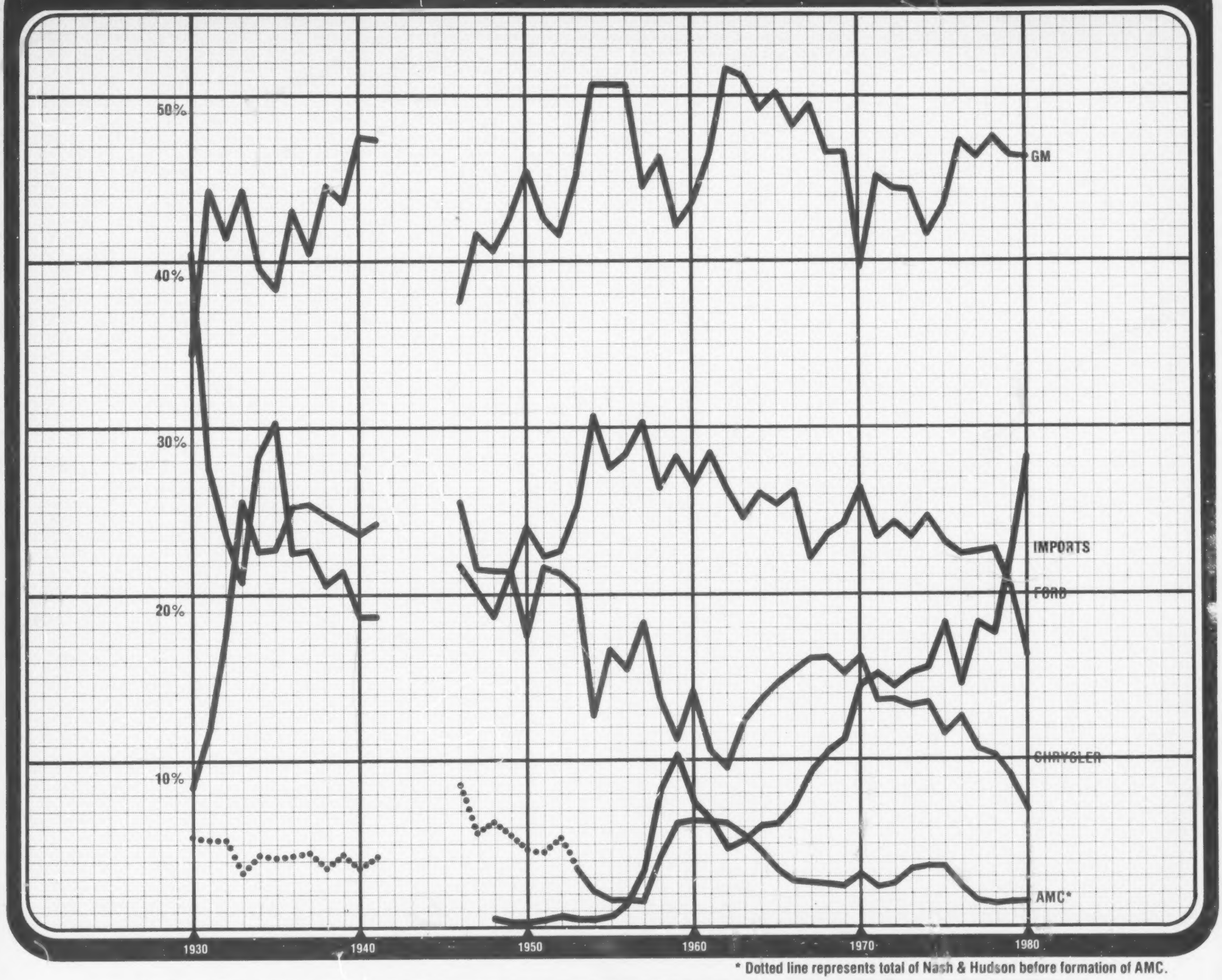
*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,675	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,708	43,809	53,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	6,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	....	....	....	....	....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,888	806,766
Mercury	....	....	....	....	....	....	....	....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,081	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	28,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,866	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,510	21,587	20,825	15,819	....	....	....	....	....	....	....	....
Studebaker	56,525	46,532	41,968	36,242	41,560	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	6,552	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	....	....	....	....	....	....	....	....	....	....	....	....	3,501	55,571	108,367	57,995
Frazer	....	....	....	....	....	....	....	....	....	....	....	....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	....	....	....	....	....	....	....	....	....	....	....	....	5,374	106,729	166,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,038	5,536	5.163	3,022	1,292	....	....	....	....	....	....	....	....
Austin	4,354	2,941	2,520	3,675	1,057	....	....	....	....	....	....	....	....	....	....	....
Crosley	....	....	....	....	....	....	....	....	....	....	....	....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360	....	....	....	....	....	....	....	....	....	....	....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,987	4,139	3,660	1,856	....	....	....	....	....
Huppmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	....	....	....	....	....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	....	....	....	....	....	....	....	....
Reo	11,449	6.761	3,870	3,623	3,854	3,894	3,146	....	....	....	....	....	....	....	....	....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes imports.

U.S. registrations, market shares by corporation since 1930

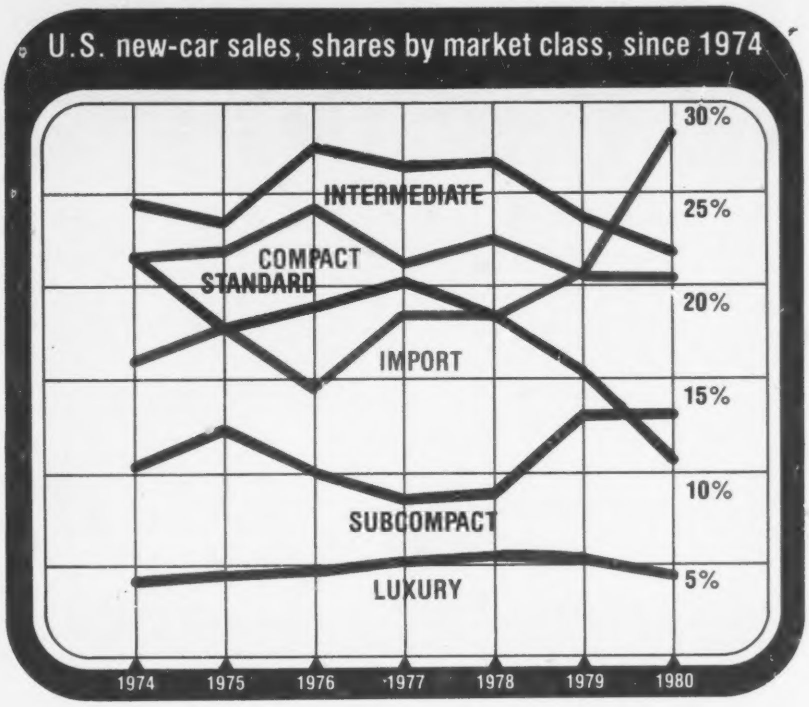


* Dotted line represents total of Nash & Hudson before formation of AMC.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	——
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	——
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	——	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.08	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	15.12	2.54	——	——	0.06	11.24
1970	39.73	26.42	16.09	3.03	——	——	0.05	14.68
1971	45.16	23.52	13.71	2.50	——	——	0.05	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.05	15.15
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.69	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.42	20.29	9.02	1.52	——	——	0.05	22.70
1980	46.41	16.51	7.14	1.72	——	——	0.04	28.18

*—And predecessors



REGISTRATION RECORDS

Best years for new vehicles

CARS

Year	Registrations
1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1980	8,760,937
1974	8,701,094
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,736,989

TRUCKS

Year	Registrations
1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1980	2,476,777
1975	2,397,417
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,066,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

NAMEPLATE SALES PER U. S. OUTLET

PER U. S. OUTLET

U. S. new-car sales by market class:

Subcompact

Position 1980		Position 1979
1—65	Chevette	64— 1
2—51	Horizon	50— 2
3—44	Omni	45— 3
4—42	Sunbird	28— 6
5—30	Spirit	33— 5
6—27	Pinto	34— 4
7—26	Monza	24— 7
8—12	Escort	*
9—10	Bobcat	15— 8
10— 7	Lynx	*
11— 2	Skyhawk	6— 9
11— 2	Starfire	5—10

*—New nameplate in 1980.

Compact

Position 1980		Position 1979
1—65	Citation	52— 4
2—50	Skylark	37— 8
3—54	Fairmont	62— 1
4—43	Mustang	55— 3
5—39	Concord	51— 5
6—31	Zephyr	34—10
6—31	Phoenix	25—12
8—28	Volare	56— 2
9—26	Firebird	46- 6
9—26	Omega	15—15
11—22	Aspen	43— 7
11—22	Capri	30—11
13—20	Camaro	35— 9
14—19	Eagle	8—16
15—13	Reliant	*
16—11	Aries	*
17— 1	Pacer	5—17

*—New nameplate in 1980.

Intermediate

Position 1980		Position 1979
1—79	Cutlass Supreme	121— 1
2—66	Regal	81— 2
3—65	Cutlass	34— 9
4—49	Century	21—11
5—46	Malibu	58— 3
6—37	Grand Prix	55— 4
7—29	Monte Carlo	55— 4
8—27	LeMans	36— 8
9—24	Thunderbird	39— 7
10—23	LeBaron	30—10
11—19	XR-7	41— 6
12—17	Granada	**
13—16	Cordoba	19—12
14—14	Diplomat	16—13
15—11	Mirada	9—14
15—11	Monarch	**
17— 1	LTD II	5—15

**—Granada and Monarch were classified as compacts in 1979. The 1979 averages were Granada, 25; Monarch, 19.

Standard

Position 1980		Position 1979
1—45	Oldsmobile 88	68— 2
1—45	Chevrolet	76— 1
3—33	Pontiac	53— 3
4—29	LeSabre	43— 5
5—27	Ford	45— 4
6—23	Oldsmobile 98	27— 8
7—21	Electra	29— 7
8—19	Mercury	32— 6
9—10	Chrysler	27— 8
10— 6	St. Regis	10—10
11— 5	Gran Fury	*

*—Not offered in 1979.

Luxury

Position 1980		Position 1979
1—78	Cadillac	126— 1
2—32	Eldorado	38— 2
3—24	Mark VI	35— 4
4—21	Seville	27— 5
5—20	Lincoln	37— 3
6—15	Riviera	16— 6
7—12	Toronado	14— 7
8— 6	Corvette	6— 9
9— 6	Imperial	*
10— 3	Versailles	8— 8

*—New nameplate in 1980.

1958-1980

DOMESTIC SALES

Retail sales of U. S. new cars

Year	Sales
1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,309

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - FEBRUARY, 1981 — BY YEAR, 1970 - 1980)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	870,901
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,52[illegible]
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,68[illegible]
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	[illegible]	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	[illegible]	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	[illegible]	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	[illegible]	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345

*—Import yearly total adjusted in each grand total.

DOMESTIC SALES BY NAMEPLATE

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	374,706	Citation	308,437	6
2	373,988	Chevette	375,724	3
3	285,272	Fairmont	338,819	5
4	267,732	Malibu	344,233	4
5	261,819	Chevrolet	449,001	1
6	258,789	Cutlass Sup.	404,068	2
7	225,290	Mustang	304,053	7
8	210,784	Cutlass	114,092	30
9	199,207	Regal	249,379	9
10	177,140	VW Rabbit	166,839	19
11	175,741	Skylark	115,000	28
12	165,638	Monte Carlo	265,877	8
13	150,320	Monza	141,564	23
14	147,997	Olds 88	223,699	*
15	145,894	Century	62,210	41
16	142,819	Ford	245,565	10
17	142,467	Pinto	187,708	15
18	132,630	Sunbird	89,107	35
19	127,248	Thunderbird	215,698	12
20	126,151	Cadillac	206,164	13
21	118,414	Grand Prix	175,573	16
22	116,824	Camaro	204,742	14
23	105,398	Pontiac	171,301	17
24	98,952	Phoenix	80,857	39
25	89,429	LeSabre	129,554	24
26	88,371	Granada	141,737	22
27	87,262	Omega	50,098	48
28	87,032	Zephyr	99,335	32
29	81,592	Firebird	149,211	20
30	78,823	Horizon	84,668	†
31	77,911	LeMans	114,993	29
32	73,464	Olds 98	92,075	*
33	72,116	Volare	167,091	18
34	65,519	LeBaron	99,588	31
35	64,991	Concord	85,432	38
36	62,592	Capri	90,850	34
37	61,792	Electra	88,195	36
38	61,240	Omni	69,888	††
39	60,196	Escort	....	....
40	50,092	Aspen	117,777	27
41	53,971	TC3	62,072	†
42	52,645	Mercury	94,654	33
43	51,857	XR-7	121,184	26
44	49,723	Spirit	54,356	46
45	46,658	024	54,490	††
46	44,908	Cordoba	61,801	42
47	42,917	Riviera	42,917	47
48	37,051	Toronado	46,845	49
49	36,507	Corvette	38,631	53
50	34,709	Seville	45,317	50
51	33,157	Diplomat	45,131	51
52	32,720	Reliant	....	....
53	32,641	Eagle	14,101	62
54	31,710	Cougar/ Monarch	55,347	45
55	30,144	Lincoln	60,797	43
56	29,321	Chrysler	87,451	37
57	27,595	Mirada	24,784	58
58	26,821	Bobcat	44,674	52
58	25,784	Aries	....	....
60	18,196	Lynx	....	....
61	16,934	Dodge	28,303	55
62	13,682	Plymouth	746	69
63	5,388	Skyhawk	18,768	60
64	5,334	Starfire	18,611	61
65	4,219	Versailles	13,586	63
66	3,012	LTD II	26,700	56
67	2,497	Imperial	....	....
68	2,083	Pacer	8,168	65

*—Olds 88 and 98 were reported together in 1979: 223,699 (11).

†—Horizon and TC3 were reported together in 1979: 146,740 (21).

††—Omni and 024 were reported together in 1979: 124,378 (25).

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

	PLANTS IN UNITED STATES				PLANTS IN CANADA				
PASSENGER CARS	U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
12 Months 1979	8,419,226	582,097	158,991	7,678,138	973,174	582,386	92,728	298,060	9,392,400
January 1980	513,397	35,410	9,688	468,299	63,497	46,345	4,298	12,854	576,894
February 1980	618,614	46,993	9,019	562,602	68,556	46,438	7,692	14,426	687,170
March 1980	648,660	62,816	8,131	577,713	86,864	51,476	9,164	26,224	735,524
April 1980	572,403	51,490	5,744	515,169	77,363	43,116	8,758	25,489	649,766
May 1980	518.499	52,174	4,567	461,758	72,819	46,101	8,049	18,669	591,318
June 1980	544,025	42,166	5,532	496,327	75,082	50,109	5,962	19,011	619,107
July 1980	432,180	30,345	1,788	400,047	55,047	35,489	7,107	12,451	487,227
August 1980	298,703	16,733	2,029	279,941	33,795	20,902	6,549	6,344	332,498
September 1980	528,976	37,208	5,044	486,724	69,342	40,586	8,824	19,932	598,318
October 1980	674,680	44,989	6,644	623,047	82,100	57,217	6,552	18,331	756,780
November 1980	560,023	36,125	7,081	516,817	82,497	59,399	6,504	16,594	642,520
December 1980	489,866	32,408	5,597	451,861	60,162	42,061	6,838	11,263	550,028
12 Months 1980	6,400,026	488,857	70,864	5,840,305	827,124	539,239	86,297	201,588	7,227,150
TRUCKS AND BUSES									
12 Months 1979	3,036,706	158,394	137,231	2,741,081	633,075	348,231	43,861	240,983	3,669,781
January 1980	164,580*	8,254*	8,052	148,274	42,833	26,446	3,890	12,497	207,413*
February 1980	176,183	8,364	10,473	157,346	42,879	22,676	3,584	16,619	219,062
March 1980	169,316*	9,423*	11,616	148,277	55,642	27,650	4,564	23,428	224,958*
April 1980	129,531*	9,312*	7,668	112,551	50,406	23,579	4,685	22,142	179,937*
May 1980	109,464*	7,959*	8,867	92,638	42,246	20,781	3,389	18,076	151,710*
June 1980	104,143*	7,887*	12,849	83,407	38,887	17,175	2,861	18,851	143,030*
July 1980	106,617*	5,752*	12,438	88,427	23,420	11,967	5,338	6,115	130,037*
August 1980	83,533*	4,659*	5,946	72,928	32,147	14,029	4,986	13,132	115,680*
September 1980	133,756*	5,582*	8,207	119,967	51,805	31,924	5,366	14,515	185,561*
October 1980	186,415*	6,710*	11,490	168,215	56,112	37,599	3,212	15,301	242,527*
November 1980	155,201	5,914	9,768	139,519	46,013	29,354	2,941	13,718	201,214
December 1980	148,544	6,604	9,681	132,259	43,578	27,349	2,412	13,817	192,122
12 Months 1980	1,667,283	86,420	117,055	1,463,808	525,968	290,529	47,228	188,211	2,193,251
TOTAL MOTOR VEHICLES									
12 Months 1979	11,455,932	740,491	296,222	10,419,219	1,606,249	930,617	136,589	539,043	13,062,181
January 1980	677,977*	43,664*	17,740	616,573	106,330	72,791	8,188	25,351	784,307*
February 1980	794,797	55,357	19,492	719,948	111,435	69,114	11,276	31,045	906,232
March 1980	817,976*	72,239*	19,747	725,990	142,506	79,126	13,728	49,652	960,482*
April 1980	701,934*	60,802*	13,412	627,720	127,769	66,695	13,443	47,631	829,703*
May 1980	627,963*	60,133*	13,434	554,396	115,065	66,882	11,438	36,745	743,028*
June 1980	648,168*	50,053*	18,381	579,734	113,969	67,284	8,823	37,862	762,137*
July 1980	538,797*	36,097*	14,226	488,474	78,467	47,456	12,445	18,566	617,264*
August 1980	382,236*	21,392*	7,975	352,869	65,942	34,931	11,535	19,476	448,178*
September 1980	662,732*	42,790*	13,251	606,691	121,147	72,510	14,190	34,447	783,879*
October 1980	861,095*	51,699*	18,134	791,262	138,212	94,816	9,764	33,632	999,307*
November 1980	715,224	42,039	16,849	656,336	128,510	88,753	9,445	30,312	843,734
December 1980	638,410	39,012	15,278	584,120	103,740	69,410	9,250	25,080	742,150
12 Months 1980	8,067,309	575,277	187,919	7,304,113	1,353,092	829,768	133,525	389,799	9,420,401

*—Revised.

Source: Motor Vehicle Manufacturing Assn.

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars in Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars of Regis During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Recession year is reflected in sharp decline of auto output

By Patricia Hoffman
Staff Writer

While U. S. auto production fared better in the first half of 1980 as compared to the last six months, sagging car sales put the auto makers into another recession year, and the total output for 1980 fell substantially below the 1979 level. The total was also the lowest output in 19 years.

In 1980, the makers completed 6,416,885 units, down 23.77 percent from the 8,418,369 cars assembled in 1979, and the total for the year is the lowest output since 1961 when the makers completed 5,522,004 units.

Although the first quarter output in 1980 was an improvement over the other three periods, all four of the quarter totals fell below the 1979 period levels.

In the first three months of 1980, the auto makers completed 1,799,171 units, a drop of 25.51 percent from the 2,415,422 units assembled in the comparable 1979 period.

The second quarter was down 33.91 percent from the period year's total with an output of 1,642,293 units from the 2,485,124. Third quarter totaled 1,264,276 units, a decline of 23.46 percent from the 1,651,965. The final period showed the smallest percentage change from the comparable 1979 period with an output of 1,711,145 units, a decrease of 8.29 percent from the 1,865,858 units assembled in the final quarter of 1979.

Due to the continued rate of inflation and the high cost of gasoline, the Compact, Intermediate, Standard and Luxury cars all suffered a decline in production last year. Only the Subcompact class showed any kind of increase in output for 1980, and even that was by a very small percentage.

Of the six auto makers, Volkswagen of America was the only one to show any improvement in production for 1980. VWoA jumped 13.81 percent last year with a total of 197,106 units from the 173,192 in 1979. It was the second year in a row that VWoA showed an increase in output.

Breakdown for the 1980 calendar year by company was: GM, 64 percent; Ford, 20.36 percent; Chrysler, 9.95 percent; AMC, 2.57 percent; VWoA, 3.07 percent, and Checker, 0.05 percent.

1980 U. S. car production totals, makes and months

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	16,728	19,278	15,381	51,387	15,981	12,724	13,861	42,566	3,235	16,936	14,746	34,917	14,408	13,261	8,226	35,895	164,765
Eagle	7,238	7,361	3,421	18,020	1,461	600	334	2,395	305	3,612	2,293	6,210	3,850	6,568	5,115	15,533	42,158
Concord	5,647	6,970	7,066	19,683	7,586	5,572	7,325	20,483	27	8,035	8,288	16,350	7,076	3,939	853	11,868	68,384
Spirit	3,843	4,947	4,894	13,684	6,934	6,552	6,202	19,686	2,903	5,289	4,165	12,357	3,482	2,754	2,258	8,494	54,223
CHRYSLER CORP.	47,805	58,404	62,813	169,022	49,947	69,357	39,660	158,964	28,951	31,029	52,903	112,883	94,356	71,404	31,906	197,666	638,535
Plymouth Total	21,208	27,251	28,678	77,137	23,736	31,213	18,133	73,082	12,656	13,820	24,808	51,284	44,474	33,547	13,576	91,597	293,100
Horizon	14,094	13,566	13,523	41,183	13,761	14,080	13,738	41,579	10,977	12,005	14,423	37,405	16,028	8,616	....	24,644	144,811
Volare	5,247	10,196	13,021	28,464	7,940	12,956	1,481	22,377	894	....	....	894	....	....	....	....	51,735
Gran Fury	1,530	3,063	1,690	6,283	1,620	2,653	2,267	6,540	489	....	....	489	443	269	444	1,156	14,468
Caravelle	337	426	444	1,207	415	1,524	647	2,586	296	368	488	1,152	459	402	471	1,332	6,277
Reliant	....	....	....	....	....	....	....	....	....	1,447	9,897	11,344	27,544	24,260	12,661	64,465	75,809
Chrysler Total	6,400	7,475	8,628	22,503	5,467	9,914	5,538	20,919	4,412	4,157	5,868	14,437	11,224	7,182	6,175	24,581	82,440
Chrysler	2,527	716	1,512	4,755	2,402	1,917	1,345	5,664	1,078	....	....	1,078	5,195	1,713	1,453	8,361	19,858
LeBaron	3,873	6,759	7,116	17,748	3,065	7,997	4,193	15,255	3,334	4,157	5,868	13,359	6,029	5,469	4,722	16,220	62,582
Dodge Total	20,197	23,678	25,507	69,382	20,744	28,230	15,989	64,963	11,883	13,052	22,227	47,162	38,658	30,675	12,155	81,488	262,995
Omni	12,834	12,114	12,181	37,129	11,943	11,552	11,469	34,964	8,912	9,726	11,393	30,031	12,100	7,320	....	19,420	121,544
St. Regis	1,537	1,494	2,029	5,060	1,217	2,239	1,586	5,042	640	....	....	640	1,522	574	343	2,439	13,181
Diplomat	1,578	2,819	2,899	7,296	1,713	4,680	2,093	8,486	1,818	2,195	2,844	6,857	3,441	2,619	2,034	8,094	30,733
Aspen	4,248	7,251	8,398	19,897	5,871	9,759	841	16,471	513	....	....	513	....	....	....	....	36,881
Aries	....	....	....	....	....	....	....	....	....	1,131	7,990	9,121	21,595	20,162	9,778	51,535	60,656
FORD MOTOR	81,777	116,509	150,027	348,313	125,216	106,793	108,553	340,562	47,340	68,008	122,194	237,542	144,499	124,406	111,626	380,531	1,306,948
Ford Division	60,317	82,213	108,868	251,398	92,799	80,444	85,523	258,766	38,033	43,080	82,330	157,443	101,340	84,594	76,086	262,020	929,627
Pinto	2,262	6,130	11,138	19,530	14,398	10,873	14,813	40,084	8,565	....	....	8,565	....	....	....	....	68,179
Mustang/Mustang II	14,761	22,156	31,073	67,990	26,764	21,623	20,062	68,449	8,856	17,166	20,103	46.125	20,524	17,093	12,326	49,943	232,507
Fairmont	14,652	24,103	28,289	67,044	27,548	28,421	18,913	74,882	6,465	8,921	11,918	27,304	10,727	9,092	9,170	28,989	198,219
Granada	8,627	3,891	7,885	20,403	5,839	8,897	12,824	27,560	1,407	5,053	13,677	20,137	21,265	16,698	7,218	45,181	113,281
Thunderbird	12,261	16,693	16,884	45,838	12,521	5,718	10,759	28,998	2,590	2,249	11,041	15,880	9,845	5,651	11,644	27,140	117,856
Ford	7,754	9,240	13,599	30,593	5,729	4,912	8,152	18,793	4,150	6,138	7,766	18,054	10,670	7,266	5,759	23,695	91,135
Escort	....	....	....	....	....	....	....	....	....	3,553	17,825	21,378	28,309	28,794	29,969	87,072	108,450
L-M Division	21,460	34,296	41,159	96,915	32,417	26,349	23,030	81,796	15,307	24,928	39,864	80,099	43,159	39,812	35,540	118,511	377,321
Mercury Total	17,869	30,740	38,413	87,022	29,160	23,602	21,441	74,203	12,765	19,036	32,905	64,706	35,171	33,073	30,353	98,597	324,528
Bobcat	174	1,870	2,659	4,703	2,609	1,946	1,610	6,165	1,577	....	....	1,577	....	....	....	....	12,445
Capri	3,935	7,878	8,532	20,345	6,846	6,352	5,786	18,984	2,569	6,223	5,861	14,653	4,102	5,908	4,078	14,088	68,070
Zephyr	4,931	7,213	10,278	22,422	8,850	7,905	5,988	22,743	2,625	3,171	4,269	10,065	3,159	4,481	3,787	11,427	66,657
Monarch '80	2,424	1,630	2,214	6,268	1,561	4,139	3,444	9,144	1,033	....	....	1,033	....	....	....	....	16,445
XR-7	4,854	4,410	6,481	15,745	5,178	977	1,797	7,952	2,005	1,886	5,734	9,625	3,786	1,821	3,998	9,605	42,927
Cougar '81	....	....	....	....	....	....	....	....	....	1,598	5,760	7,358	8,326	5,877	3,258	17,461	24,819
Mercury	1,551	7,739	8,249	17,539	4,116	2,283	2,816	9,215	2,956	5,088	5,491	13,535	6,026	4,735	4,474	15,235	55,524
Lynx	....	....	....	....	....	....	....	....	....	1,070	5,790	6,860	9,772	10,251	10,758	30,781	37,641
Lincoln Total	3,591	3,556	2,746	9,893	3,257	2,747	1,589	7,593	2,542	5,892	6,959	15,393	7,988	6,739	5,187	19,914	52,793
Lincoln	1,248	1,241	972	3,461	1,357	1,054	800	3,211	1,191	2,680	2,958	6,829	3,206	3,479	2,593	9,280	22,781
Versailles	469	239	461	1,169	279	418	....	697	....	....	....	....	....	....	....	....	1,866
Mark VI	1,874	2,076	1,313	5,263	1,621	1,275	789	3,685	1,351	3,212	4,001	8,564	4,780	3,260	2,594	10,634	28,146
GENERAL MOTORS	379,306	407,818	394,791	1,181,915	368,185	320,167	353,205	1,041,557	317,187	179,431	341,553	838,171	401,018	331,301	306,229	1,044,548	4,106,191
Buick Division	70,697	76,583	82,579	229,859	75,252	67,037	66,999	209,288	57,095	28,023	62,075	147,193	71,331	63,919	61,985	197,235	783,575
Skylark	21,588	19,081	20,507	61,176	19,410	19,002	20,064	58.476	18,939	11,801	15,999	46,739	17,845	17,873	16,393	52,111	218,502
Century	12,226	15,418	18,453	46,097	18,371	17,037	15,468	50,876	10.582	5,059	13,842	29,483	15,461	11,412	11.612	38,485	164,941
Regal	15,299	20,382	20,750	56,431	21,142	19,488	18,915	59,545	13,613	5,574	17,340	36,527	9,181	17,312	16,943	53,436	205,939
Buick	15,874	16,452	17,918	50,244	13,788	7,791	9,355	30,934	11,399	4,974	11,257	27,630	14,509	13,428	12,923	40,860	149,608
Riviera	5,710	5,250	4,951	15,911	2,541	3,719	3,197	9,457	2,562	615	3,637	6,814	4,335	3,894	4,114	12,343	44,525
Cadillac Division	26,444	26,800	20,370	73,614	12,002	11,659	14,652	38,313	14,437	3,942	17,558	35,937	20,093	16,382	19,652	56,127	203,991
Seville	5,214	4,841	4,195	14,250	1,255	1,916	1,681	4,852	2,508	638	3,793	6,939	3,015	2,419	2,825	8,259	34,300
Cadillac	15,714	15,195	10,037	40,946	7,646	6,188	8,946	22,780	7,244	2,405	8,620	18,269	11,341	9,591	12,497	33.429	115,42
Eldorado	5,516	6,764	6,138	18,418	3,101	3,555	4,025	10,681	4,685	899	5,145	10,729	5,737	4,372	4,330	14,439	54,267
Chevrolet Division	161,540	169,355	160,909	491,804	148,041	140,744	52,325	441,110	139,897	94,610	155,305	389,812	172,352	143,481	121,471	437,304	1,760,030
Chevette	39,479	41,322	39,104	119,905	37,812	37,616	40,401	115,829	42,085	38,262	37,770	118,117	41,719	33,325	25,156	100,200	454,05
Monza '80	13,100	12,668	14,579	40,347	15,607	17,374	15.635	48,616	13,303	12,779	12,574	38,656	12,876	10,053	....	22.929	150,54
Camaro	11,290	11,929	12,783	36,002	12,376	10,020	10,657	33,053	10,401	2,926	10,426	23,753	9,799	7,598	8,006	25,403	118,211
Citation	41,415	39,412	42,552	123,379	41,224	40,797	40,649	122,670	40,805	21,822	34,735	97,362	46,216	35,694	33,955	115,865	459,276
Malibu	19,128	25,585	26,976	71,689	25,775	21,103	26,430	73,308	21,969	3,976	28,605	54,550	27,952	23,385	22,487	73,824	273,371
Monte Carlo	11,773	13,519	11,346	36,638	9,503	5,329	5,145	19,977	3,925	3,416	17,883	25,224	18,276	13,021	12,338	43,635	125,474
Chevrolet	20,809	21,061	9,246	51,116	2,324	5,153	10,051	17,528	3,869	8,095	9,951	21,915	11,056	16,875	16,419	44,350	134,909
Corvette	4,546	3,859	4,323	12,728	3,420	3,352	13,357	10,129	3,540	3,334	3,361	10,235	4,458	3,530	3,110	11,098	44,190
Oldsmobile Division	68,587	72,401	78,213	219,201	81,320	59,374	67,680	208,374	65,809	20,520	52,577	138,906	75,777	68,752	72,220	216,749	783,230
Omega	10,206	11,170	10,771	32,147	10,469	10,204	10,343	31,016	10,748	5,694	7,984	24,426	9,401	8,905	9,782	28,088	115,677
Cutlass	30,618	28,053	35,916	94,587	47,890	33,176	38,198	119,264	39,216	7,211	22,287	68,714	38,379	36,178	38,662	113,219	395,784
Oldsmobile	23,209	28,390	27,019	78,618	20,642	13,336	16,290	50,268	12,400	7,286	20,348	40,034	24,070	20,591	20,264	64,925	233,845
Toronado	4,554	4,788	4,507	13,849	2,319	2,658	2,849	7,826	3,445	329	1,958	5,732	3,927	3,078	3,512	10,517	37,924
Pontiac Division	52,038	62,679	52,720	67,437	51,570	41,353	51,549	144,472	39,949	32,336	54,038	126,323	61,465	44,767	3,090	137,133	575,365
Acadian	1,313	1,604	3,055	5,972	2,631	2,844	1,215	6,690	1,379	600	1,361	3,340	1,188	968	816	2,972	18,974
Sunbird '80	13,862	13,630	12,235	39,727	13,072	13,541	11,983	38,596	11,778	14,229	14,485	40,492	16,949	13,475	....	30,424	149,239
Phoenix	11,616	11,100	11,695	34,411	12,886	12,616	12,697	38,199	12,464	6,816	10,170	29,450	13,518	10,845	9,757	34,120	136,180
Firebird	8,400	8,801	9,841	27,042	7,549	4,731	6,447	18,727	6,209	2,014	6,088	14,311	8,910	4,839	5,739	19,488	79,568
LeMans	4,246	6,930	4,526	15,702	5,774	3,946	8,526	18,246	1,001	3,011	6,373	10,385	8,785	6,615	5,131	20,531	64,864
Grand Prix	5,579	8,880	4,569	19,028	4,449	1,394	8,067	13,910	2,011	4,860	11,609	18,480	9,609	7,147	7,845	2,460	76,019
Pontiac	7,022	11,734	6,799	25,555	5,209	2,281	2,614	10,104	5,107	806	3,952	9,865	2,506	878	1,613	4,997	50,521
VOLKSWAGEN	5,682	22,021	19,920	47,623	21,215	17,982	18,639	57,836	20,273	17,009	2,717	39,999	20,311	15,734	15,603	51,648	197,106
CHECKER	372	271	268	911	311	330	167	808	52	345	367	764	409	274	174	857	3,340
Total Cars, U.S.	531,670	624,301	643,200	1,799,171	580,855	527,353	534,085	1,642,293	417,038	312,758	534,480	1,264,276	675,001	562,380	473,764	1,711,145	6,416,885

*—The Chrysler Sportsman and Voyager, Ford Club Wagon and GM Sportvan are listed as trucks beginning in October.

1980 CROSS BORDER AUTO SHIPMENTS

	Cars Built In Canada for Sale in U.S.	Cars Built in U.S. for Sale in Canada
AMERICAN MOTORS	2,451	20,677
Spirit	——	8,118
Concord	1,490	7,658
Pacer	——	——
Eagle	961	4,901
CHRYSLER CORP.	56,712	91,316
Chrysler Total	29,357	40,189
Cordoba	29,357	——
Horizon	——	13,974
Volare	——	11,003
Gran Fury	——	2,143
LeBaron	——	8,072
Chrysler	——	4,997
Dodge Total	27,355	51,127
Magnum	——	——
Mirada	21,735	——
Omni	——	14,352
Sportsman	——	——
Aspen	——	8,136
Diplomat	——	5,604
St. Regis	——	1,128
Imperial	5,620	——
Aries	——	7,591
Reliant	——	8,001
Caravelle	——	6,277
FORD	178,220	101,976
Ford Division	148,197	60,021
Ford	23,535	——
LTD	——	684
Thunderbird	——	13,540
Club Wagon	——	——
Granada	——	9,755
Fairmont	90,068	7,360
Pinto	34,594	1,063
Escort	——	6,558
Mustang	——	21,061
L-M Division	30,023	41,955
Mercury Total	30,023	40,112
Marquis	——	10,089
Lynx	——	3,943
Cougar XR-7	——	5,388
Cougar/Monarch	——	5,878
Zephyr	22,883	4,779
Bobcat	7,140	719
Mercury	——	——
Capri	——	9,316
Lincoln Total	——	1,843
Lincoln	——	826
Mark VI	——	876
Versailles	——	141
GENERAL MOTORS	310,169	284,717
Chevrolet Division	135,500	119,561
Chevrolet	54,933	——
Corvette	——	4,214
Monte Carlo	39,729	8,025
Malibu	40,838	——
Camaro	——	16,257
Citation	——	28,594
Monza	——	12,804
Chevette	——	30,693
Acadian	——	18,974
Pontiac Division	95,385	63,565
Pontiac	46,093	1
Grand Prix	34,810	——
LeMans	14,482	5,226
Firebird	——	17,884
Mark VI	54	3,897
Versailles	——	545
Phoenix	——	27,506
Sunbird	——	12,948
Oldsmobile Division	79,284	41,127
Oldsmobile	——	21,996
Toronado	——	2,906
Cutlass	79,284	846
Omega	——	15,379
Buick Division	——	51,901
Buick	——	13,464
Riviera	——	3,051
Century/Regal	——	18,772
Skylark	——	16,614
Skyhawk	——	——
Cadillac Division	——	8,563
Cadillac	——	5,510
Eldorado	——	1,401
Seville	——	1,652
CHECKER	——	71
VOLVO	3,425	——
TOTAL CARS	550,977	498,757

How calendar year output was shared

U. S. CAR PRODUCTION—1980 VS. 1979

	Total Output 1980	Total Pct. of Output	Total Output 1979	Pct. of Total Output	Pct. pt. Change '79 vs. '80
AMERICAN MOTORS	164,765	2.57	184,636	2.19	+ 0.38
Eagle	42,158	0.66	25,963	0.31	+ 0.35
Concord	68,384	1.06	88,581	1.05	+ 0.01
AMX	....	....	....	....	....
Pacer	....	....	5,729	0.07	− 0.07
Matador	....	....	....	....	....
Spirit	54,223	0.85	64,363	0.76	+ 0.09
CHRYSLER CORP.	638,535	9.95	934,633	11.10	− 1.15
Plymouth Total	293,100	4.56	372,461	4.42	+ 0.14
Horizon	144,811	2.25	169,965	2.02	+ 0.23
Fury	....	....	....	....	....
Voyager	....	....	7,169	0.09	− 0.09
Volare	51,735	0.81	180,702	2.15	− 1.34
Gran Fury	14,468	0.22	5,412	0.06	+ 0.16
Caravelle	6,277	0.10	9,213	0.10	....
Reliant	75,809	1.18	....	....	+ 1.18
Chrysler Total	82,440	1.30	181,427	2.16	− 0.86
Chrysler	19,858	0.30	77,749	0.93	− 0.63
LeBaron	62,582	1.00	103,678	1.23	− 0.23
Imperial	....	....	....	....	....
Dodge Total	262,995	4.09	380,745	4.52	− 0.43
Omni	121,544	1.90	148,108	1.76	+ 0.14
St. Regis	13,181	0.20	25,846	0.31	− 0.11
Diplomat	30,733	0.47	50,610	0.60	− 0.13
Sportsman	....	....	24,291	0.29	− 0.29
Monaco	....	....	....	....	....
Aspen	36,881	0.57	131,890	1.56	− 0.99
Aries	60,656	0.95	....	....	+ 0.95
FORD MOTOR	1,306,948	20.37	2,037,185	24.20	− 3.83
Ford Division	929,627	14.49	1,375,775	16.34	− 1.85
Pinto	68,179	1.06	172,619	2.05	− 0.99
Mustang/Mustang II	232,507	3.62	365,357	4.34	− 0.72
Fairmont	198,219	3.09	213,761	2.54	+ 0.55
Club Wagon	....	....	30,348	0.36	− 0.36
Granada	113,281	1.77	139,402	1.66	+ 0.11
LTD II	....	....	22,667	0.27	− 0.27
Thunderbird	117,856	1.84	264,451	3.14	− 1.30
Ford	91,135	1.42	167,170	1.98	− 0.56
Escort	108,450	1.69	....	....	+ 1.69
L-M Division	377,321	5.88	661,410	7.86	− 1.98
Mercury Total	324,528	5.06	509,450	6.05	− 0.99
Bobcat	12,445	0.19	43,374	0.52	− 0.33
Capri	68,070	1.06	107,094	1.27	− 0.21
Zephyr	66,657	1.04	62,837	0.75	+ 0.29
Monarch '80	16,445	0.26	59,810	0.71	− 0.45
XR-7	42,927	0.66	135,398	1.61	− 0.95
Cougar '81	24,819	0.40	....	....	+ 0.40
Mercury	55,524	0.87	100,937	1.19	− 0.32
Lynx	37,641	0.58	....	....	+ 0.58
Lincoln Total	52,793	0.82	151,960	1.81	− 0.99
Lincoln	2,278	0.36	71,783	0.80	− 0.50
Versailles	1,866	0.02	11,864	0.14	− 0.12
Mark V	28,146	0.44	68,313	0.81	− 0.37
GENERAL MOTORS	4,106,191	63.99	5,083,957	60.39	+ 3.06
Buick Division	783,575	12.21	787,123	9.35	+ 2.86
Skyhawk	....	....	24,715	0.29	− 0.29
Skylark	218,502	3.41	121,599	1.44	+ 1.97
Century	164,941	2.57	73,188	0.87	+ 1.70
Regal	205,939	3.21	257,372	3.06	+ 0.15
Buick	149,668	2.33	252,220	3.00	− 0.67
Riviera	44,525	0.69	58,029	0.69	....
Cadillac Division	203,991	3.18	345,794	4.11	− 0.93
Seville	34,300	0.53	48,295	0.58	− 0.05
Cadillac	115,424	1.80	230,958	2.74	− 0.94
Eldorado	54,257	0.85	66,541	0.79	+ 0.06
Chevrolet Division	1,760,030	27.43	2,214,955	26.31	+ 1.12
Chevette	454,051	7.07	413,627	4.91	+ 2.16
Monza ('80)	150,548	2.35	157,974	1.88	+ 0.47
Camaro	118,211	1.84	257,873	3.06	− 1.22
Citation	459,276	7.16	321,372	3.82	+ 3.34
Sportvan	....	....	18,334	0.22	− 0.22
Malibu	273,371	4.26	322,767	3.83	+ 0.43
Monte Carlo	125,474	1.96	227,043	2.70	− 0.74
Chevrolet	134,909	2.10	447,397	5.31	− 3.21
Corvette	44,190	0.69	48,568	0.58	+ 0.11
Oldsmobile Division	783,230	12.20	1,004,515	11.93	+ 0.27
Starfire	....	....	20,275	0.24	− 0.24
Omega	115,677	1.80	57,834	0.69	+ 1.11
Cutlass	395,784	6.16	507,542	6.03	+ 0.13
Oldsmobile	233,845	3.64	365,312	4.34	− 0.07
Toronado	37,924	0.60	53,552	0.63	− 0.03
Pontiac Division	575,365	8.97	731,570	8.69	+ 0.28
Acadian†	18,974	0.30	17,133	0.20	+ 0.01
Sunbird ('80)	149,239	2.33	105,997	1.26	+ 1.07
Phoenix	136,180	2.12	88,119	1.05	+ 1.07
Firebird	79,568	1.24	194,033	2.30	− 1.06
LeMans	64,864	1.01	88,652	1.05	− 0.04
Grand Prix	76,019	1.18	93,158	1.11	+ 0.07
Pontiac	50,521	0.79	144,478	1.72	− 0.93
VOLKSWAGEN	197,106	3.07	173,192	2.06	+ 1.01
CHECKER	3,340	0.05	4,766	0.06	− 0.01
Total Cars, U. S.	6,416885	100.00	8,418,369	100.00	....

†—Acadians built for sale in Canada only.

U. S. CAR MODEL YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Pct. Pt. Change '80 vs. '79
AMERICAN MOTORS	199,613	2.81	169,439	1.78	+ 1.03
Eagle	46,379	0.65	....	0.00	+ 0.65
Concord	80,456	1.13	102,853	1.08	+ 0.05
Pacer	1,746	0.02	10,215	0.11	− 0.09
Spirit	71,032	1.00	56,371	0.59	+ 0.41
CHRYSLER CORP.	681,406	9.62	1,027,545	10.79	− 1 17
Plymouth Total	298,821	4.22	390,055	4.09	+ 0.13
Horizon	162,478	2.29	162,763	1.71	+ 0.58
Volare	109,773	1.55	209,686	2.20	− 0.65
'80 Gran Fury	18,724	0.27	....	0.00	+ 0.27
Caravelle	7,846	0.11	9,949	0.10	+ 0.01
Voyager*	....	0.00	7,657	0.08	− 0.08
Chrysler Total	103,728	1.47	229,225	2.41	− 0.94
Chrysler	29,114	0.41	100,726	1.06	− 0.65
LeBaron	74,614	1.05	128,499	1.35	− 0.30
Dodge Total	278,857	3.93	408,265	4.29	− 0.36
Omni	138,155	1.95	141,477	1.48	+ 0.47
St. Regis	17,068	0.24	34,972	0.37	− 0.13
Diplomat	38,166	0.53	62,781	0.66	− 0.13
Aspen	85,468	1.20	143,584	1.51	− 0.31
Sportsman*	....	0.00	25,451	0.27	− 0.27
FORD MOTOR	1,373,582	19.38	2,752,978	28.90	− 9.52
Ford Division	981,098	13.84	1,888,814	19.83	− 5.99
Pinto	124,720	1.76	199,018	2.09	− 0.33
Mustang/Mustang II	271,322	3.83	369,936	3.88	− 0.05
Fairmont	234,454	3.30	395,367	4.15	− 0.85
Granada	90,429	1.28	182,376	1.92	− 0.64
LTD II	....	....	48,564	0.51	− 0.51
Thunderbird	156,803	2.21	284,141	2.98	− 0.77
Ford	103,370	1.46	356,535	3.74	− 2.28
Club Wagon*	....	0.00	52,877	0.56	− 0.56
L-M Division	392,484	5.54	864,164	9.07	− 3.53
Mercury Total	317,576	4.48	674,618	7.08	− 2.60
Bobcat	24,650	0.35	50,266	0.53	− 0.18
Capri	79,984	1.13	110,144	1.15	− 0.02
Zephyr	70,068	0.99	125,377	1.31	− 0.32
Monarch	30,518	0.43	75,879	0.80	− 0.37
Cougar/XR7	58,028	0.82	172,152	1.81	− 0.99
Mercury	54,328	0.76	140,800	1.48	− 0.72
Lincoln Total	74,908	1.06	189,546	1.99	− 0.93
Lincoln	31,233	0.44	92,600	0.97	− 0.53
Versailles	4,784	0.07	21,007	0.22	− 0.15
Mark V	36,891	0.55	75,939	0.80	− 0.25
GENERAL MOTORS	4,605,038	64.99	5,443,240	57.14	+ 7.85
Buick Division	800,166	11.29	765,231	8.03	+ 3.26
Skyhawk	8,322	0.11	23,139	0.24	− 0.13
Skylark	211,809	2.99	66,982	0.70	+ 2.29
Century/Regal	363,164	5.12	329,202	3.46	+ 1.66
Buick	168,250	2.37	293,727	3.08	− 0.71
Riviera	48,621	0.68	52,181	0.55	+ 0.13
Cadillac Division	231,028	3.26	381,113	4.00	− 0.74
Seville	39,344	0.55	53,487	0.56	− 0.01
Cadillac	138,999	1.96	260,190	2.73	− 0.77
Eldorado	52,685	0.74	67,436	0.71	+ 0.03
Chevrolet Division	2,028,106	28.62	2,396,724	25.16	+ 3.46
Chevette	451,549	6.37	340,877	3.58	+ 2.79
Monza	169,737	2.39	163,953	1.72	+ 0.67
Camaro	152,021	2.14	282,582	2.97	− 0.83
Nova/Citation	624,220	8.81	315,126	3.31	+ 5.50
Sportvan*	....	0.00	27,186	0.29	− 0.29
Malibu/Chevelle	277,575	3.91	377,788	3.96	− 0.05
Monte Carlo	126,006	1.78	282,163	2.96	− 0.18
Chevrolet	186,384	2.63	553,242	5.81	− 3.18
Corvette	40,614	0.57	53,807	0.56	+ 0.01
Oldsmobile Division	847,491	11.96	1,037,319	10.89	+ 1.07
Starfire	8,237	0.11	20,299	0.21	− 0.10
Omega	134,323	1.89	40,225	0.42	+ 1.47
Cutlass	422,179	5.96	507,501	5.33	+ 0.63
Oldsmobile	239,312	3.37	419,238	4.40	− 1.03
Toronado	43,440	0.61	50,056	0.53	+ 0.08
Pontiac Division	698,247	9.85	862,853	9.06	+ 0.79
Acadian†	19,651	0.27	44,927	0.47	− 0.27
Sunbird	143,070	2.02	97,770	1.03	+ 0.99
Phoenix	178,291	2.51	77,644	0.82	+ 1.69
Firebird	107,340	1.51	211,454	2.22	− 0.71
LeMans	61,223	0.86	112,703	1.18	− 0.32
Grand Prix	114,714	1.62	139,165	1.46	+ 0.16
Pontiac	73,958	1.04	179,190	1.88	− 0.84
VOLKSWAGEN	223,267	3.16	132,822	1.39	+ 1.77
CHECKER	2,574	0.04	....	0.00	+ 0.04
Total Cars, U.S.	7,085,480	100.00	9,526,024	100.00	....

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

Lineup of U. S., Canadian assembly plants

WHERE '81 CARS WILL BE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Eagle, Concord, Spirit

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon
Jefferson Ave., Detroit	Aries, Reliant
Lynch Rd., Detroit	Chrysler, Plymouth
Newark, Del.	Aries, Reliant
St. Louis	LeBaron, Diplomat, Caravelle

FORD MOTOR CO.

Atlanta	Granada, Cougar, Zephyr, Fairmont
Chicago	Granada, Cougar
Dearborn	Mustang, Capri
Kansas City	Fairmont, Zephyr
Lorain, O.	XR-7, Thunderbird
Louisville	Ford (LTD)
Metuchen, N. J.	Escort, Lynx
St. Louis	Mercury
San Jose, Calif.	Mustang. Capri
Wayne, Mich.	Escort, Lynx
Wixom, Mich.	Lincoln, Mark VI

GENERAL MOTORS

Arlington, Tex.	Malibu, Monte Carlo, Cutlass
Baltimore	Malibu, Monte Carlo, LeMans
Detroit	Cadillac
Doraville, Ga	Malibu, Monte Carlo, Cutlass
Fairfax, Kan.	Buick, Oldsmobile, Pontiac
Flint	Century, Regal, LeSabre, Electra
Framingham, Mass.	Century, Regal, Cutlass
Fremont, Calif.	Century, Regal, Malibu, Monte Carlo
Janesville, Wis.	Chevrolet
Lakewood, Ga.	Chevette, T-1000
Lansing	Cutlass, Delta 88 and 98
Leeds, Mo.	Malibu, Monte Carlo (Sept. '81 J-2000)
Linden, N. J.	Riviera, Toronado, Eldorado, Seville
Lordstown, O.	Cavalier, J-2000
Norwood, O.	Camaro, Firebird
Pontiac	LeMans, Grand Prix, Pontiac
Oklahoma City	Citation, Phoenix
St. Louis	Chevrolet, Corvette
South Gate, Calif.	(April '81) Cavalier, Cimarron
Tarrytown, N. Y.	Citation, Phoenix, Skylark
Van Nuys, Calif.	Camaro, Firebird
Willow Run, Mich.	Skylark, Citation, Omega
Wilmington, Del.	Chevette, T-1000

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

CHECKER MOTORS

Kalamazoo, Mich.	Checker

Canada

American Motors	Brampton, Ont.	Eagle, Concord
Chrysler	Windsor, Ont.	Cordoba, Mirada, Imperial
Ford	Oakville, Ont.	Ford
	St. Thomas, Ont.	EXP, LN-7
General Motors	Oshawa, Ont.	Monte Carlo, Malibu, Chevrolet, Pontiac, LeMans
	St. Therese, P.Q.	Cutlass, Grand Prix
Volvo	Halifax, N. S.	Volvo

Lineup of U.S., Canadian assembly plants

WHERE '81 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Baltimore	light Chevrolet and GMC trucks
Detroit	light Chevrolet and GMC trucks
Flint	light Chevrolet and GMC trucks, sport utility vehicles
Fremont, Calif.	light Chevrolet and GMC trucks
Janesville, Wis.	light Chevrolet and GMC trucks
Lordstown, O.	Chevrolet and GMC vans
Pontiac	medium Chevrolet and GMC trucks, heavy GMC trucks, buses
St. Louis	light Chevrolet and GMC trucks

CHRYSLER CORP.

Warren, Mich.	sport utility vehicles, light Dodge trucks

FORD MOTOR CO.

Kansas City	super cab, light trucks
Kentucky	medium, heavy, extra heavy trucks
Lorain, O.	vans
Louisville	light trucks
Michigan	Bronco, light trucks
Norfolk, Va.	light trucks
Ohio	vans
San Jose, Calif.	light trucks
Twin Cities	light trucks

INTERNATIONAL HARVESTER

Fort Wayne, Ind.	heavy trucks
Springfield, O.	medium, heavy trucks, buses
Wagner, Okla.	heavy trucks*

MACK

Allentown, Pa.	heavy Mack trucks
Hayward, Calif.	heavy Mack trucks
Macungie, Pa.	heavy Mack trucks

JEEP

Toledo	Jeep vehicles, light trucks

AM GENERAL CORP.

South Bend	military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	light trucks**

Canada

Chrysler	Windsor, Ont.	vans
Ford	Oakville, Ont.	medium duty trucks, light trucks
General Motors	Oshawa, Ont.	light Chevrolet and GMC trucks
	Scarborough, Ont.	Chevrolet and GMC vans
	London, Ont.	buses
International Harvester	Chatham, Ont.	medium trucks, buses
	Vancouver, B. C.	heavy, off-highway trucks
Mack	Oakville, Ont.	heavy trucks

*—Production in January, 1981 tentatively begins.
**—Beginning Oct. 29, 1980.

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

SUBCOMPACTS

1980	1980 Total	Make	1979 Total	1979 Pos.
1	454,051	Chevette	413,627	1
2	197,106	Rabbit	173,192	2
3	150,548	Monza	157,974	5
4	149,239	Sunbird	105,997	7
5	144,811	Horizon	169,965	4
6	121,544	Omni	148,108	6
7	108,450	Escort	———	—
8	68,179	Pinto	172,619	3
9	54,223	Spirit	64,363	8
10	37,641	Lynx	———	—
11	18,974	Acadian	17,133	12
12	12,445	Bobcat	43,374	9
—	———	Starfire	20,275	11
—	———	Skyhawk	24,715	10
	1,517,211	TOTAL	1,511,342	

COMPACTS

1980	1980 Total	Make	1979 Total	1979 Pos.
1	459,276	Citation	321,372	2
2	232,507	Mustang II	365,357	1
3	218,502	Skylark	121,599	9
4	198,219	Fairmont	213,761	4
5	136,180	Phoenix	88,119	12
6	118,211	Camaro	257,873	3
7	115,677	Omega	57,834	15
8	113,281	Granada	139,402	7
9	79,568	Firebird	194,033	5
10	75,809	Reliant	———	—
11	68,384	Concord	88,581	11
12	68,070	Capri	107,094	10
13	66,657	Zephyr	62,837	13
14	60,656	Aries	———	—
15	51,735	Volare	180,702	6
16	42,158	Eagle	25,963	17
17	36,881	Aspen	131,890	8
18	16,445	Monarch	59,810	14
—	———	Pacer	5,729	21
—	———	Voyager	7,169	20
—	———	Sportsman	24,291	18
—	———	Sportvan	19,334	19
	———	Clubwagon	30,348	16
	2,158,216	TOTAL	2,502,098	

INTERMEDIATES

1980	1980 Total	Make	1979 Total	1979 Pos.
1	395,784	Cutlass	507,542	1
2	273,371	Malibu	322,767	2
3	205,939	Regal	257,372	4
4	164,941	Century	73,188	10
5	125,474	Monte Carlo	227,043	5
6	117,856	Thunderbird	264,451	3
7	76,019	Gran Prix	93,158	8
8	64,864	LeMans	88,652	9
9	62,582	LeBaron	103,678	7
10	42,927	XR-7	135,398	6
11	30,733	Diplomat	50,610	11
12	24,819	Cougar '81	———	—
13	6,277	Caravelle	9,213	13
—	———	LTD II	22,667	12
	1,591,586	TOTAL	2,155,739	

STANDARDS

1980	1980 Total	Make	1979 Total	1979 Pos.
1	233,845	Oldsmobile	365,312	2
2	149,668	Buick	252,220	3
3	134,909	Chevrolet	447,397	1
4	91,135	Ford	167,170	4
5	55,524	Mercury	100,937	6
6	50,521	Pontiac	144,478	5
7	19,858	Chrysler	77,749	7
8	14,468	Grand Fury	5,412	9
9	13,181	St. Regis	25,846	8
10	3,340	Checker	4,766	10
	766,449	TOTAL	1,591,287	

LUXURY

1980	1980 Total	Make	1979 Total	1979 Pos.
1	115,424	Cadillac	230,958	1
2	54,267	Eldorado	66,541	4
3	44,525	Riviera	58,029	5
4	44,190	Corvette	48,568	7
5	37,924	Toronado	53,552	6
6	34,300	Seville	48,295	8
7	28,146	Mark VI	68,313	3
8	22,781	Lincoln	71,783	2
9	1,866	Versailles	11,864	9
	383,423	TOTAL	657,903	
	6,416,885	GRAND TOTAL	8,418,369	

1980 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
CHRYSLER	10,108	631	10,307	21,046	1,936	4,748	9,212	15,896	1,617	6,044	9,706	17,367	9,639	5,064	2,518	17,221	71,530
Cordoba	5,907	256	5,747	11,910	1,087	2,580	5,663	9,330	662	3,121	4,901	8,684	5,076	2,353	1,332	8,761	38,685
Mirada	4,201	375	4,560	9,136	849	2,168	3,549	6,566	955	2,445	2,895	6,295	2,526	1,404	677	4,607	26,604
Imperial	....	....	....	....	....	....	....	....	....	478	1,910	2,388	2,037	1,307	509	3,853	6,241
FORD	9,171	21,378	30,815	61,364	25,326	27,382	25,566	78,274	12,393	22,022	19[illegible]	54,410	25,099	22,012	8,717	55,828	249,876
Fairmont	1,307	5,610	10,438	17,355	9,959	10,827	9,457	30,243	3,813	11,332	12,148	27,293	13,640	13,066	2,762	29,468	104,359
Zephyr	1,920	3,184	5,520	10,624	4,732	4,470	5,565	14,767	3,756	5,197	3,674	12,627	6,707	5,850	3,194	15,751	53,769
Pinto	3,698	5,213	5,932	14,843	6,286	6,646	6,556	19,488	2,289	1,402	....	3,691	....	....	....	....	38,022
Bobcat	1,210	2,396	1,868	5,474	1,211	1,293	653	3,157	506	503	....	1,009	....	....	....	....	9,640
Ford	964	2,779	6,721	10,464	2,970	3,858	3,143	9,971	1,561	3,300	3,741	8,602	4,512	3,096	2,749	10,357	39,394
Mark VI	72	2,196	336	2,604	168	288	192	648	468	288	432	1,188	240	....	....	240	4,680
Mustang	....	....	....	....	....	....	....	....	....	....	....	....	....	....	12	12	12
GENERAL MOTORS	45,511	50,365	46,819	142,695	47,770	41,482	41,868	131,120	38,287	7,710	44,263	90,260	52,289	50,892	45,074	148,255	512,330
Chevrolet	9,382	12,144	9,476	31,002	10,738	10,289	10,182	31,254	11,263	3,668	9,827	24,758	8,526	7,844	6,612	22,982	109,996
Pontiac	6,132	5,663	5,139	16,934	3,476	2,869	2,251	8,596	1,344	1,499	7,517	10,360	10,469	12,320	10,495	33,284	69,174
Monte Carlo	4,390	5,336	2,798	12,524	2,322	2,182	2,715	7,219	2,825	1	4,309	7,135	6,853	7,065	5,521	19,439	46,317
Malibu	6,628	9,302	10,963	26,893	12,519	8,662	9,838	31,019	8,045	1,539	6,322	15,906	8,357	6,602	6,108	21,067	94,885
LeMans	3,016	2,830	3,300	9,146	3,502	2,344	3,157	9,003	1,959	2	3,011	4,972	2,716	3,861	3,564	10,141	33,262
Grand Prix	4,447	4,191	4,206	12,844	3,467	3,372	4,131	10,970	3,878	170	2,215	6,263	4,229	5,631	6,279	16,139	46,216
Cutlass	11,516	10,899	10,937	33,352	11,701	11,764	9,594	33,059	8,973	831	11,062	20,866	11,139	7,569	6,495	25,203	112,480
AMERICAN MOTORS	....	....	....	....	....	....	....	....	....	....	....	....	....	1,404	1,673	3,077	3,077
Eagle	....	....	....	....	....	....	....	....	....	....	....	....	....	586	681	1,267	1,267
Concord	....	....	....	....	....	....	....	....	....	....	....	....	....	818	992	1,810	1,810
VOLVO	990	899	933	2,822	945	945	675	2,565	855	270	481	1,606	1,306	900	765	2,971	9,964
Total cars, Canada	65,780	73,273	88,874	227,927	75,977	74,557	77,321	227,855	53,152	36,046	74,445	163,643	88,333	80,272	58,747	227,352	846,777

Calendar years compared

CANADIAN OUTPUT SHARES, '80 VS. '79

CARS	Total Output 1980	Pct. of 1980 Output	Total Output 1979	Pct. of 1979 Output	Pct. Pt. Change '79 vs. '80
AMERICAN MOTORS	3,077	0.36	....	....	+ 0.36
Eagle	1,267	0.15	....	....	+ 0.15
Concord	1,810	0.21	....	....	+ 0.21
CHRYSLER CORP	71,530	8.45	134,086	14.19	− 5.74
Mirada	26,604	3.14	17,557	1.86	+ 1.28
Cordoba	38,685	4.57	77,334	8.18	− 3.61
Imperial	6,241	0.74	11,803	1.25	− 0.51
Chrysler	....	....	27,392	2.90	− 2.90
FORD MOTOR CO	249,876	29.51	284,610	30.12	− 0.61
Fairmont	104,359	12.32	128,856	13.64	− 1.32
Zephyr	53,769	6.35	57,713	6.11	+ 0.24
Pinto	38,022	4.49	22,312	2.36	+ 2.13
Bobcat	9,640	1.14	4,533	0.48	+ 0.66
Ford	39,394	4.65	71,196	7.53	− 2.88
Mustang	12	0.01	....	....	+ 0.01
Mark VI	4,680	0.55	....	....	+ 0.55
GENERAL MOTORS	512,330	60.50	517,471	54.76	+ 5.74
Chevrolet	109,996	12.99	105,372	11.15	+ 1.84
Pontiac	69,174	8.17	83,832	8.87	− 0.70
Monte Carlo	46,317	5.47	45,355	4.80	+ 0.67
Malibu	94,885	11.21	63,682	6.74	+ 4.47
LeMans	33,262	3.93	57,941	6.13	− 2.20
Cutlass	112,480	13.28	59,788	6.33	+ 6.95
Grand Prix	46,216	5.45	101,501	10.74	− 5.29
Volvo	9,964	1.18	8,766	0.93	+ 0.25
TOTALS	846,777	100.00	944,933	100.00	
TRUCKS					
AMERICAN MOTORS	11,753	2.23	51,935	7.90	− 5.67
CHRYSLER	52,917	10.05	60,866	9.26	+ 0.79
GENERAL MOTORS	254,640	48.39	269,870	41.05	+ 7.34
FORD	186,111	35.36	246,765	37.53	− 2.17
INTERNATIONAL	16,039	3.05	20,132	3.06	− 0.01
MACK	2,081	0.40	3,877	0.59	− 0.19
WHITE	2,736	0.52	3,991	0.61	− 0.09
TOTALS	526,277	100.00	657,436	100.00	

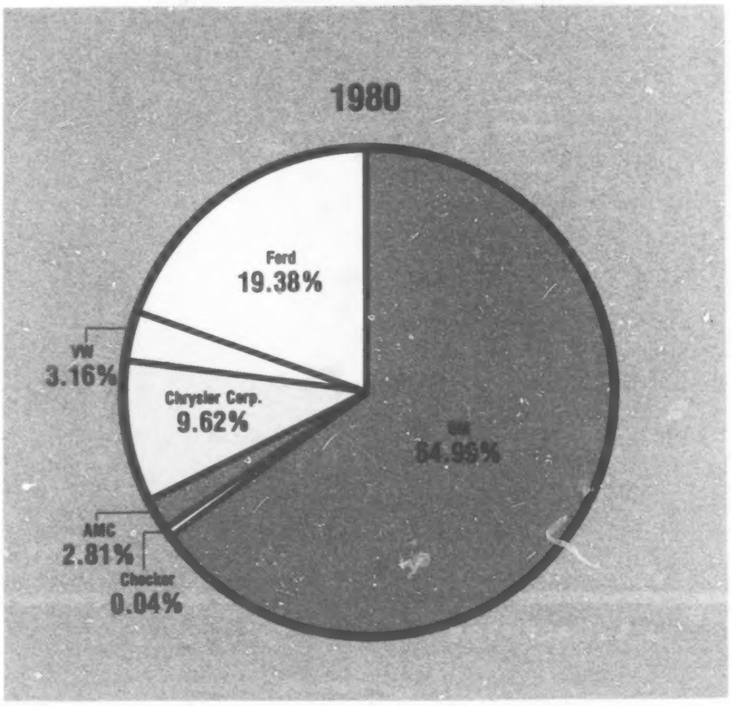
CANADIAN CAR OUTPUT BY CALENDAR YEAR

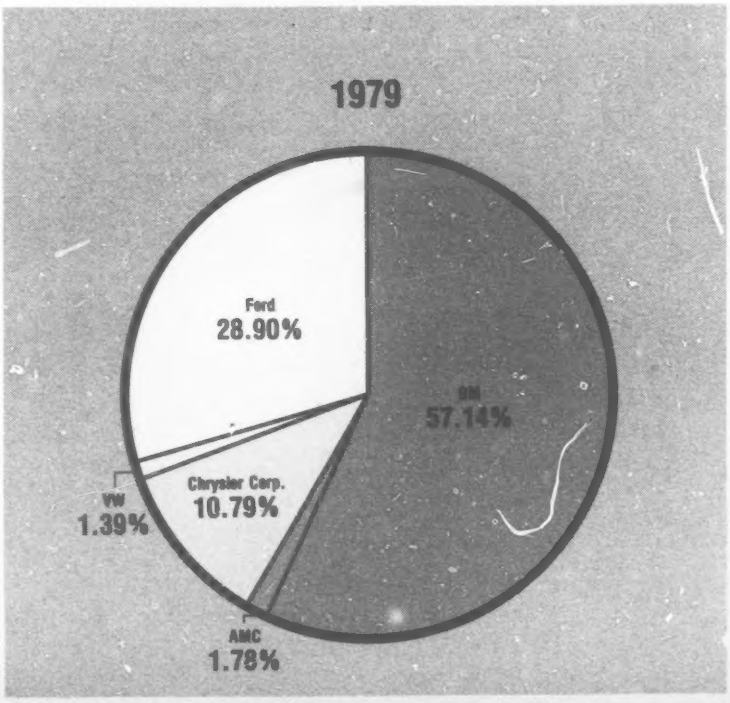
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1980	526,277
1979	657,436
1978	674,687
1077	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

U.S. MODEL RUN PRODUCTION SHARES BY CORPORATION





U. S. CAR OUTPUT BY CALENDAR YEAR

1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471
1958	4,244,045

U. S. CAR OUTPUT BY MODEL YEAR

1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527
1958	4,222,781

U. S. AUTO PRODUCTION BY MONTHS

	1976	1977	1978	1979	1980
January	669,630	712,548	688,096	786,839	531,670
February	685,549	700,399	689,355	738,808	624,301
March	827,342	936,870	905,041	889,775	643,200
April	797,742	819,154	875,652	723,248	580,855
May	779,077	880,640	929,094	935,198	527,353
June	859,751	956,064	872,012	826,678	534,085
July	537,225	694,436	524,766	583,765	417,038
August	535,162	514,643	512,073	445,349	312,758
September	657,240	757,266	741,768	622,851	534,480
October	694,810	876,044	915,978	783,843	675,001
November	775,913	792,743	862,127	627,346	562,380
December	718,318	652,867	637,336	454,669	473,764
Yearly totals	8,537,759	9,293,674	9,153,299	8,418,369	6,416,885

Breakdown by states, '80 vs. '79

Geographical trends in U. S. car output

	Total Output 1980	Pct. of Output 1980	Overall Pos. 1980	Total Output 1979	Pct. of 1979 Output	Overall Pos. 1979	Pct. Pt. Change '80 vs. '79
Michigan	1,731,830	26.99	1	2,430,603	28.87	1	— 1.88
Ohio	501,278	7.81	2	749,376	8.90	4	— 1.09
Georgia	439,939	6.86	3	397,094	4.72	8	+ 2.14
Delaware	430,067	6.70	4	305,683	3.63	9	+ 3.07
New Jersey	399,488	6.23	5	773,012	9.18	3	— 2.95
Missouri	370,783	5.78	6	849,067	10.09	2	— 4.31
Illinois	363,146	5.66	7	487,003	5.79	6	— 0.13
Oklahoma	329,201	5.13	8	102,160	1.21	16	+ 3.92
Kansas	312,849	4.88	9	184,468	2.19	13	+ 2.69
New York	287,491	4.48	10	228,902	2.72	10	+ 1.76
Wisconsin	285,929	4.46	11	399,577	4.75	7	— 0.29
California	261,242	4.07	12	707,186	8.40	5	— 4.33
Pennsylvania	197,106	3.07	13	173,192	2.06	14	+ 1.01
Texas	187,314	2.92	14	197,245	2.34	12	+ 0.58
Massachusetts	157,561	2.45	15	158,137	1.88	15	+ 0.57
Maryland	104,192	1.62	16	217,191	2.58	11	— 0.96
Kentucky	57,469	0.89	17	58,518	0.69	17	+ 0.2
TOTALS	6,416,885	100.00		8,418,369	100.00		

RV VEHICLE SHIPMENTS

1980**

(Total shipments, 180,900)

Travel trailers	52,000
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	70,800

1979**

(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1978**

(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

**—Pickup covers no longer included in RVIA shipments.

1977

(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976

(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975

(Total Shipments—552,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974

(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973

(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	69,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972

(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971

(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970

(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

1969

(Total Shipments—514,100)

Travel Trailers	144,000
Truck Campers	92,500
Camping Trailers	141,000
Motor Homes	23,100
Pickup Covers	113,500

1968

(Total Shipments—483,100)

Travel Trailers	115,200
Truck Campers	79,500
Camping Trailers	125,200
Motor Homes	13,200
Pickup Covers	150,000

1967

(Total Shipments—244,430)

Travel Trailers	94,500
Truck Campers	61,600
Camping Trailers	79,280
Motor Homes	9,050
Pickup Covers	....

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.

U. S. VAN AND LIGHT TRUCK PRODUCTION '80 vs. '79

	Total Output 1980	Pct. of 1980 Output	Total Output 1979	Pct. of 1979 Output	Pct. Pt. Change '79 vs. '80
CHEVROLET	492,209	33.58	934,791	36.59	— 3.01
Blazer	21,109	1.44	77,882	3.05	— 1.61
El Camino	41,777	2.85	55,790	2.18	+ 0.67
Pickups	360,248	24.58	619,388	24.25	+ 0.33
Sportvan	25,675	1.75	22,056	0.86	+ 0.89
Utility vans	19,304	1.32	159,675	6.25	— 4.93
Utility vehicles	24,096	1.64	....	....	+ 1.64
CHRYSLER	118,959	8.11	375,399	14.69	— 6.58
Ramwagon	13,160	0.90	....	....	+ 0.90
Pickups	83,874	5.72	175,170	6.86	— 1.14
Ramcharger	4,538	0.31	19,871	0.78	— 0.47
Sportsman	10,208	0.70	32,233	1.26	— 0.56
Trail Duster	1,381	0.09	6,795	0.26	— 0.17
Utility vans	2,986	0.20	132,298	5.18	— 4.98
Voyager	2,812	0.19	9,032	0.35	— 0.16
FORD	637,250	43.47	825,893	32.33	+11.14
Bronco	33,253	2.27	90,922	3.56	— 1.29
Club Wagon	18,857	1.29	36,177	1.42	— 0.13
Econoline	69,473	4.74	139,196	5.45	— 0.71
Pickups	515,667	35.17	541,774	21.20	+13.97
Ranchero	....	....	17,824	0.70	— 0.70
GMC	126,245	8.61	251,579	9.85	— 1.24
Jimmy	5,534	0.38	20,152	0.79	— 0.41
Sprint/Caballero	4,662	0.32	6,818	0.27	+ 0.05
Suburban	13,597	0.93	20,743	0.81	+ 0.12
Pickups	96,500	6.58	171,026	6.70	— 0.12
Vandura/Rallyvans	5,952	0.40	32,840	1.28	— 0.88
INTERNATIONAL*	....	0.00	30,059	1.18	— 1.18
Scout	....	0.00	30,059	1.18	— 1.18
JEEP	62,841	4.29	134,624	5.27	— 0.98
Cherokee	7,614	0.52	39,183	1.53	— 1.01
CJ	37,907	2.59	49,038	1.92	+ 0.67
Pickups	6,839	0.47	18,966	0.74	— 0.27
Wagoneer	10,481	0.71	27,437	1.08	— 0.37
VOLKSWAGEN	28,390	1.94	2,407	0.09	+ 1.85
Pickups	28,390	1.94	2,407	0.09	+ 1.85
TOTAL	1,465,894	100.00	2,554,752	100.00	....

*—International Harvester refused to provide figures.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	451,549	Chevette	340,877	1
2	223,267	Rabbit	132,822	6
3	169,737	Monza	163,953	3
4	162,478	Horizon	162,763	4
5	143,070	Sunbird	97,770	7
6	138,155	Omni	141,477	5
7	124,720	Pinto	199,018	2
8	71,032	Spirit	56,371	8
9	24,650	Bobcat	50,266	9
10	19,651	Acadian	44,927	10
11	8,322	Skyhawk	23,139	11
12	8,237	Starfire	20,299	12
	1,544,868	TOTAL	1,433,682	

COMPACTS

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	624,220	Citation	315,126	3
2	271,322	Mustang	369,936	2
3	234,454	Fairmont	395,367	1
4	211,809	Skylark	66,982	14
5	178,291	Phoenix	77,644	12
6	152,021	Camaro	282,582	4
7	134,323	Omega	40,225	16
8	109,773	Volare	209,686	6
9	107,340	Firebird	211,454	5
10	90,429	Granada	182,376	7
11	85,468	Aspen	143,584	8
12	80,456	Concord	102,853	11
13	79,984	Capri	110,144	10
14	70,068	Zephyr	125,377	9
15	46,379	Eagle	———	—
16	30,518	Monarch	75,879	13
17	1,746	Pacer	10,215	19
—	———	Club Wagon	52,877	15
—	———	Sportvan	27,186	17
—	———	Sportsman	25,451	18
—	———	Voyager	7,657	20
	2,508,601	TOTAL	2,832,601	

INTERMEDIATES

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	422,179	Cutlass	507,501	1
2	363,164	Century/Regal	329,202	3
3	277,575	Malibu	377,788	2
4	156,803	Thunderbird	284,141	4
5	126,006	Monte Carlo	282,163	5
6	114,714	Grand Prix	139,165	7
7	74,614	LeBaron	128,499	8
8	61,223	LeMans	112,703	9
9	58,028	Cougar	172,152	6
10	38,166	Diplomat	62,781	10
11	7,846	Caravelle	9,949	12
—	———	LTD	48,564	11
	1,700,318	TOTAL	2,454,608	

STANDARDS

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	239,312	Oldsmobile	419,238	2
2	186,384	Chevrolet	553,242	1
3	168,250	Buick	293,727	4
4	103,370	Ford	356,535	3
5	73,958	Pontiac	179,190	5
6	54,328	Mercury	140,800	6
7	29,114	Chrysler	100,726	7
8	18,724	'80 Gran Fury	———	—
9	17,068	St. Regis	———	—
10	2,574	Checker	———	—
—	———	Dodge	34,972	8
	893,082	TOTAL	2,078,430	

LUXURY

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	138,999	Cadillac	260,190	1
2	52,685	Eldorado	67,436	4
3	48,621	Riviera	52,181	7
4	43,440	Toronado	50,056	8
5	40,614	Corvette	53,807	5
6	39,344	Seville	53,487	6
7	38,891	Mark VI	75,939	3
8	31,233	Lincoln	92,600	2
9	4,784	Versailles	21,007	9
	438,611	TOTAL	726,703	
	7,085,480	GRAND TOTAL	9,526,024	

But pickup revival is expected this year

Truck sales on down slope

By Jack Walsh
Truck & RV Editor

Sales of new trucks of all types in the U. S. have been declining steadily since the Iranian revolution and the resultant explosion in fuel prices and shortages which precipitated a buyer switch to more fuel-efficient vehicles in the first quarter of 1979. No significant upturn in deliveries is anticipated before the final quarter of 1981.

The industry is anticipating a big revival in compact pickups when General Motors introduces its all-new compact vehicles at the start of the 1982 model year this fall. Production of Ford's new compact pickup is scheduled to start next January. A rebound in medium, heavy-truck hinges on an upturn in the general economy.

SALES OUTLETS FOR TRUCKS

Retail Outlets*

	Jan. 1, 1981	‡ Jan. 1, 1980
Chevrolet	5,700	5,870
Dodge	2,565	2,969
Ford	5,162	5,777
Freightliner	190	190
International	1,338	1,590
IVECO (Magirus)	152	125
Jeep	1,809	1,899
Kenworth**	120	120
Mack	248	252
Mercedes	166	163
Peterbilt	121	116
GMC	2,596	2,680
Plymouth**	2,482	2,793
Volvo	123	118
White†	230	246
FWD	71	82
Miscellaneous	248	298
Private outlets	23,321	25,088
Factory outlets	388	387
TOTALS	23,709	25,475
Adjustment for multiple franchising	2,839	2,234
NET TOTALS	21,870	23,241

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth totals are estimates. Plymouth trucks are the Voyager wagon, Trail Duster sports/utility vehicle and Arrow compact pickup.
†—White includes Autocar and Western Star.
‡—Revised.

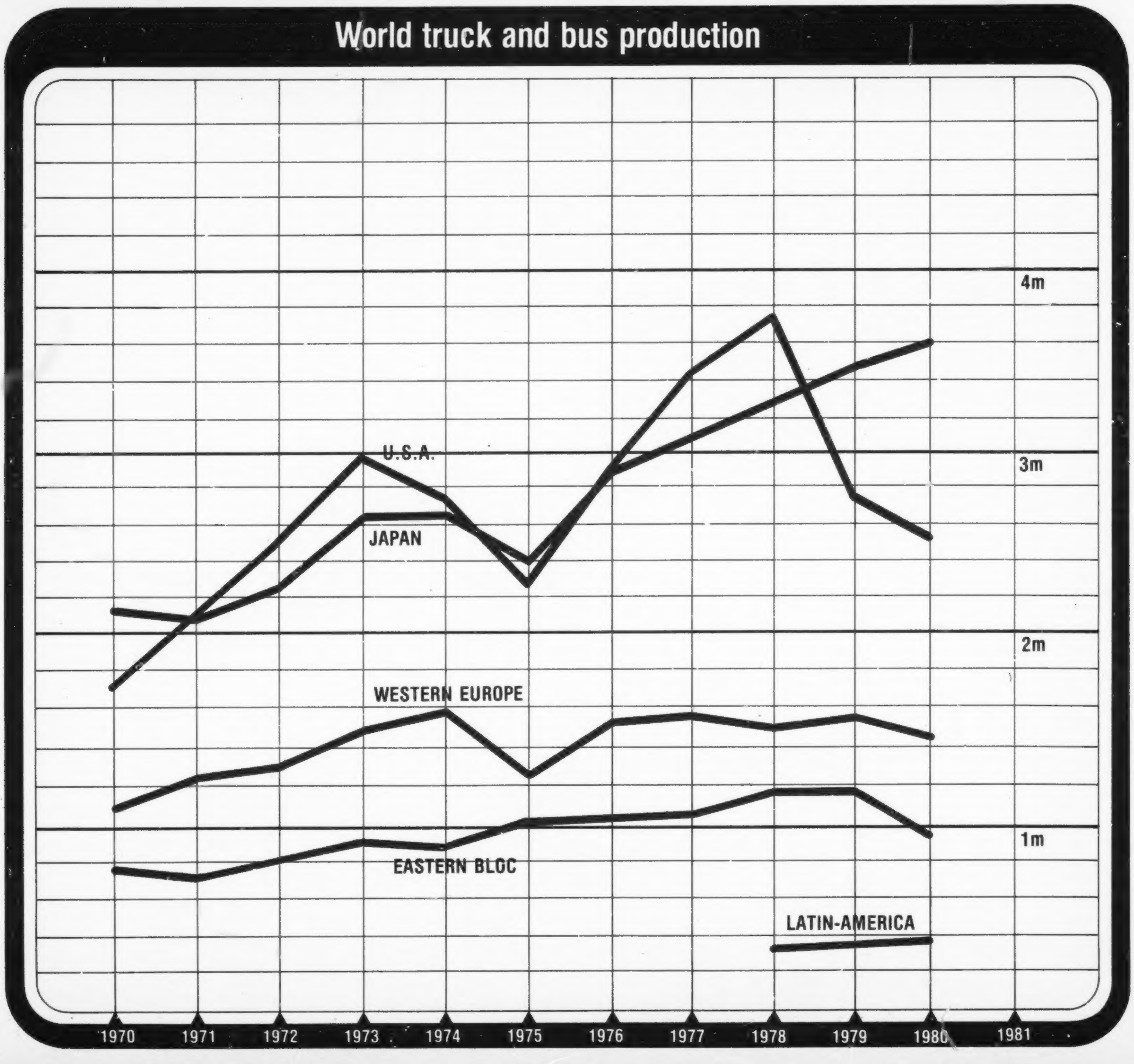
U. S. TRUCK REGISTRATIONS

1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

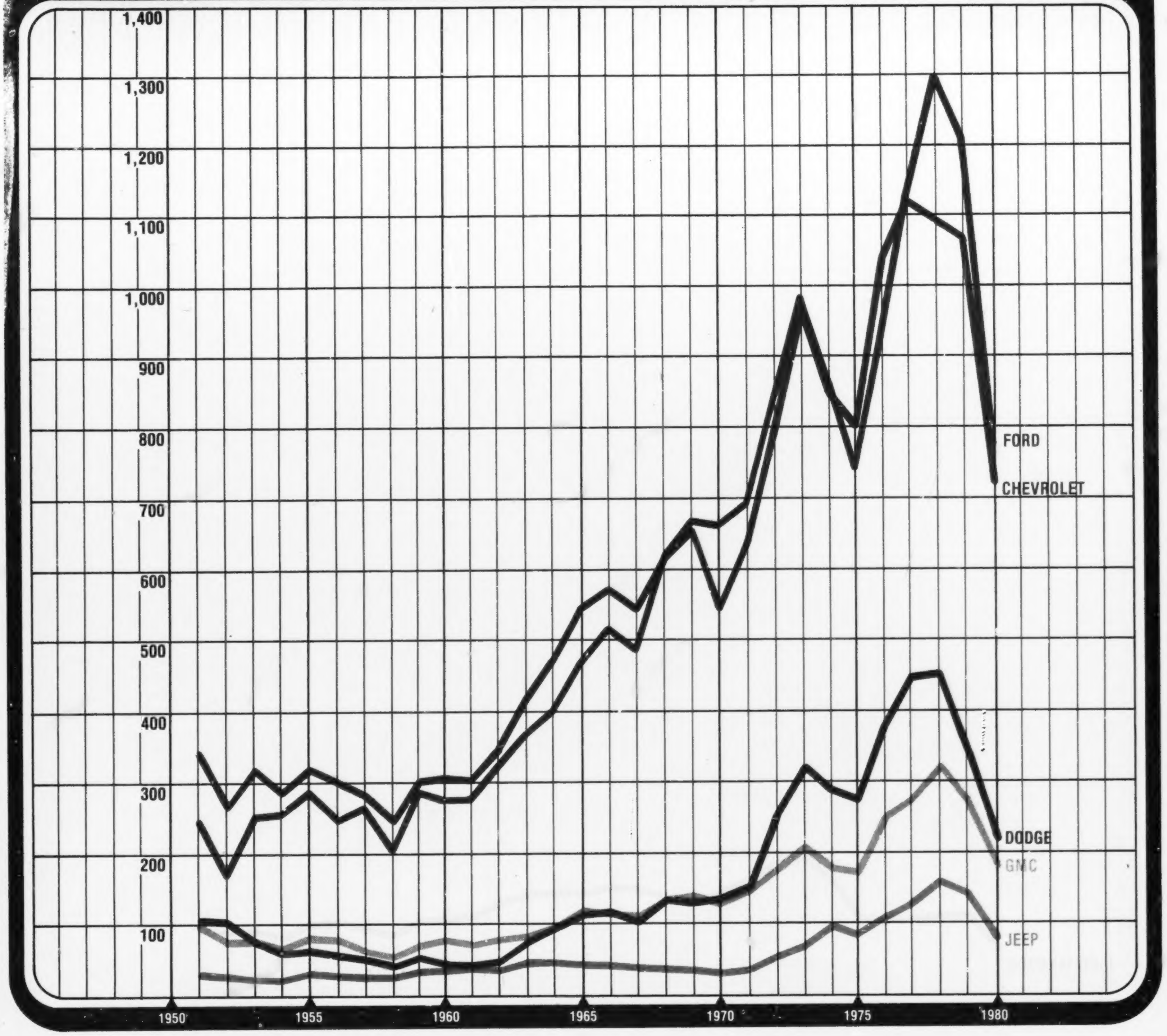
	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. pt. Change, '80-'79
Ford	784,132	31.66	1,123,605	32.36	− 0.70
Chevrolet	737,788	29.79	1,085,855	31.27	− 1.48
Dodge	228,500	9.23	352,292	10.15	− 0.92
GMC	181,252	7.32	283,329	8.16	− 0.84
Jeep	81,923	3.31	145,583	4.19	− 0.88
International	74,484	3.01	116,739	3.36	− 0.35
Plymouth*	28,329	1.14	19,678	0.57	+ 0.57
Mack	21,743	0.88	29,265	0.84	+ 0.04
Kenworth	11,165	0.45	14,902	0.43	+ 0.02
Freightliner	10,465	0.42	13,636	0.39	+ 0.03
Peterbilt	7,008	0.28	8,696	0.25	+ 0.03
White	4,974	0.20	9,151	0.26	− 0.06
Autocar	1,550	0.06	2,228	0.07	− 0.01
Western Star	1,140	0.05	1,133	0.03	+ 0.02
Volvo	1,008	0.04	672	0.02	+ 0.02
Diamond Reo	....	....	....	....	....
Miscellaneous**	301,223	12.16	265,445	7.65	+ 4.51
TOTALS	2,476,777	100.00	3,472,209	100.00	....

★—No registrations for Oklahoma, 1980 and 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickups.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.



World truck and bus production

Registrations of U.S. trucks, by make, since 1951



U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,814	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	8,693	12,512	3,472,209
1980	....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U. S. TRUCK REGISTRATIONS PER OUTLET

	1980	1979	1978	1977	7978	1975	1974
Ford	152	201	233	199	169	132	156
Chevrolet	129	181	215	187	188	136	146
Kenworth	93	124	128	139	66	51	95
Dodge	89	115	141	145	126	90	91
Mack	88	116	105	100	46	45	76
GMC	70	106	121	102	93	62	70
Peterbilt	58	76	86	121	51	45	86
International	56	74	70	65	52	52	70
Freightliner	55	72	62	......	......	......	......
Jeep	45	77	93	71	67	54	67
White	33	51	54	83	47	20	97
Plymouth*	12	17	7	2	1	1	1
Volvo	8	......	......	......	......	......	......

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles and Arrow compact pickups.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26.682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319

Source: Motor Vehicle Manufacturers Assn.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1980 VS. 1979

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'80	....	....	....	....	....	....	....	1,550	1,550
	'79	....	....	....	....	....	....	....	2,227	2,227
BROCKWAY	'80	....	....	....	....	....	....	....	....	....
	'79	....	....	....	....	....	....	....	2	2
CHEVROLET	'80	365,766	339,139	1,922	....	1,378	13,567	13,041	2,975	737,788
	'79	445,549	591,506	4,948	....	1,786	34,892	1,139	5,950	1,084,870
(Memo-Units)#	'80	164,720	97,545	....	....	....	....	....	....	262,265
	'79	205,206	172,926	....	....	....	....	....	....	378,132
DIAMOND REO	'80	....	....	....	....	....	....	....	95	95
	'79	....	....	....	....	....	....	....	....	....
DODGE	'80	101,513	121,176	5,618	193	....	....	....	....	228,500
	'79	106,712	207,453	32,869	4,936	....	....	....	....	351,970
(Memo-Units)#	'80	67,817	78,567	3,173	....	....	....	....	....	147,557
	'79	60,026	112,332	26,340	....	....	....	....	....	198,698
FORD	'80	247,118	470,054	517	....	....	20,244	32,514	13,685	784,132
	'79	296,309	734,342	456	....	....	53,843	15,228	22,478	1,122,656
(Memo-Units)#	'80	99,625	153,254	....	....	....	....	....	....	252,879
	'79	111,758	220,692	....	....	....	....	....	....	332,450
FREIGHTLINER	'80	....	....	....	....	....	....	....	10,465	10,465
	'79	....	....	....	....	....	....	....	13,636	13,636
FWD	'80	....	....	....	....	....	2	714	292	1,008
	'79	....	....	....	....	....	....	....	....	....
GMC	'80	53,017	88,721	6	....	886	9,564	13,393	15,665	181,252
	'79	68,532	167,198	1,020	....	1,041	24,983	1,973	18,393	283,140
(Memo-Units)#	'80	9,136	23,845	....	....	....	....	....	....	32,981
	'79	13,871	47,114	....	....	....	....	....	....	60,985
INTERNATIONAL	'80	....	17,724	....	....	....	16,580	18,494	21,686	74,484
	'79	....	23,464	....	....	....	27,221	27,309	38,585	116,579
(Memo-Units)#	'80	....	....	....	....	....	....	....	....	....
	'79	....	....	....	....	....	....	....	....	....
JEEP	'80	49,710	32,213	....	....	....	....	....	....	81,823
	'79	83,401	61,813	....	....	....	....	....	....	145,214
(Memo-Units)#	'80	49,710	23,358	....	....	....	....	....	....	73,068
	'79	83,401	26,781	....	....	....	....	....	....	110,182
KENWORTH	'80	....	....	....	....	....	....	....	11,163	11,163
	'79	....	....	....	....	....	....	....	14,893	14,893
MACK	'80	....	....	....	....	....	688	....	21,055	21,743
	'79	....	....	....	....	....	....	....	29,264	29,264
PETERBILT	'80	....	....	....	....	....	....	....	7,008	7,008
	'79	....	....	....	....	....	....	....	8,693	8,693
PLYMOUTH*	'80	19,619	8,710	....	....	....	....	....	....	28,329
	'79	14,428	5,250	....	....	....	....	....	....	19,678
WESTERN STAR	'80	....	....	....	....	....	....	....	1,140	1,140
	'79	....	....	....	....	....	....	....	1,133	1,133
WHITE	'80	....	....	....	....	....	....	....	4,974	4,974
	'79	....	....	....	....	....	....	....	9,145	9,145
MISCELLANEOUS**	'80	294,199	330	13	10	25	3,145	1,563	1,938	301,223
	'79	258,003	14	43	6	31	2,687	1,666	2,360	264,810
TOTALS	'80	1,130,942	1,078,067	8,076	203	2,289	63,790	79,719	113,691	2,476,777
	'79	1,272,934	1,791,040	39,336	4,942	2,858	143,626	47,215	165,859	3,467,910*

★—No Oklahoma registrations, 1980 and 1979.
NOTE: 1980 figures include window vans, 1979 totals do not.
*—1979 totals do not include Hawaii registrations for December.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

1980 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	61,973	65,922	45,411	173,306	35,010	26,314	24,682	86,006	31,284	6,308	34,140	71,732	54,507	50,985	55,673	161,165	492,209
Dodge	13,406	10,064	13,469	36,939	12,505	15,478	16,654	44,637	3,179	3,641	12,336	19,156	8,087	4,254	5,886	18,227	118,959
Ford	56,000	60,324	67,144	183,468	49,749	33,146	22,625	105,520	24,203	41,844	51,352	117,399	75,190	57,552	42,378	175,120	581,507
GMC	15,362	15,859	14,038	45,259	15,509	14,655	12,712	42,876	14,624	5,392	12,551	32,567	18,678	18,007	16,315	53,000	173,702
International	....	....	....	....	2,787	11,203	9,828	23,818	8,017	8,746	7,794	24,557	6,991	4,999	5,845	17,835	66,210
Mack	2,587	2,636	2,793	8,016	2,141	1,915	1,538	5,594	1,568	1,505	1,604	4,677	2,083	1,626	1,391	5,100	23,387
Jeep	9,271	6,658	2,125	18,054	5,069	850	5,296	11,215	39	4,716	7,275	12,030	7,795	6,887	6,860	21,542	62,841
AM Corp.	935	588	588	2,111	493	604	648	1,745	866	1,444	498	2,808	867	430	240	1,537	8,201
Miscellaneous	4,713	4,285	4,563	13,561	3,435	2,880	2,528	8,843	2,693	2,369	2,157	7,219	2,902	2,756	2,802	8,460	38,083
Volkswagen	941	3,017	2,835	6,793	3,030	2,540	2,630	8,200	2,880	2,499	353	5,732	2,788	2,289	2,588	7,665	28,390
Total Trucks, U. S.	165,188	169,353	152,966	487,507	129,728	109,585	99,141	338,454	89,353	78,464	130,060	297,877	179,888	149,785	139,978	469,651	1,593,489

—AM Corp. vehicles are a breakout of nonmilitary vehicles from Jeep. Jeep figures indicates military vehicles only.

1980 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

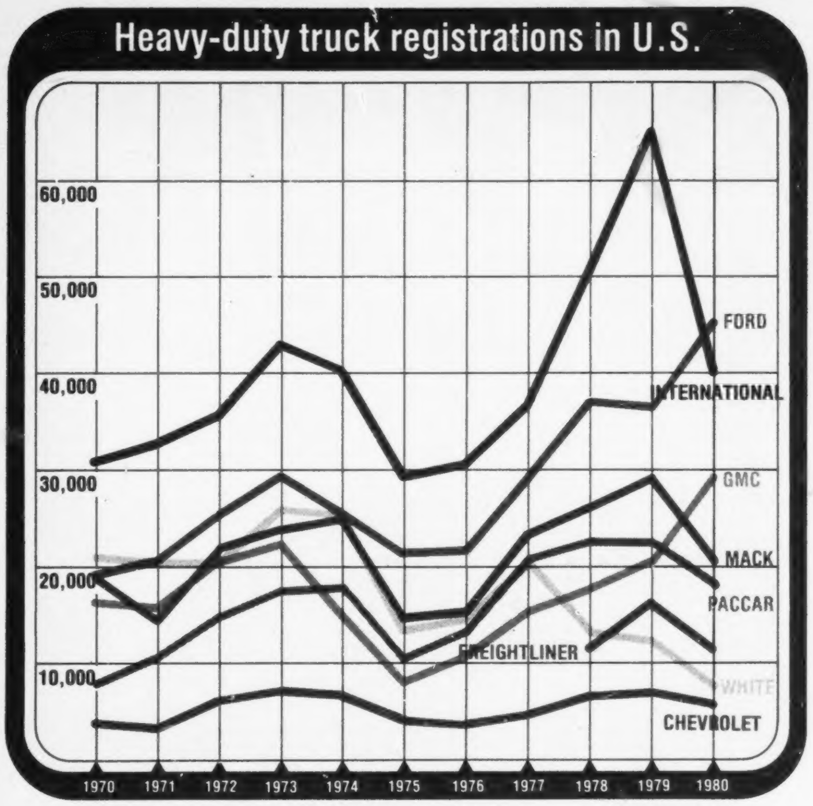
	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	1,262	1,828	5,118	8,208	4,658	4,459	4,866	13,983	212	7,195	7,007	14,414	7,694	3,013	5,605	16,312	52,917
Ford Motor	15,245	16,037	19,984	51,266	16,528	16,142	16,132	48,802	9,937	6,910	19,953	36,800	20,561	14,512	14,170	49,243	186,111
General Motors	24,094	23,077	25,801	72,972	25,712	18,782	20,113	64,607	10,576	10,224	20,388	41,188	26,061	26,942	22,870	75,873	254,640
American Motors	2,756	2,186	3,537	8,479	899	2,375	....	3,274	....	....	....	....	....	....	....	....	11,753
International	631	1,189	1,340	3,160	1,297	1,859	1,793	4,949	847	1,388	1,723	4,458	1,320	1,199	953	3,472	16,039
Mack	262	259	258	779	215	170	133	518	154	70	144	368	130	98	188	416	2,081
White	285	300	342	927	298	282	278	858	205	135	121	461	177	152	161	490	2,736
Total Trucks, Canada	44,535	44,876	56,380	145,791	49,607	44,069	43,315	136,991	21,931	26,422	49,336	97,689	55,943	45,916	43,947	145,806	526,277

NEW-TRUCK REGISTRATIONS IN U. S., 1979-1980

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	Mack Truck Corp.	Freightliner	White (Autocar,) Western Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'80	3198	13183	13685	2550	955	777	390	455	322	275	4975	40174	'80	**Alabama**
	'79	4154	19966	19988	4485	1719	1089	604	718	400	374	5289	58786	'79	
Alaska	'80	1044	1928	1933	559	224	184	104	15	7	65	1163	7246	'80	**Alaska**
	'79	708	2417	1940	511	196	255	51	12	7	27	638	6760	'79	
Arizona	'80	3164	13738	13105	2984	640	1231	190	111	77	86	7376	42696	'80	**Arizona**
	'79	4506	16272	16506	4310	882	1555	333	119	97	109	7265	52044	'79	
Arkansas	'80	3168	14057	13380	2899	788	1281	257	242	135	93	3871	39091	'80	**Arkansas**
	'79	4140	20109	17242	4604	1246	1786	419	312	449	83	3038	53427	'79	
California	'80	32229	62917	60979	14390	5182	5211	2329	784	1517	968	74349	260546	'80	**California**
	'79	39780	84982	87869	22473	7507	6657	2976	904	2312	1016	61631	318107	'79	
Colorado	'80	3954	15740	11890	2558	1421	3303	348	211	182	85	7517	47189	'80	**Colorado**
	'79	5081	19580	15247	3689	2107	4082	387	251	153	129	7048	57754	'79	
Connecticut	'80	2175	5065	6146	1671	852	1824	94	254	18	100	2703	20902	'80	**Connecticut**
	'79	2784	7707	9238	2801	1136	1890	79	392	42	177	2220	28466	'79	
Delaware	'80	651	2233	1962	435	533	290	75	87	67	28	593	6904	'80	**Delaware**
	'79	765	2820	2637	581	1058	442	170	123	130	30	531	9287	'79	
Florida	'80	14573	42444	27117	10823	2948	3345	506	1288	240	414	14671	117549	'80	**Florida**
	'79	15871	47872	35462	12036	3655	3736	577	1225	279	629	11634	132976	'79	
Georgia	'80	6319	23665	17569	3866	1386	1450	558	728	246	309	8458	64505	'80	**Georgia**
	'79	6576	28187	23557	5367	1942	1681	634	312	160	299	6594	75899	'79	
Hawaii	'80	583	2010	1584	324	302	428	45	3		12	4289	9560	'80	**Hawaii**
	'79	640	1801	1803	366	292	687	39	2		12	2246	7890	'79	
Idaho	'80	1277	4287	4649	1352	305	369	199	106	49	34	2601	15217	'80	**Idaho**
	'79	1555	6077	6276	2279	482	499	277	267	75	38	2282	20107	'79	
Illinois	'80	8850	34758	33802	8897	4841	5297	1107	1021	728	425	6259	106985	'80	**Illinois**
	'79	13450	57408	53076	13918	8659	10964	1243	1836	854	886	5362	167676	'79	
Indiana	'80	4795	17541	16479	4915	2652	1678	529	476	366	148	3468	53055	'80	**Indiana**
	'79	7423	30606	31878	8323	5170	3687	775	767	562	287	3512	93180	'79	
Iowa	'80	3499	12732	13382	2504	885	1138	57	153	51	12	2168	36561	'80	**Iowa**
	'79	5328	21138	21533	4681	1690	1925	347	345	244	53	1952	59136	'79	
Kansas	'80	2687	12792	13332	3593	1028	1184	309	180	121	135	3122	38613	'80	**Kansas**
	'79	3849	19074	18673	5185	1568	1800	603	181	348	148	3340	54769	'79	
Kentucky	'80	2872	12024	11484	1992	751,	1572	229	507	111	33	3098	34614	'80	**Kentucky**
	'79	4673	21284	23768	3612	1268	3292	169	756	118	60	3445	62645	'79	
Louisiana	'80	6849	25638	23587	5970	1228	1294	4047	533	240	163	5485	71296	'80	**Louisiana**
	'79	7823	32390	36624	7691	1801	1147	369	496	225	138	4434	82938	'79	
Maine	'80	807	2957	3157	1319	364	421	22	60	35	27	1374	10543	'80	**Maine**
	'79	1544	5077	5649	2406	616	870	59	99	60	57	1381	17818	'79	
Maryland	'80	4402	13708	12232	2764	1432	1164	157	463	277	151	4190	40941	'80	**Maryland**
	'79	5429	19135	15614	3616	2327	2015	168	633	129	264	3558	52886	'79	
Massachusetts	'80	4119	10187	10275	3079	1251	1494	84	538	88	76	3508	34699	'80	**Massachusetts**
	'79	5348	14952	14606	4756	1796	2591	143	[illegible]	53	140	2706	47648	'79	
Michigan	'80	10026	29965	26281	7238	2079	3246	251	358	294	165	4577	84390	'80	**Michigan**
	'79	15139	48769	49633	14275	3948	7485	403	440	209	309	4683	145253	'79	
Minnesota	'80	5587	20806	15426	3601	1936	1348	461	331	362	42	2789	52821	'80	**Minnesota**
	'79	8474	30880	23920	5985	3571	2378	709	423	466	111	2328	79245	'79	
Mississippi	'80	2274	12131	10930	2540	643	619	148	355	166	87	3586	33399	'80	**Mississippi**
	'79	3218	18591	15725	3791	1179	864	318	445	166	198	3146	47641	'79	
Missouri	'80	5784	18908	18248	5145	1909	1882	256	166	315	118	4581	57312	'80	**Missouri**
	'79	8626	30590	30453	8389	3119	3620	397	198	376	166	4665	90399	'79	
Montana	'80	1052	4616	4903	1465	346	452	275	24	69	33	1846	15091	'80	**Montana**
	'79	1297	6836	6544	1973	433	686	280	27	82	22	1503	19683	'79	
Nebraska	'80	2018	8847	8212	2361	1148	614	910	235	453	97	1755	26582	'80	**Nebraska**
	'79	2743	14117	12066	3616	1796	826	1234	414	526	190	1541	39069	'79	
Nevada	'80	1677	4889	4172	1076	243	724	88	15	30	30	2670	15614	'80	**Nevada**
	'79	2023	5747	5176	1663	436	942	111	17	22	40	2616	18793	'79	
New Hampshire	'80	1444	4035	4878	1410	710	861	56	234	28	23	2094	15773	'80	**New Hampshire**
	'79	2053	6106	7762	2686	972	1629	99	400	40	63	1955	23764	'79	
New Jersey	'80	6847	16843	14937	3323	2137	2421	410	1174	344	301	5208	55945	'80	**New Jersey**
	'79	9455	20759	18588	4021	2990	3156	483	1602	317	533	3340	65253	'79	
New Mexico	'80	1439	8189	7717	2257	598	660	201	162	54	41	3057	24375	'80	**New Mexico**
	'79	2150	12081	9553	4002	736	999	234	177	90	47	2846	33006	'79	
New York	'80	12911	26703	27641	7229	4376	4117	309	1540	221	327	6823	92077	'80	**New York**
	'79	16698	37923	39831	11746	5642	7184	405	1627	278	499	5050	126883	'79	
North Carolina	'80	4364	17999	18387	3745	1891	2406	380	395	349	218	8392	57728	'80	**North Carolina**
	'79	6325	27242	25668	6562	2885	4046	778	678	484	448	8122	83238	'79	
North Dakota	'80	1018	4213	4743	1206	520	354	144	37	36	21	807	13091	'80	**North Dakota**
	'79	1428	6678	6733	2025	798	597	236	58	119	33	747	19451	'79	
Ohio	'80	9219	28081	28713	6531	4519	3481	521	1814	697	442	6293	86511	'80	**Ohio**
	'79	14791	48809	49911	11227	6602	7857	742	2093	578	1082	5269	148961	'79	
Oklahoma	'80													'80	**Oklahoma**
	'79													'79	
Oregon	'80	3088	10977	9722	2175	872	760	573	194	449	207	11214	40231	'80	**Oregon**
	'79	4259	16256	16176	3666	1318	1264	829	343	539	344	10102	55096	'79	
Pennsylvania	'80	10708	30757	28760	6475	5082	5652	610	1931	336	383	8451	99145	'80	**Pennsylvania**
	'79	16204	40237	42068	11415	7445	12115	841	[illegible]	[illegible]	616	6927	149290	'79	
Rhode Island	'80	613	1502	1256	378	208	262	25	116	37	24	577	4997	'80	**Rhode Island**
	'79	1010	2389	1974	598	279	496	46	195	34	20	506	7549	'79	
South Carolina	'80	3123	10086	8306	2564	888	891	225	241	121	64	4165	30473	'80	**South Carolina**
	'79	3727	13127	11250	2483	1387	1295	234	460	79	151	3890	38083	'79	
South Dakota	'80	879	3456	3630	689	329	244	97	24	159	20	[illegible]	10244	'80	**South Dakota**
	'79	1337	6077	5769	1282	649	512	129	39	223	20	[illegible]	16705	'79	
Tennessee	'80	4597	15237	14080	3489	1352	1899	376	371	186	188	5929	48514	'80	**Tennessee**
	'79	5897	23482	22832	6550	1850	2765	396	572	241	783	5419	70789	'79	
Texas	'80	17622	90707	93440	18864	6305	5813	1983	2613	1108	849	29975	280284	'80	**Texas**
	'79	21143	106936	113382	25099	9747	5618	2056	2349	1245	867	18509	307031	'79	
Utah	'80	1255	4088	4150	1542	243	702	328	137	110	49	2324	14938	'80	**Utah**
	'79	1897	6845	6499	3089	547	1162	448	218	177	92	3165	24139	'79	
Vermont	'80	563	1884	1924	578	334	418	3	49	18	3	997	6672	'80	**Vermont**
	'79	861	2497	3006	1055	440	870	22	58	15	8	818	9650	'79	
Virginia	'80	5689	17590	14770	3067	1538	2469	239	627	165	118	6183	52465	'80	**Virginia**
	'79	7290	27226	20904	4720	1936	4101	340	1096	161	232	5020	73026	'79	
Washington	'80	4498	13516	11317	3021	1090	897	468	251	202	41	11891	47192	'80	**Washington**
	'79	5824	19417	18463	5696	1283	1232	651	257	312	100	11856	65091	'79	
West Virginia	'80	2891	7828	6782	1750	865	1881	38	266	35	84	2096	25336	'80	**West Virginia**
	'79	4006	14313	14990	3097	1531	4021	70	376	58	161	1880	44502	'79	
Wisconsin	'80	4660	15807	13389	4582	2630	1571	333	383	336	157	3172	47080	'80	**Wisconsin**
	'79	6335	23843	20315	6790	3686	3412	445	433	240	225	2240	67964	'79	
Wyoming	'80	1131	5586	5199	1863	384	731	279	78	25	79	1439	16796	'80	**Wyoming**
	'79	1488	8042	6020	2472	484	1038	234	64	55	43	1207	21147	'79	
Dist. of Columbia	'80	236	575	450	78	26	57	1	7	2	1	99	1532	'80	**Dist. of Columbia**
	'79	219	740	560	112	58	81	2	6	2	11	60	1851	'79	
Federal Government	'80	11394	1883	7841	1493	1251	710	1	244		91	58	24966	'80	**Federal Government**
	'79	10078	1855	10864	1170	1876	10663	5	367		142	35	36855	'79	
Motor Homes	'80	5094	2921	3645	355							2413	14328	'80	**Motor Homes**
	'79	44781	8443	19964	4204							5232	82604	'79	
United States Total	'80	256829	784132	737788	181252	74484	81923	18171	21743	11473	7684	301318	2476777	'80	**United States Total**
	'79	371970	1123605	1085855	283329	116739	145583	23596	29265	14308	12512	265446	3472209	'79	

Registrations for the State of Oklahoma are not available.

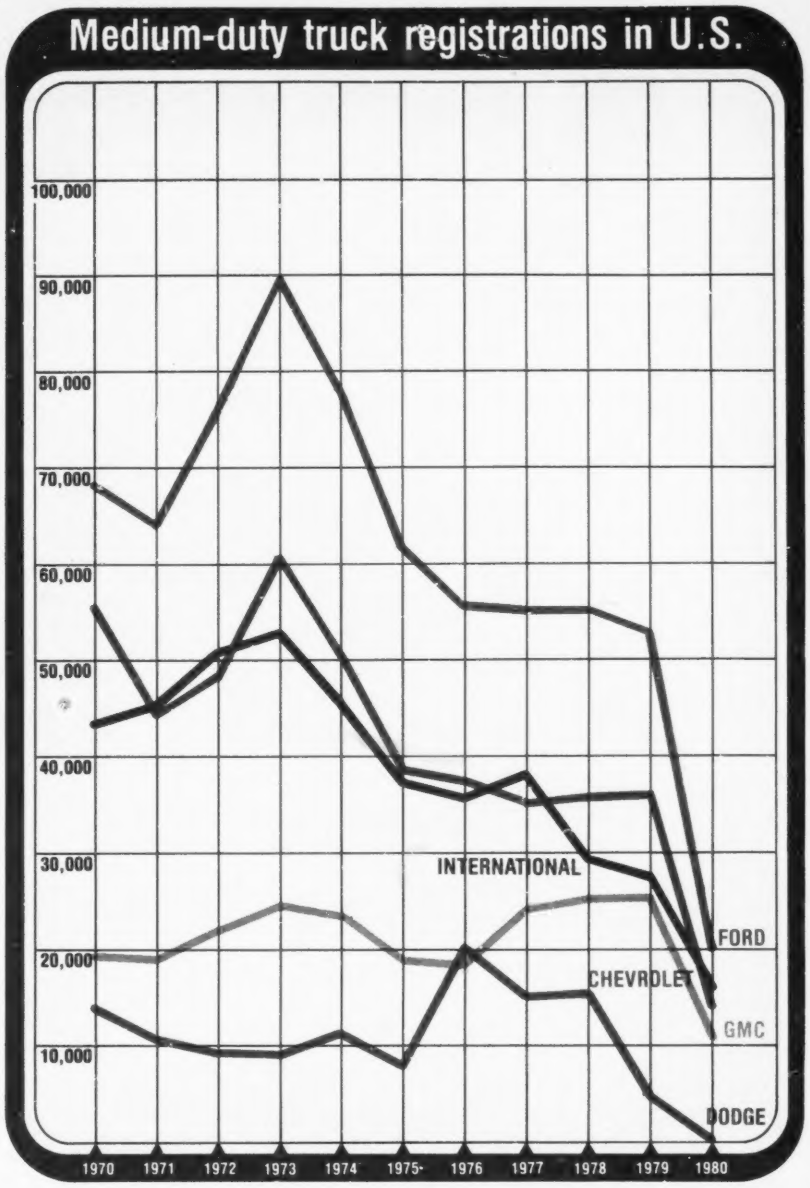
Heavy-duty truck registrations in U.S.



- Mack includes Brockway
- PACCAR includes Kenworth and Peterbilt
- White includes Freightliner until 1977

26,001 lbs. GVW & over

Medium-duty truck registrations in U.S.



U. S. TRUCK PRODUCTION BY MONTHS

	1976	1977	1978	1979	1980
January	214,931	260,749	240,919	336,734	165,188
February	230,638	260,996	277,606	308,358	169,353
March	273,905	328,950	330,800	358,126	152,966
April	266,097	289,396	315,994	256,090	129,728
May	263,683	293,672	330,065	338,961	109,585
June	299,689	315,172	344,408	292,897	99,141
July	248,035	258,488	278,020	205,265	89,353
August	249,417	283,549	278,378	138,846	78,464
September	215,993	300,728	300,115	178,078	130,060
October	203,501	319,375	364,473	227,853	179,888
November	248,113	282,596	339,721	185,001	149,785
December	232,408	239,898	276,248	147,289	139,978
Yearly totals	2,946,410	3,433,569	3,676,747	2,973,498	1,593,489

U.S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks In Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks In Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	84.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. HEAVY DUTY REGISTRATIONS

1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	46,199	23.89	37,706	17.68	+ 6.20
International	40,180	20.78	65,894	30.91	—10.13
GMC	29,058	15.02	20,366	9.55	+ 5.47
Mack	21,055	10.89	29,264	13.73	— 2.84
Chevrolet	16,016	8.28	6,189	2.90	+ 5.38
Kenworth	11,163	5.77	14,893	6.99	— 1.22
Freightliner	10,465	5.41	13,636	6.40	— 0.99
Peterbilt	7,008	3.62	8,693	4.08	— 1.22
White	4,974	2.57	9,145	4.29	— 1.72
Autocar	1,550	0.80	2,227	1.04	— 0.24
Western Star	1,140	0.59	1,133	0.53	+ 0.06
Volvo	1,006	0.52	672	0.32	+ 0.20
Diamond Reo	95	0.05	....	....	+ 0.05
Miscellaneous	3,501	1.81	3,356	1.57	+ 0.24
TOTALS	193,410	100.00	213,174*	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979.
*—Breakout of 1979 registrations do not include 93 units registered in Hawaii in December, 1979.

U. S. MEDIUM-DUTY TRUCK REGISTRATIONS

1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	1980	Percent Share of '80 market	1979	Percent Share of '79 market	Pct. Pt. Change '80-'79
Ford	20,244	30.54	53,843	35.56	— 5.02
International	16,580	25.01	27,221	17.98	+ 7.03
Chevrolet	14,945	22.55	36,678	24.22	— 1.67
GMC	10,450	15.77	26,024	17.19	— 1.42
Imports	3,147	4.75	2,687	1.77	+ 2.98
Mack	688	1.04	....	....	....
Dodge	193	0.29	4,936	3.26	— 2.97
Miscellaneous Domestics	35	0.05	37	0.02	+ 0.03
TOTALS	66,282	100.00	151,426	100.00	....

★—Groups 4, 5 and 6 only; no registrations for Oklahoma.

Imports notch biggest sales year ever

By Richard A. Wright
Asst. Managing Editor

The one strong area of the generally soft 1980 market in the U. S. was the import-car segment. New records were set by the imports for new-car registrations and sales during the year and sales per dealer, a strong indicator of dealer health, were up in almost all lines.

Sales of new imported cars were a record 2,396,934, up from the previous record of 2,327,708 in the previous year.

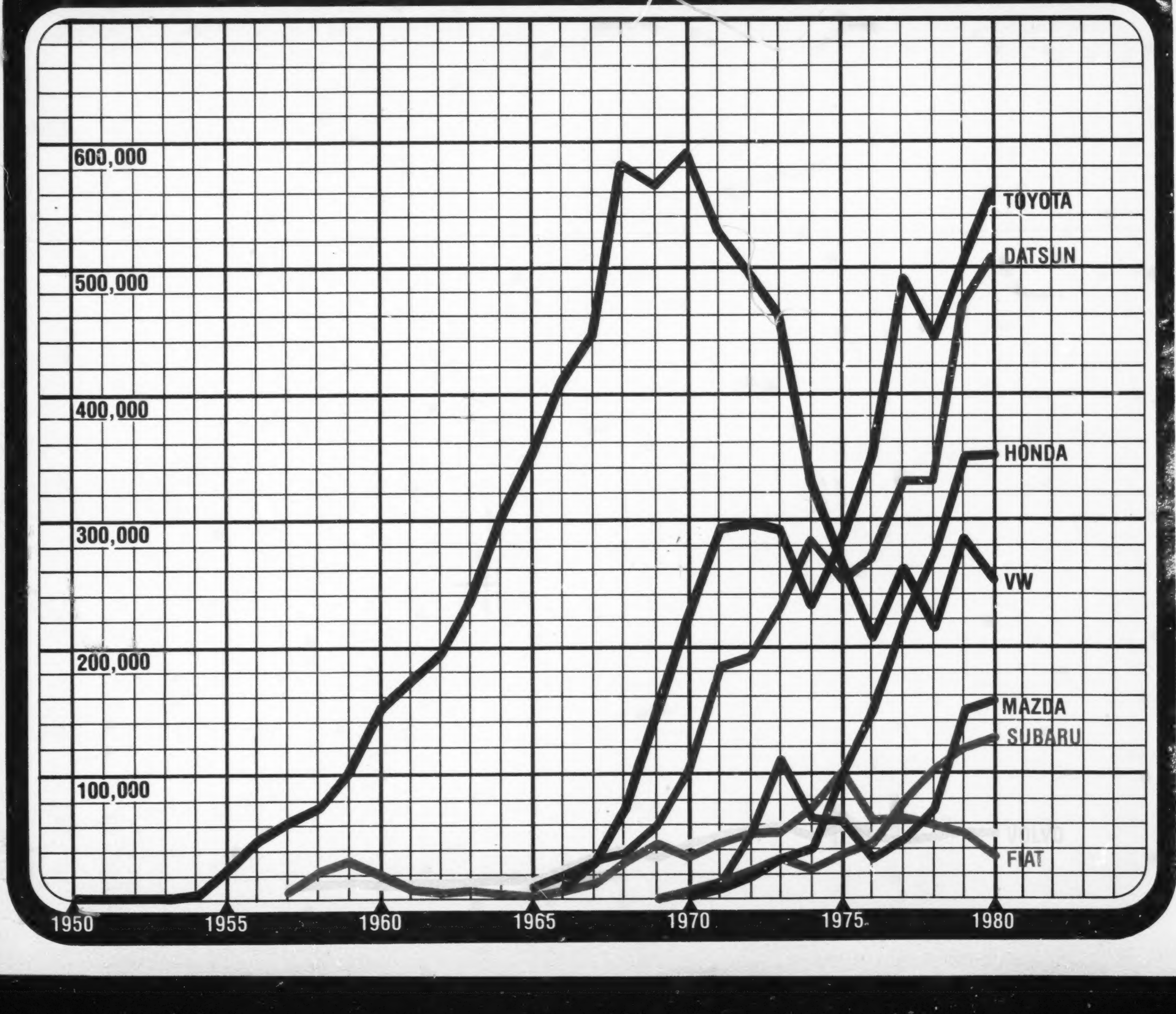
Biggest selling import model in the U. S. was the Toyota Corolla—also the biggest selling model in the world—followed by the Honda Accord, the Datsun 210, the Toyota Celica and the Honda Civic.

Import penetration of the U. S. market also rose to record levels in 1980, topping 30 percent in several months. The Japanese makers tightened their grip on the U. S. import market, accounting for almost three-quarters of it.

IMPORTED NEW-CAR SALES IN U. S. SINCE 1973

	1980	1979	1978	1977	1976	1975	1974	1973
Alfa Romeo	3,000	4,011	6,237	6,712	5,283	5,342	3,139	2,595
Arrow/Champ	55,474	48,860	28,296	47,345	30,430	—	—	—
Audi	42,483	42,709	40,878	35,854	33,316	50,680	50,432	46,395
BMW	37,017	34,521	31,457	28,776	26,040	19,419	15,007	13,629
Capri	—	—	4,079	22,458	29,904	54,586	75,260	113,069
Challenger	12,924	14,166	17,649	1,832	—	—	—	—
Colt	50,689	62,705	44,570	70,679	48,542	60,356	42,925	35,523
Datsun	516,890	472,252	338,096	388,378	270,103	253,192	189,026	235,449
Ferrari	779	679	617	N.A.	N.A.	N.A.	N.A.	N.A.
Fiat	37,184	58,934	60,435	63,479	61,540	100,511	72,029	58,447
Fiesta	68,595	78,109	76,145	40,549	—	—	—	—
Honda	375,388	353,291	274,876	223,633	150,929	102,383	43,119	38,931
Jaguar	3,029	3,746	4,782	4,349	7,384	6,799	5,299	6,523
Lancia	2,100	1,602	2,811	5,500	—	—	—	—
Mazda	161,623	156,533	75,309	50,609	35,383	65,351	61,190	119,003
Mercedes-Benz	53,790	52,819	46,695	48,722	43,205	45,259	38,170	41,645
MG	13,730	26,025	26,656	34,794	28,436	27,946	25,015	31,703
Opel	—	13,815	19,222	29,067	10,483	39,730	59,279	68,400
Peugeot	12,930	11,688	9,061	10,002	9,497	11,850	7,948	4,174
Porsche	10,490	13,818	17,017	19,896	14,192	16,658	21,022	23,875
Renault	25,365	18,862	15,739	13,198	6,880	5,788	8,756	9,284
Rolls-Royce	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.	N.A.
Rover	481	—	—	—	—	—	—	—
Saab	13,558	15,142	15,662	13,120	9,866	13,732	13.589	17,434
Sapporo	10,263	12,322	12,777	1,406	—	—	—	—
Subaru	142,968	127,871	103,274	80,826	48,928	41,587	22,980	37,793
Toyota	582,204	507,816	441,800	493,048	346,920	283,909	238,135	289,378
Triumph	14,939	12,733	16,447	29,258	28,232	22,803	18,396	21,090
Volkswagen	90,923	125,100	216,709	260,704	201,670	267,730	334,515	480,618
Volvo	56,999	56,027	50,880	46,790	43,887	60,338	53,043	60,761
TOTAL	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035	1,760,410

Import registrations in U.S. since 1950



IMPORT FRANCHISES

	Jan. 1, 1981	Jan. 1, 1980
JAPAN	8,499	8,768
Colt/Challenger	2,023	2,230
Arrow/Champ/Sapporo	2,022	2,170
Datsun	1,086	1,069
Toyota	1,085	1,062
Honda	769	740
Mazda	764	759
Subaru	750	738
WEST GERMANY	7,528	8,025
Fiesta	4,974	5,481
Volkswagen	1,018	1,015
Audi	432	438
Mercedes-Benz	409	409
BMW	370	355
Porsche	325	327
FRANCE	1,625	1,024
Renault	1,302	729
Peugeot	323	295
GREAT BRITAIN	1,144	1,092
MG	335	358
Triumph	324	342
Jaguar	250	269
Rover	123	0
Rolls-Royce	67	64
Lotus	31	20
Aston Martin	14	18
ITALY	944	1,037
Fiat	581	640
Lancia	156	170
Alfa Romeo	145	170
Ferrari	41	37
Maserati	21	20
SWEDEN	705	724
Volvo	407	408
Saab	298	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,470	20,695

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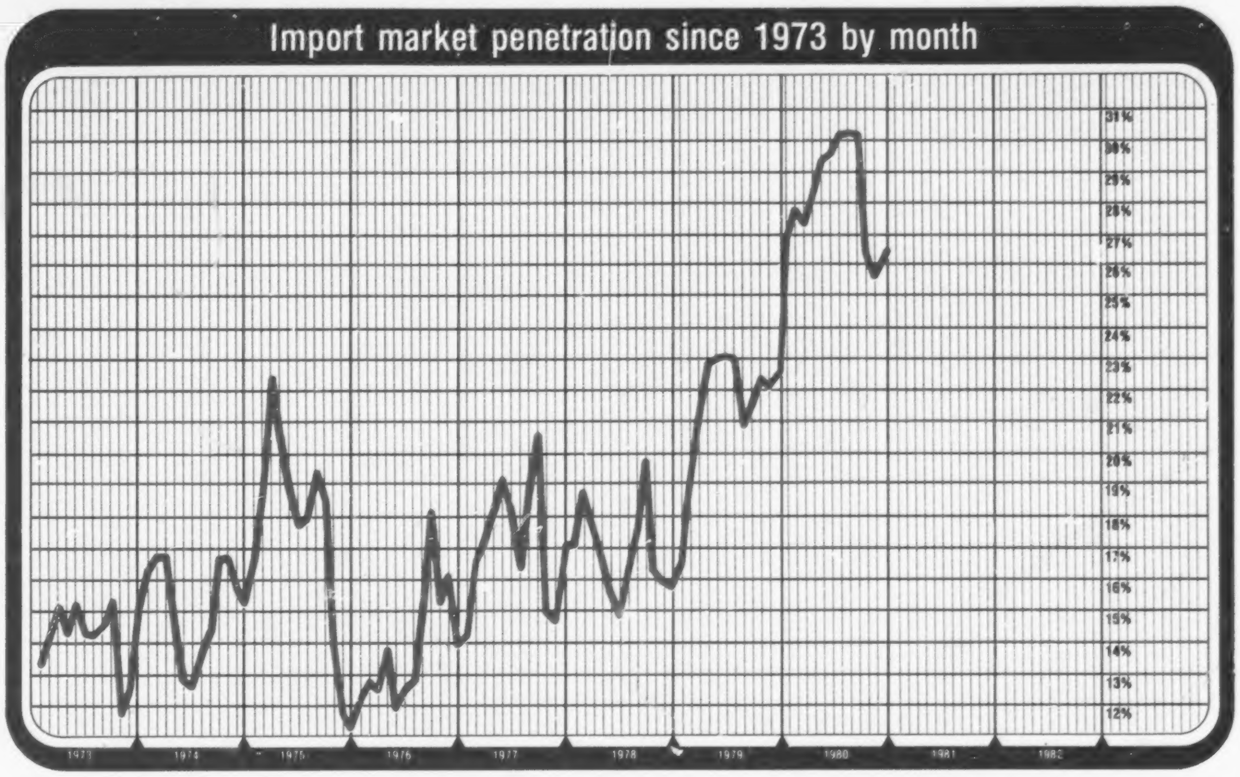
Import market penetration since 1973 by month

IMPORT SALES PER OUTLET, 1971-1980

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	541	485	423	479	347	295	251	307	282	309
Honda	496	488	396	339	252	214	109	132	86	66
Datsun	475	445	323	384	279	280	200	250	187	198
VW	264	274	213	252	187	232	283	401	372	430
Mazda	213	213	114	95	69	154	182	357	203	126
Subaru	191	175	145	118	76	72	41	71	28	19
Volvo	140	136	120	103	89	126	120	145	126	128
Mercedes	132	130	115	119	107	112	98	110	103	99
BMW	103	98	92	93	89	68	60	54	47	40
Audi	97	98	95	85	79	124	150	168	111	109
Fiat	61	90	89	93	85	140	105	87	80	68
Triumph	45	37	45	77	72	59	48	54	51	47
Saab	44	46	48	42	29	35	33	46	41	40
Peugeot	42	42	32	35	32	42	29	17	16	20
MG	40	71	68	84	63	58	50	58	51	54
Porsche	32	43	54	65	47	54	71	87	81	93
Champ/Arrow	27	22	15	28	—	—	—	—	—	—
Colt	24	27	21	37	26	33	25	23	27	46
Renault	24	44	47	46	24	26	28	27	27	40
Fiesta	13	14	14	—	—	—	—	—	—	—

MODELS OFFERED BY LEADING IMPORTS

AS OF MARCH 1, 1981

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	(March 1, 1981 Totals)	(March 1, 1980 Totals)
Alfa Romeo	0	0	1	0	1	(3)
Arrow	0	0	0	0	0	(2)
Audi	4	2	0	0	6	(4)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	3	0	0	3	(2)
Colt	0	3	0	0	3	(3)
Datsun	5	11	0	4	20	(23)
Fiat	2	3	2	0	7	(7)
Fiesta	0	1	0	0	1	(1)
Honda	2	7	0	1	10	(10)
Isuzu	1	2	0	0	3	(0)
Jaguar	2	0	0	0	2	(2)
Lancia	0	2	0	0	2	(4)
Mazda	5	9	0	1	15	(9)
Mercedes-Benz	5	3	1	1	10	(11)
MG	0	0	1	0	1	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	1	0	5	(5)
Renault	2	2	0	2	6	(2)
Rover	1	0	0	0	1	(0)
Saab	2	3	0	0	5	(5)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(14)
Toyota	6	18	0	3	27	(23)
Triumph	0	2	3	0	5	(3)
Volkswagen*	2	3	1	1	7	(5)
Volvo	3	4	0	3	10	(8)
TOTALS	50	96	10	21	177	
TOTALS (March 1, 1980)	37	90	9	20		(156)

*—Volkswagen totals do not include U.S.-built Rabbits.

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NEW IMPORTED-CAR SALES BY MODEL, 1980-1979 CALENDAR YEARS

	1980	1979
Alfa Romeo	3,000	4,011
Audi	42,483	42,709
Fox	——	6,151
4000 (4 cyl.)	10,547	8,282
4000 (5 cyl.)	4,134	——
5000	16,000	26,076
5000 diesel	8,035	2,200
5000 turbo	3,767	——
BMW	37,015	34,520
320i	25,786	23,604
528	7,992	6,878
633 csi	1,190	838
733	2,047	3,197
Others	2	3
Chrysler/Mitsubishi	129,350	138,053
Arrow	15,718	21,829
Champ	39,756	27,031
Sapporo	10,263	12,322
Colt	6,734	29,215
Colt Hatchback	43,955	33,490
Challenger	12,924	14,166
Datsun	516,890	472,252
210	180,220	216,812
310	96,204	75,466
510	62,020	53,949
810	9,440	12,116
2000-SX	92,514	30,214
280-ZX	71,533	71,983
Hawaii	4,855	5,968
Misc.	104	5,744
Ferrari	779	679
Fiat	37,184	58,934
128	139	8,439
Strada	12,257	12,285
X-1/9	7,628	9,347
Spider 2000	9,735	14,572
Brava	7,425	14,291
Fiesta	68,595	78,109
Honda	375,388	353,291
Accord	185,977	157,919
Civic	138,735	155,541
Prelude	50,676	39,831
Jaguar	3,029	3,748
XJ-6	2,346	2,512
XJ-12	263	542
XJ-S	420	695
Lancia	2,100	1,602
Beta Sedan	216	339
Beta Coupe	1,160	765
Zagato	606	263
Scorpion	4	7
HPE	114	228
Lotus	150	N.A.
Mazda	161,623	156,535
GLC	62,593	72,601
626	55,281	28,684
RX-7	43,743	54,853
Others	6	397
Mercedes-Benz	53,790	52,819
240-D	10,649	11,066
300-D	10,007	8,846
300-CD	1,629	2,203
300-TD	2,803	2,450
300-SD	14,174	11,067
280-E	877	1,577
280-CE	640	1,118
280-SE	——	1,080
380/450-SEL	2,777	4,162
380/450-SL	7,287	6,610
380/450-SLC	1,944	1,922
Others	1,001	719
MG	13,730	26,027
MG-B	11,824	16,860
Midget	1,906	9,165
Opel	——	13,815
Peugeot	12,930	11,668
604	1,202	1,088
505/504	1,268	1,951
505/504 diesel	9,714	8,649
505 turbo diesel	623	——
Tourist	123	107
Porsche	10,490	13,818
924	3,443	7,710
924 Turbo	1,925	635
928	1,466	1,554
911	3,459	3,267
930 Turbo	197	652
Renault	25,365	18,862
LeCar	22,955	17,732
R-18	1,735	——
Gordini	675	1,130
Rolls-Royce	942	1,002
Rover	481	——
Saab	13,558	15,142
99 GL	2,662	2,818
900 GLi	1,481	2,440
900 EMS	1,855	2,098
900 GLE	2,978	3,295
900 Turbo	4,537	4,328
Tourist	45	163
Subaru	142,968	127,871
Toyota	582,204	507,816
Starlet	6,195	——
Corolla	257,315	257,096
Corolla Tercel	99,067	17,838
Celica	162,476	172,815
Corona	35,686	26,570
Cressida	11,628	11,910
Land Cruiser	3,058	5,716
Hawaii	6,779	5,871
Triumph	14,939	12,733
TR-8	576	——
TR-7	10,313	4,386
Spitfire	4,050	8,344
Volkswagen*	90,952	125,070
Beetle Convertible	4,575	10,681
Rabbit Convertible	8,819	42
Rabbit diesel	34	47,996
Vanagon	13,169	15,900
Dasher gasoline	7,382	14,055
Dasher diesel	23,565	10,412
Scirocco	22,450	26,014
Volvo	56,999	56,602
GT	2,107	——
DL two-door	12,579	14,641
DL four-door	13,864	15,689
DL wagon	10,308	12,702
GL	5,908	9,479
GLE	6,698	——
GLE wagon	1,565	2,155
Coupe	1,349	1,361
Four-door diesel	2,502	——
Five-door diesel wagon	1,656	——
Tourist	570	575
TOTAL IMPORTS	2,396,934	2,327,708

*—Does not include U.S.-built:

	1980	1979
Rabbit gasoline	84,447	139,242
Rabbit diesel	92,693	27,597

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1981		Jan. 1, 1980	
Imported cars only				
Exclusives	2,937		2,863	
Duals	1,624		1,649	
		4,561		4,512
Import-domestic duals				
U. S. duals w/captive imports	9,019		9,881	
U. S. duals w/other imports	3,101		2,526	
		12,120		12,407
Total imported-car outlets		16,681		16,919

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow/Champ and Sapporo. 1980 totals have been revised.

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specifications, imported makes

As of April 29, 1981

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front heel to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,450	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	111@5,000	116.3@2,500	X	12.2	8.4	7.2	4.6	None	18570HR14	34.5
GTV-6	94.5	167.7	65.5	52.4	2,823	N.A.	N.A.	54	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	X	20	N.A.	N.A.	4.1	None	19560HR15	30.8
ARROW Pickup 2.0L	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
Sport Pickup 2.6L	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	23570HR15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.8	19.2	12	3.54	A.T.	23570HR15	38
Lagonda	114.8	208	71.5	51.3	4,551	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	9	N.A.	N.A.	X	28	19.2	12	3.07	None	25560VR15	38
AUDI 4000 4E	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.7/105	F.I.	8	74@5,000	89.6@3,000	X	15.8	6.9	4.7	4.11	None	17570SR13	32.5
4000 5+5	99.8	176.6	66.2	53.7	2,537	N.A.	N.A.	55.1	55.9	L-5	2.1/130.8	F.I.	8	100@5,100	112.4@3,000	X	15.8	7.4	5.3	4.46	None	17570SR13	32.5
5000	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	X	19.8	8.5	5.3	4.11	A.T.	18570SR14	34.3
5000 (diesel)	105.5	188.9	69.6	54.7	2,747	N.A.	N.A.	57.9	56.9	L-5	2.0/121	F.I.	23	67@4,800	84.8@3,000		19.8	10	5.3	4.78	None	18570SR14	34.3
5000 (turbo)	105.5	188.9	69.6	54.7	3,042	N.A.	N.A.	58.1	57.2	L-5	2.1/131	F.I.	7	130@5,400	142@3,000	X	19.8	10	5.3	3.73	None	20560HR15	34.3
BMW 320I Sedan	100.9	177.5	63.4	54.3	2,500	37.1	38.2	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	X	15.3	7.4	4.3	3.91	A.T.	18570SR13	31.8
528i Sedan	103.8	190	67.2	55.9	3,210	37	38.9	56	57.9	6	2.8/170.1	F.I.	8.2	169@5,500	170@4,500	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	31.5
633CSi Coupe	103.4	192.7	67.9	53.7	3,440	36.9	41.6	56	58.5	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	33.1
733i Sedan	110	197.4	70.9	56.3	3,590	37.1	42.1	59.1	59.1	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	22.5	12.7	6.1	3.45	A.T.	20570HR14	34.8
CHALLENGER 2.6L Coupe	99.6	180	65.9	52.8	2,833	36.8	41.1	54.1	53.3	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.8	8.1	4.3	3.55	A.T.	19570R14	32.8
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50	1,876	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10.6	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10.6	3.9	3.6	3.47	4x2	155SR13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50	1,876	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10.6	3.9	3.6	3.47	4x2	155SR13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10.6	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
D-50 Pickup (Dodge)	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	15	7.6	4.5	3.31	O.D.	6.00 x 14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,559	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	X	17.5	8.8	4.5	3.60	O.D., A.T.	6.00 x 14	41.3
DATSUN 210 Sedan 1.2L	92.1	165	62.2	53.7	1,905	36.8	42.5	52.4	51.2	4	1.2/75.5	2V	8.5	58@5,600	67@3,600	X	13.2	6.3	4.3	3.89	None	6.15x13	32.8
210 Hatchback 1.5L	92.1	165	62.2	52.5	2,015	36.3	43.6	52.4	51.2	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4.3	3.7	A.T.	175SR13	32.8
210 Wagon 1.5L	92.1	167.7	62.2	52.5	2,070	36	42.1	52.4	51.2	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4.3	3.7	A.T.	175SR13	32.8
310 2-door Sedan	94.3	160.6	63.8	53.5	1,985	37.5	40.1	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4	3.47	None	155SR13	31.5
310 4-door Hatchback	94.3	160.6	63.8	53.5	2,015	36.5	40.4	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	X	13.2	6.3	4	3.47	None	165SR13	31.5
510 2-door Sedan	94.5	169.5	63	54.7	2,195	37.3	41.3	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
510 4-door Hatchback	94.5	169.5	63	53.7	2,280	36.3	41.8	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
510 Wagon	94.5	172.6	63	55.3	2,390	37.8	40.7	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13.2	9.3	5	3.36	A.T.	165SR13	33.4
Maxima Sedan	103.4	183.3	64.6	54.5	2,800	N.A.	N.A.	54.3	53.5	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	X	16.4	11.6	6	3.55	A.S.	18570HR14	37.7
Maxima Wagon	103.4	186.8	64.6	55.7	2,905	N.A.	N.A.	54.3	53.5	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	X	15.9	11.6	6	3.55	A.S.	18570HR14	37.7
200-SX Hardtop	94.5	176.4	66.1	51.6	2,611	37.1	44	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	14	10	5	3.7	A.T.	18570SR14	34.2
200-SX Hatchback	94.5	176.4	66.1	51.6	2,637	36.5	43.8	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	15.9	10	5	3.7	A.T.	18570SR14	34.2
280 ZX	91.3	174	66.5	51	2,877	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	8.8	145@5,200	156@4,000	X	21.1	11.1	5	3.55	A.T.	1957014	32.2
280 ZX 2+2 GL	99.5	181.9	66.5	51.4	2,985	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.8	145@5,200	156@4,000	X	21.1	11.1	5	3.55	A.T.	20570HR14	34.8
280ZX Coupe (turbo)	91.3	174	66.5	51	2,909	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	7.4	180@5,600	203@2,800	X	21.1	11.1	5	3.55	A.S.	2056015	32.2
720 Pickup	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	X	13.2	10.8	5	3.89	O.D., A.T.	7.00x14	36.7
720 Pickup (diesel)	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/132.1	F.I.	21.6	61@4,400	104@1,800		13.2	10.8	5	3.89	None	7.00x14	36.7
720 Pickup (Long w.b.)	110.8	187	63.4	61	2,555	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	X	16.9	10.8	5	3.89	A.T.	7.00x14	39.4
720 Pickup (King Cab) 4WD	110.8	187	66.3	67.1	2,985	38.5	43.3	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	X	15.9	10.8	5	4.34	None	GR78x15	43.3
DeLOREAN DeLorean	94.8	168	78.3	44.9	2,712	N.A.	N.A.	62.6	62.5	V-6	2.9/174	F.I.	8.8	130@5,500	162@2,750	X	13.5	9.3	4.3	3.44	A.T.	*	35
*19560HR14 (front), 23560HR15 (rear)																							
FERRARI 308 GTBi	92.1	174.2	67.7	44.1	3,300	N.A.	N.A.	57.8	57.8	V-8	2.9/179	4-2V	8.8	205@6,600	180@5,000	X	18.5	19	9.4	3.71	None	22055VR390	39.3
308 GTSi	92.1	174.2	67.7	44.2	3,360	N.A.	N.A.	57.8	57.8	V-8	2.9/179	4-2V	8.8	205@6,600	180@5,000	X	18.5	19	9.4	3.71	None	22055VR390	39.3
FIAT X1/9	86.7	156.2	61.8	46.5	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79@3,000	X	12.2	11.6	4.6	4.08	None	16570SR13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	X	11.4	8	5.2	3.9	A.T.	165SR13	34
Spider 2000 (turbo)	89.7	163	63.5	48.2	2,385	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	120@6,000	130@3,600	X	11.4	8	5.2	3.9	A.T.	18560x14	34
Strada	96.4	161	65	55.1	2,105	35.8	39.4	55.1	55.5	4	1.5/91.4	F.I.	8.5	75@5,500	79.6@3,000	X	12.1	8.5	4.6	3.59	A.T.	145SR13	33.8
Brava 4-dr. Sedan	98	172.4	65	54.4	2,550	35.4	39.4	54.4	51.9	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	X	12.2	8.5	5.2	3.58	A.T.	165SR13	33.8
HONDA Civic 1.3L Hatchback	88.6	148	62.2	53	1,750	36.9	40.4	53.5	54.3	4	1.3/79.3	3V	8.8	60@5,500	68.9@2,500	X	10.8	5.3	4	4.43	A.T.	600S12	31.5
Civic 1.5L Hatchback	88.6	148	62.2	53	1,813	36.9	40.4	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	10.8	6.3	4	4.43	A.T.	145SR13	31.5
Civic Sedan	91.3	161	62.2	53	1,962	37	40.7	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	12.2	6.3	4	4.43	A.T.	155SR13	31.5
Civic Wagon	91.3	160.8	62.2	54.2	1,982	37.3	47.5	53.5	54.3	4	1.5/90.8	3V	8.8	67@5,000	78.7@3,000	X	10.8	6.3	4	4.43	A.T.	155SR13	32.1
Accord	93.7	163.2	63.8	52.6	2,152	37.5	40.9	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500	X	13.2	6.3	4	4.07	A.T.	165SR13	33.8
Accord Sedan	93.7	171.9	63.8	53.3	2,249	38	40	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500	X	13.2	6.3	4	4.21	A.T.	165SR13	33.8
Prelude	91.3	161.4	64.4	51	2,148	36	42	55.5	55.1	4	1.8/107	3V	8.8	75@4,500	93.3@3,500		13.2	6.3	4	4.21	A.T.	17570SR13	33.5
ISUZU I-Mark Coupe	94.3	107.7	61.8	52.6	2,187	37	40.7	51.4	51.4	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	13.7	7	5.7	3.15	A.T.	155SR13	30.2
I-Mark Sedan (diesel)	94.3	107.7	61.8	53.5	2,346	37.9	40.7	51.4	51.4	L-4	1.8/111.3	F.I.	22	51@5,000	72@2,000		13.7	7.4	5.8	3.15	A.T.	155SR13	30.2
P'UP Pickup	104.3	174.4	63	59.3	2,375	38.1	42.4	53.8	51.2	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	13.2	7	5.7	3.42	A.T.	E78x14	34.7
P'UP Pickup (Long w.b.)	117.9	191.5	63	59.8	2,470	38.1	42.4	53.8	51.2	L-4	1.8/111.3	2V	8.5	80@4,800	95@3,000	X	19.1	7	5.7	3.42	A.T.	E78x14	38.7
P'UP 4WD Pickup (diesel)	104.3	174.4	63.1	61	2,852	38.1	42.4	54.2	52.7	L-4	2.2/136.6	F.I.	21	58@4,300	93@2,200		13.2	8.5	6.3	4.10	None	F70x14	35.4
JAGUAR XJ6 Series III	112.8	199.6	69.8	54	4,050	35.3	36	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	X	23.6	9	8.75	3.07	A.S.	20570VR15	38
LANCIA Coupe	92.5	162.4	64.6	50.6	2,650	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@5,500	X	14.5	8.8	4.7	4.21	None	175/70SR14	34.8
Zagato	92.5	164.6	64.6	49.7	2,750	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@5,500	X	14.5	8.8	4.7	4.21	None	17570SR14	33.5
LOTUS Esprit S2	96	167.7	73.3	43.8	2,444	N.A.	N.A.	59.5	60.5	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.38	None	20570VR14	N.A.
Elite	97.8	179.7	71.5	47.3	N.A.	N.A.	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	18	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
Eclat	97.8	179.7	71.5	47.3	2,430	37	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
LUV Series 11	104.3	174.5	63	59.3	2,375	38.1	42.4	53.8	53.8	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	X	13.2	6.8	4.2	3.42	A.T.	E78x14	34.8
Series 11 (Long w.b.)	117.9	191.6	63	59.8	2,470	38.1	42.4	54.2	54.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	X	19.1	6.8	4.2	3.42	A.T.	E78x14	38.7
Series 11 4WD (diesel)	104.3	174.5	63.1	61	2,852	38.1	42.4	54.2	54.2	4	2.2/136.6	F.I.	21	58@4,300	93@2,200		13.2	8.5	4.8	4.1	O.D.	F70x14	35.4
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	N.A.	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	X	28.4	17.5	11	3.54	A.S.	20570VR15	40
Merak SS	102.3	180	69.6	44.6	2,905	35	43	58	56.9	V-6	3.0/180.9	3-2V	8.5	180@6,000	185@3,000		23	16.9	8	3.31	None	20570VR15	34.3
MAZDA GLC Hatchback	93.1	159.1	64.2	54.1	1,870	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	X	11.1	6	3.7	3.85	A.T.	6.15x13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,915	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	X	11.1	6	3.7	3.85	O.D., A.T.	155SR13	30.2

specifications, imported makes

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
GLC Wagon	91	165.6	63.2	56.1	2,130	39.2	40.6	51	51.6	4	1.5/90.9	2V	9	63@5,000	82@3,000	X	11.9	5.8	3.2	3.73	O.D., A.T.	155SR13	28.8
RX-7	95.3	170.1	65.7	49.6	2,345	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	X	16.6	9.5	5.5	3.91	A.T.	165HR13	31.5
626 Sedan	98.8	173.8	65.4	54.5	2,530	37.2	40.2	53.9	54.3	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	14.5	7.9	4.6	3.64	A.T.	165SR13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	14.8	7.6	4.1	3.31	O.D.	6.00x14	38
B2000 pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,660	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	17.4	7.6	4.1	3.31	O.D.	6.00x14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,130	38.3	41.9	58.6	56.9	4	2.4/146.7	F.I.	21	67@4,000	97@2,400		17.6	10.5	6.8	3.69	A.T.	175SR14	37
300 Diesel Sedan	110	190.9	70.3	56.6	3,430	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	6.8	3.46	A.S.	19570SR14	37
300CD Coupe	106.7	187.5	70.3	54.9	3,420	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	6.8	3.46	A.S.	19570SR14	36.1
300 SD Diesel Sedan	115.6	202.6	71.7	56.3	3,760	38.5	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		20.3	13.2	7.9	3.07	A.S.	19570SR14	38.7
300 TD Wagon	110	190.9	70.3	57.9	3,740	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		18.5	13.2	7.9	3.07	A.S.	19570SR14	37
280 E Sedan	110	190.9	70.3	56.6	3,450	38.3	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.3	3.58	A.S.	19570HR14	37
280 CE Coupe	106.7	187.5	70.3	54.9	3,440	37.8	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.3	3.58	A.S.	19570HR14	36.1
380 SEL Sedan	121.1	208.1	71.7	56.7	3,715	38.6	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	23.8	13.7	8.5	2.47	A.S.	20570HR14	40.3
380 SL Coupe	96.9	182.3	70.5	50.8	3,605	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	22.4	13.7	8.5	2.47	A.S.	20570HR14	34.4
380 SLC Coupe	111	196.4	70.5	52.4	3,585	38.3	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	X	22.4	13.7	8.5	2.47	A.S.	20570HR14	37.9
MG MGB (1980)	91.1	158.3	59.9	51	2,335	37	46	49.5	49.8	4	1.8/110	1V	8	67.3@4,900	93.5@2,500	X	13	6.9	3.6	3.9	O.D.	165SR14	32
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	X	18	7.5	4.2	4.11	A.T.	175HR14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500		18	10.6	5.3	3.7	A.T.	175SR14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000		18	10.6	5.7	3.58	A.T.	175SR14	35
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500		15.8	10.5	5.3	4.11	A.T.	185SR14	37.4
PORSCHE 924	94.5	170	66.3	50	2,613	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	X	17.4	5.3	7.4	4.11	A.T.	18570HR14	30.8
924 Turbo	94.5	170	66.3	50.2	2,779	N.A.	N.A.	55.9	54.8	4	2.0/121	F.I.	8	154@5,500	154.8@3,300	X	17.4	5.8	7.4	3.89	None	18570VR15	30.8
928	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,500	265@4,000	X	22.7	16	7.9	2.75	A.T.	21560VR15	31.5
911SC	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.0/183	F.I.	9.3	172@5,500	175@4,200	X	21.1	—	13.7	3.88	None	21560VR15	33.5
RENAULT Le Car 3-dr.	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	X	10	6.5	3.5	3.6	None	145 x 13	32
18i Sedan	96.1	178.7	66.5	55.3	2,261	37.4	41.3	55.7	53.4	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	X	14	N.A.	4.5	3.78	O.D., A.T.	155SR13	34.6
18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	X	14	N.A.	4.5	3.78	O.D., A.T.	155SR13	34.6
ROLLS-ROYCE Silver Spirit	120.5	207.8	74	58.5	4,950	36	N.A.	60.6	60.6	V-8	6.8/412	F.I.	8	N.A.	N.A.		28.5	N.A.	N.A.	3.08	A.S.	23570HR15	37.4
Silver Spur	124	211.8	74	58.5	N.A.	36	N.A.	N.A.	N.A.	V-8	6.8/412	F.I.	8	N.A.	N.A.		28.5	N.A.	N.A.	N.A.	A.S.	23570HR15	38.3
Corniche Coupe	119	207.5	72.7	58.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Corniche Convertible	119.5	207.5	72.7	59.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Camargue	120.1	207.5	75.5	58.2	5,175	36	N.A.	60	59.6	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	28	17.3	8.8	3.08	A.S.	HR70HR15	38.5
ROVER 3500 (1980)	110.8	191	69.6	54.4	3,226	N.A.	N.A.	59.3	59.3	V-8	3.5/215	F.I.	8.1	133@5,000	165@3,250	X	17.4	11.7	5.7	3.08	A.T.	19570x14	34.3
SAAB 900 Sedan	99.4	187.6	66.5	55.9	2,739	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	X	16.6	10.8	4	3.89	A.T.	165SR15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,612	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	16.6	10.8	4	3.89	A.T.	18065HR390	34.8
SAPPORO 2.6L	99	183	66.9	51.8	2,833	36.8	41.7	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.8	8.1	4	3.55	A.T.	P19570R14	32.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,070	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	X	13.2	5.6	3.8	3.7	O.D.	155SR13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	A.T.	175SR13	31.5
Hardtop DL	96.9	167.3	63.4	53.2	2,055	37.7	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	X	13.2	5.6	3.8	3.7	O.D.	155SR13	31.5
Hatchback GL	93.7	156.9	63.4	53.7	2,100	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	A.T.	175SR13	30.7
Hatchback 4WD	93.3	156.7	63.8	53.7	2,210	38.2	39.3	51.6	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	155SR13	30.7
Wagon	96.7	168.5	63.4	54.7	2,185	38.2	39.3	52.2	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	13.2	5.6	3.8	3.7	O.D., A.T.	155SR13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,310	38.2	39.3	51.6	53.7	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	17570SR13	31.5
BRAT DL 4WD	96.5	164.8	61	56.7	2,200	37.6	38.7	49.8	49.4	H04	1.8/109	2V	8.7	71@4,400	94@2,400	X	11.9	5.6	3.8	3.89	None	17570SR13	31.5
TOYOTA Starlet	90.6	152.2	60	54.3	1,724	37.3	40.9	50.8	50.2	4	1.3/78.7	2V	9	58@5,200	67@3,600	X	10.6	6	3.2	3.15	None	145SR13	30
Tercel Sedan	98.4	161.2	61	52.6	1,900	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@4,800	75@2,800	X	11.9	5.4	3.4	3.31	O.D., A.T.	145SR13	36.1
Tercel Liftback	98.4	161.2	61	52.8	1,915	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@4,800	75@2,800	X	11.9	5.4	3.4	3.58	A.T.	145SR13	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,240	37.7	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.30	O.D., A.T.	165SR13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,280	37.3	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	12.4	8.5	3.5	3.30	A.T.	165SR13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,265	36.6	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.31	A.T.	165SR13	33.4
Corolla Hardtop	94.5	168.3	64	50.8	2,185	36.8	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.31	A.T.	165SR13	33.4
Corona Sedan	99.4	176.8	65.2	53.9	2,555	37.6	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	8.5	5.3	3.31	A.O.D.	175SR14	36
Corona Liftback	99.4	176.8	65.2	53	2,619	36.7	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	8.5	5.3	3.31	A.O.D.	175SR14	36
Corona Wagon	99.4	180.5	65.2	54.3	2,619	37.9	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	15.6	8.5	5.3	3.31	A.O.D.	175SR14	36
Celica ST Sport Coupe	98.4	175.6	64.6	50.8	2,597	37.2	41.2	53.1	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	9.5	4.7	3.31	A.O.D.	175SR14	32.8
Celica GT Liftback	98.4	175.6	64.6	50.6	2,641	37.1	41.2	53.1	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	X	16.1	9.5	4.7	3.31	A.O.D.	18570SR14	32.8
Celica Supra	103.5	181.7	65	51.8	2,866	37.1	41.2	53.7	53.7	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	X	16.1	9.5	4.7	3.73	A.O.D.	19570HR14	34.8
Cressida Sedan	104.1	184.8	66.5	54.3	2,921	38.2	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	X	17.2	9.5	4.7	3.73	A.S.	18570SR14	34.8
Cressida Wagon	104.1	185.2	66.5	55.5	2,932	38.5	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	X	17.2	9.5	4.7	3.73	A.S.	18570SR14	34.8
Pickup	101.8	169.5	63.4	58.9	2,515	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	13.7	8.9	4	3.42	None	7.00x14	37.4
Long-bed Pickup	110.2	184.6	63.4	58.9	2,560	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	16.1	8.9	4	3.42	None	7.00x14	40
Long bed Pickup (diesel)	110.2	184.6	63.4	58.9	2,770	38	40.4	53	53.1	4	2.2/134	F.I.	21.5	62@4,200	93@2,400		16.1	9.2	6.1	3.91	None	7.00x14	40
Pickup 4WD	102.1	170.1	66.5	65.9	2,930	38	40.4	55.9	55.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	X	13.7	8.9	4.2	3.9	None	H78x15	38.7
Land Cruiser Hardtop	90	157.3	65.6	76.8	3,880	43	N.A.	55.7	55.1	6	4.2/258	2V	8.3	125@3,600	200@1,800	X	22.2	16.9	7.4	3.7	None	H78x15	34.7
TRIUMPH Spitfire (1980)	83	157.5	58.5	45.6	1,887	36	43	49	50	4	1.5/91	IV	7.5	52.5@5,000	69@2,500	X	8.7	5.6	4.8	3.89	O.D.	155SR13	24
TR-7*	85	165.4	66.2	49.5	2,487	38.5	41.5	55.5	55.3	4	2.0/122	F.I.	23.5	52@4,800	71.5@3,000		14.4	8.1	4.8	3.45	None	18570SR13	29
TR-8*	85	165.4	66.2	49.5	2,662	38.5	41.5	55.5	55.3	V-8	3.5/215	2V	8.1	133@5,000	174@3,000	X	14.4	11.5	5.4	3.08	A.T.	18570x13	31.6
TVR 3000	90	155	64	44	2,335	38	N.A.	53.8	53.8	V-6	3.0/182.5	2V	8.9	142@5,000	172@3,000	X	12	13.2	6	3.07	None	19570x14	39.4
VOLKSWAGEN Rabbit Conv.	94.5	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	N.A.	4.7	3.89	A.T.	17570SR13	33.8
Scirrocco	94.5	155.7	63.9	51.5	1,948	N.A.	40.2	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	5.1	4.7	3.89	A.T.	17570SR13	33.8
Jetta	94.5	167.8	63.4	55.5	1,892	N.A.	N.A.	54.7	53.5	4	1.8/105	F.I.	8.2	74@5,000	89.6@3,000	X	10.6	N.A.	4.7	3.89	A.T.	17570SR13	33.8
Dasher	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	11.9	6.3	3.7	3.91	A.S.	155SR13	31.2
Dasher Diesel	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	23.5	52@4,800	71.5@3,000		11.9	6.3	4.7	4.11	None	155SR13	31.2
Vanagon	96.8	179.9	72.6	77.2	3,175	N.A.	N.A.	64	64	H04	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	X	15.9	Air	3.7	4.57	A.T.	185SR14	34.5
VOLVO DL Sedan	104.3	192.5	67.3	56.2	2,891	39.8	37.4	56.3	53.5	4	2.1/130	F.I.	9.3	107@5,250	114@2,500	X	15.8	9.9	4	3.73	A.T.	175SR14	32.2
DL Wagon (diesel)	104.3	192.5	67.3	57.5	3,230	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	76@4,800	98@2,800		15.8	11.5	7.4	3.54	A.T.	185SR14	32.2
GLT 2-door (turbo)	104.3	192.5	67.3	56.2	2,891	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	127@5,400	150@3,750	X	15.8	11.5	4.7	3.73	None	19560HR15	32.2
Coupe	104.3	192.5	67.3	53.9	3,111	36.2	40.2	56.3	53.5	V-6	2.8/163	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	6.8	3.54	A.S.	18570SR14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

*—1981 specification cars not yet available.

List of abbreviations:
A.S.—Automatic transmission std.
A.T.—Automatic transmission.
N.A.—Information not available.
F.I.—Fuel injection.
O.D.—Overdrive
S.A.—Semi automatic.
A.O.D.—Automatic Overdrive.
H.O.—Horizontally opposed.

Car prices climb, dealer margins cut

Despite sluggish sales—or perhaps because of them—new-car prices have marched steadily upward in the domestic auto industry during the 1981 model year.

The continued upward movement of stickers and an alteration in dealer discounts by the Big Three have been the highlights of this season in the pricing arena.

As of April 1, General Motors had had three price increases since the end of the 1980 model year. GM prices were up an average of $553 over final figures for '80 models.

Ford Motor Co. also hiked prices three times for a total of $564, and American Motors had posted four raises for a total of $670.

Chrysler Corp. hasn't followed suit. Chrysler boosted prices an average of $295 at introduction time last fall. In January, the company raised some prices, reduced others and added equipment here and there (sometimes at less than the option price). The result was a $21 reduction in the price of an average-equipped Chrysler car.

So Chrysler is up $274 for the model year.

Volkswagen hasn't tinkered with the prices of its U.S.-built Rabbits since introduction time last fall. On intro day, the base Rabbit rose $500 and others climbed $615 to $630 with new standard equipment a factor.

The April 1 date mentioned above is important. There's been a lot of activity since then. GM hiked prices a substantial $351 effective April 13, bringing its 1981-model-year

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COMPARING PRICES—1981 vs. 1980

Comparison of selected 1981 and 1980 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1981 prices are those in effect April 10, 1981. The 1980 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models. If there is no entry in the 1980 column, it means the specific model is new for 1981.

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SUBCOMPACTS

	April 10, 1981	Final 1980 Model Price
Chevette Scooter 2-dr.	$4,595	$4,199
Spirit 2-dr.*	4,995	4,656
Chevette 2-dr.*	5,155	4,752
Escort 2-dr.	5.158	——
Lynx 2-dr.	5,199	——
Spirit liftback*	5,240	4,756
T1000 2-dr.*	5,252	——
Chevette 4-dr.	5,294	4,891
Omni Miser 4-dr.	5,299	——
Horizon Miser 4-dr.	5,299	——
024 Miser 2-dr.	5,299	——
TC3 Miser 2-dr.	5,299	——
T1000 4-dr.*	5,398	——
Escort 4-dr. Wagon	5,544	——
Escort L 2-dr.	5,556	——
Lynx L 2-dr.	5,665	——
Rabbit 2-dr.	5,715	5,215
Omni 4-dr.	5,836	5,699
Horizon 4-dr.	5,836	5,699
024 2-dr.	5,938	5,854
TC3 2-dr.	5,938	5,854
Eagle Kammback 2-dr.	5,995	——
Lynx 4-dr. Wagon	6,070	——
Rabbit L 2-dr.	6,310	5,695
Rabbit L 4-dr.	6,520	5,890
Eagle SX/4 liftback	6,817	——
EXP 2-dr.	7,253	——
LN7 2-dr.	7,750	——

*—Prices $121 lower in Western States.

COMPACTS
(2-dr. Sedan)

Concord 4	$5,869	$5,212
Aries 4	5,880	——
Reliant 4	5,880	——
Fairmont 4	6,091	4,894
Zephyr 4	6,163	5,041
Mustang 4	6,230	5,338
Citation 4	6,270	5,600
Phoenix 4	6,307	5,643
Omega 4	6,343	5,679
Skylark 4	6,405	5,741
Capri 4 (3-dr.)	6,745	5,672
Camaro V-6	6,780	6,076
Firebird V-6	6,948	6,181
Eagle 4	7,947	7,286

COMPACT WAGONS
(4-dr. Models)

Concord 4	$6,259	$5,537
Fairmont 4	6,503	5,215
Zephyr 4	6,577	5,364
Aries 4	6,721	——
Reliant 4	6,721	——
Eagle 4	8,562	7,836

INTERMEDIATES
(2-dr. Models)

	April 10, 1981	Final 1980 Model Price
Granada 4	$6,474	$5,541
Cougar 4	6,535	5,628*
Malibu V-6	6,616	5,846
Diplomat Sport 6	6,672	6,158
LeBaron Special 6	6,672	——
LeMans V-6	6,856	5,996
Diplomat Salon 6	7,322	6,551
LeBaron Salon 6	7,451	6,822
Monte Carlo V-6	7,505	6,684
Cutlass V-6 (4-dr.)	7,531	6,294
Cordoba LS 6	7,599	6,898
Grand Prix V-6	7,614	6,781
Century V-6 (4-dr.)	7,619	6,417
Cutlass Supreme V-6	7,715	6,815
Thunderbird V-6	7,757	6,816
Regal V-6	7,787	6,865
Mirada 6	7,899	7,010
Cougar XR-7 6	8,005	7,045
Cordoba 6	8,199	7,588

*—Monarch in 1980.

INTERMEDIATE WAGONS
(4-dr. Models)

Malibu V-6	$6,910	6,122
Diplomat V-6	7,277	6,515
LeMans V-6	7,483	6,611
LeBaron V-6	7,534	6,892
Century V-6	7,618	6,703
Cutlass V-6	7,644	6,742

STANDARD-SIZE
(4-dr. Models)

Chevrolet Impala V-6	$7,322	$6,818
Plymouth Gran Fury 6	7,469	6,908
Ford LTD 'S' V-8	7,626	6,875
Pontiac Catalina V-6	7,647	6,948
Dodge St. Regis 6	7,737	7,296
Oldsmobile 88 V-6	7,751	7,092
Mercury Marquis V-8	7,904	7,185
Buick LeSabre V-6	7,963	7,365
Chrysler Newport 6	8,032	7,433

STANDARD-SIZE WAGONS
(4-dr., V-8)

Chevrolet Impala	$7,705	$7,209
Ford LTD 'S'	8,041	7,198
Mercury Marquis	8,439	7,583
Olds Custom Cruiser	8.678	7,867
Pontiac Catalina	8,842	7,409
Buick Estate Wagon	8,906	8,157

LUXURY CARS

Riviera 2-dr.	$12,523	$12,138
Toronado 2-dr.	12,526	12,152
Cadillac deVille 4-dr.	14,198	13,503
Lincoln 4-dr.	14,423	13,593
Corvette 2-dr.	15,599	14,345
Eldorado 2-dr.	16,871	16,401
Mark VI 2-dr.	17,237	16,291
Imperial 2-dr.	18,690	——
Seville 4-dr.	22,110	20,796

retail prices, U.S. models

This table presents 1981 domestic prices in effect April 10, 1981, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed along to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned.

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	4-Door	2-door	2-door Hatchback	4-door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Spirit 4		$ 4,995	$ 5,240		$350	$173	$80	$92	$531
Spirit DL 4		5,489	5,639		350	173	80	Std.	531
Concord 4	$ 5,994	5,869		$ 6,259	350	173	80	92	585
Concord DL 4	6,443	6,318		6,708	350	173	80	92	585
Concord LTD 4	6,940	6,815		7,205	350	173	80	92	585
Eagle SX/4 4			6,817		350	Std.	Std.	92	531
Eagle SX/4 DL 4			7,269		350	Std.	Std.	92	531
Eagle Kammback 4		5,995			350	Std.	Std.	92	531
Eagle Kammback DL 4		6,565			350	Std.	Std.	92	531
Eagle DL 4	8,197	7,947		8,562	350	Std.	Std.	92	585
Eagle LTD 4	8,644	8,394		9,009	350	Std.	Std.	92	585
BUICK—Skylark 4	6,551	6,405			349	168	79	Std.	585
Skylark Sport 4	7,186	7,040			349	168	79	Std.	585
Skylark Limited 4	7,007	6,860			349	168	79	Std.	585
Century V-6	7,619			7,618	Std.	Std.	Std.	90	585
Century Limited V-6	8,226				Std.	Std.	Std.	90	585
Century Estate Wagon V-6				7,970	Std.	Std.	Std.	90	585
Regal V-6		7,787			Std.	Std.	Std.	90	585
Regal Sport Coupe V-6		8,834			Std.	Std.	Std.	90	585
Regal Limited V-6		8,313			Std.	Std.	Std.	90	585
LeSabre V-6	7,963	7,873			Std.	Std.	Std.	90	625
LeSabre Limited V-6	8,320	8,180			Std.	Std.	Std.	90	625
LeSabre Estate Wagon V-8				8,906	Std	Std.	Std.	90	625
Electra Limited V-6	10,673	10,538			Std	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	11,783	11,650			Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8				11,624	Std.	Std.	Std.	Std.	Std.
Riviera V-6		12,523			Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		13,499			Std.	Std.	Std.	Std.	Std.
CADILLAC—deVille V-8-6-4	14,198	13,791			Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8-6-4	16,747	16,321			Std.	Std.	Std.	Std.	Std.
Eldorado V-8-6-4		16,871			Std.	Std.	Std.	Std.	Std.
Seville V-8 (diesel)	22,084				Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	25,227				Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	26,116				Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4			4,595		335	164	79	78	531
Chevette 4	5,294		5,155		335	164	79	Std.	531
Citation 4	6,404		6,270		349	168	79	Std.	585
Camaro V-6		6,780			349	Std.	Std.	90	560
Camaro Berlinetta V-6		7,668			349	Std.	Std.	90	560
Camaro Z-28 V-8		8,298			61	Std.	Std.	90	560
Malibu V-6	6.698	6,616		6,910	349	Std.	Std.	90	585
Malibu Classic V-6	7,073	6,953		7,192	349	Std.	Std.	90	585
Malibu Classic Landau V-6		7,220			349	Std.	Std.	90	585
Monte Carlo V-6		7,505			Std.	Std.	Std.	90	585
Monte Carlo Landau V-6		8,232			Std.	Std.	Std.	90	585
Impala V-6	7,322	7,210			Std.	Std.	Std.	90	625
Impala Wagon V-8 (2-seat)				7,705	Std.	Std.	Std.	90	625
Impala Wagon V-8 (3 seat)				7,847	Std.	Std.	Std.	90	625
Caprice Classic V-6	7,731	7,597			Std.	Std.	Std.	90	625
Caprice Classic Landau V-6		8,082			Std.	Std.	Std.	90	625
Caprice Classic Wagon V-8 (2-seat)				8,029	Std.	Std.	Std.	90	625
Caprice Classic Wagon V-8 (3-seat)				8,194	Std.	Std.	Std.	90	625
Corvette V-8		15,599			Std.	Std.	Std.	Std.	Std.
CHRYSLER—LeBaron Special 6	6,672	6,672			Std.	Std.	Std.	92	606
LeBaron Wagon 6				7,534	Std.	Std.	Std.	92	606
LeBaron Salon 6	7,601	7,451			Std	Std.	Std.	92	606
LeBaron Town and Country 6				8,196	Std.	Std.	Std.	92	606
LeBaron Medallion 6	8,105	7,596			Std.	Std.	Std.	92	606
Cordoba LS 6		7,599			Std.	Std.	Std.	Std.	606
Cordoba 6		8,199			Std.	Std.	Std.	Std.	606
Newport 6	8,032				Std.	Std.	Std.	97	646
New Yorker V-8	10,981				Std.	Std.	Std.	Std.	Std
DODGE—Omni Miser 4	5,299				NA	NA	NA	92	NA
Omni 4	5,836				359	165	82	Std.	554
024 Miser 4			5,299		NA	NA	NA	92	NA
024 4			5,938		359	165	82	Std.	554
Aries 4	5,980	5,880			360	174	82	90	605
Aries Custom 4	6,448	6,315		6,721	360	174	82*	Std.	605
Aries SE 4	6,933	6,789		7,254	360	Std.	Std.	Std.	605
Diplomat Sport 6	6,672	6,672			Std.	Std.	Std.	92	606
Diplomat Wagon 6				7,277	Std.	Std.	Std.	92	606
Diplomat Salon 6	7,456	7,322		7,858	Std.	Std.	Std.	92	606
Diplomat Medallion 6	7,965	7,833			Std.	Std.	Std.	92	606
Mirada 6		7,899			Std.	Std.	Std.	Std.	606
St. Regis 6	7,737				Std.	Std.	Std.	97	646

*—Power brakes standard on Aries Custom Wagon.

Continued from Page 50

average to $914 and pushing the average price of the average-equipped GM car above ten thousand dollars. It became $10,200 on that date.

Then came a couple of surprises. Ford, which almost always follows GM in such matters, said it would not hike prices before the end of April. And Chrysler said it would make no increase "until absolutely necessary."

But GM wasn't about to stay that far out on a limb all by itself. The company announced that it would not increase prices again on 1981 models, thus eliminating its usual July 1 boost.

That's how things stood as the Automotive News Market Data Book went to press.

The revision of the dealer discount structure is another important part of the 1981 pricing picture. GM started it. GM left discounts unchanged on subcompacts and compacts and cut them from one to six percentage points on other models. A discount cut reduces the dealer's trading margin. Dealers don't like it. It affects the customer because the wholesale and sticker price are closer together and the dealer cannot offer the savings which customers have come to expect.

Import prices

Prices in effect April 6, 1981

The following are Manufacturers Suggested Retail Prices. They include ocean freight and import duty. They do not include inland transportation fees, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used. Prices are for 1981 models unless otherwise indicated.

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ALFA ROMEO — Spider Veloce convertible, $14,895. (**Power disk brakes are standard.**) (Price does not include dealer prep fee of $137.)

ARROW (Plymouth)—Pickup trucks—Arrow, $6,202; Arrow Custom, $6,681; Arrow Sport, $7,240. (**Power disk brakes** standard on all models. **Automatic transmission** is $386 on base model, $286 on Custom and Sport.) (Prices include dealer prep fee.)

ASTON MARTIN—V-8 coupe (automatic), $86,500; V-8 coupe (5-speed), $88,000; Volante convertible (automatic), $113,500; Volante convertible (5-speed), $115,000; Lagonda 4-door sedan (automatic), $150,000. (**Power steering, power disk brakes, radio and air conditioning** are standard.) (Prices include dealer prep fee.)

AUDI—4000—2-door sedan, $8,990; 4-door sedan, $9,210. **4000 5+5**—2-door sport sedan, $11,105. **5000**—4-door sedan, $11,240; 4-door sedan (diesel engine), $12,090. **5000-S**—4-door sedan, $12,840; 4-door sedan (diesel engine), $13,690. **5000-T (Turbo)**—4-door sedan, $17,650. (**Power disk brakes** standard on all models. **Power steering** standard on 4000 5+5 and all 5000 models. **Radio and air conditioning** standard on 5000-T. **Automatic transmission** is $405 on 5000 and 5000-S sedans with gasoline engine.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne (1981 model to be introduced in June, 1981 — 4-door sedan, $108,370. **T Series (1980 model)**—4-door sedan, $84,800. **Corniche (1980 model)**—Coupe, $145,740; convertible, $155,295. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BMW—320i—2-door sedan, $12.895. **528i**—4-door sedan, $21,995. **633-CSi**—Coupe, $35,910. **733i**—4-door sedan, $31,980. (**Power disk brakes** standard on all models. **Power steering, radio and air conditioning** standard on all models except 320i. **Automatic transmission** is $620 on 320i, $775 on other models.) (Dealer prep fee is $200 on 320i, $250 on other models.)

CHALLENGER (Dodge) — Sport coupe, $7,672. (**Power steering, power disk brakes and radio** are standard. **Automatic transmission** is $286.) (Prices include dealer prep fee.)

CHAMP (Plymouth) — 2-door hatchback, $5,263; Deluxe 2-door hatchback, $5,559; Custom 2-door hatchback, $5,820. (**Power disk brakes** standard on all models. **Automatic transmission** is $286 on Deluxe and Custom with optional 1,600-cc engine.) (Prices include dealer prep fee.)

COLT (Dodge)—2-door hatchback, $5,263; Deluxe 2-door hatchback, $5,559; Custom 2-door hatchback, $5,820. (**Power disk brakes** standard on all models. **Automatic transmission** is $286 on Deluxe and Custom with optional 1,600-cc engine.) (Prices include dealer prep fee.)

COURIER (Ford)—Pickup truck, $6,200. (**Radio is standard. Automatic transmission** is $277.70.) (Price includes dealer prep fee.)

DATSUN—210 Series — Standard 2-door sedan, $4,599; MPG 2-door sedan, $4,939; Deluxe 2-door sedan, $5,569; Deluxe 4-door sedan, $5,739; Deluxe 2-door hatchback, $5,899; Deluxe 2-door hatchback SL, $6,349; Deluxe 4-door wagon, $6,049; Deluxe 4-door wagon SL, $6,449. **310 Series**—Deluxe 2-door hatchback sedan, $5,489; GX 2-door hatchback sedan, $5,989; GX 4-door hatchback sedan, $6,139; GX hatchback coupe, $6,439. **510 Series** — 2-door sedan, $6,439; 4-door hatchback, $7,089; 4-door wagon, $7,139. **200-SX**—Deluxe 2-door hardtop, $7,389; SL 2-door hardtop, $8,489; Deluxe 2-door hatchback, $7,589; SL 2-door hatchback, $8,739. **810 Series**—Maxima 4-door sedan, $10,879; Maxima 4-door wagon, $10,879. **280-ZX**—2-seater coupe, $11,299; GL 2-seater coupe, $13,949; GL 2 + 2 coupe, $14,949; Turbo GL 2-seater coupe, $16,999. **Pickup trucks (2-wheel drive)** — Standard regular bed, $5,999; Deluxe regular bed, $6,329; Deluxe long bed, $6,479; King Cab Deluxe, $7,029; King Cab GL, $7,629; cab and chassis Deluxe, $6,109; Sports Truck, $7,069. **Pickup trucks (2-wheel drive, diesel engine)**—Deluxe regular bed, $6,979; Deluxe long bed, $7,129; King Cab Deluxe, $7,679. **Pickup trucks (4-wheel drive)** —Deluxe regular bed, $7,939; Deluxe long bed, $8,089; Deluxe King Cab, $8,659; Sports Truck, $8,779. (**Power disk brakes** standard on all models. **Power steering** standard on 810 models and on 280-ZX GL models. **Automatic transmission** standard on 810 and 280-ZX Turbo. **Radio** standard on 200-SX, 810 and 280-ZX. **Air conditioning** standard on 810 and all 280-ZX except base 2-seater. **Automatic transmission** prices: $295 on 210 Series not available on Standard 2-door and MPG 2-door; $390 on Series 510 2-door sedan and 4-door wagon, $260 on 510 2-door hatchback; $260 on 200-SX; $300 on 280-ZX; $300 on 280-ZX; $260 on 2-wheel-drive pickup trucks, not available on standard regular bed and cab-chassis unit.) (Price include dealer prep fee.)

FERRARI—308-GT4 coupe (1979 model), $39,998; 308-GTBi coupe (1980 model), $47,440; 308-GTSi coupe with removable hard top, (1980 model), $52,640. (**Air conditioning** standard on all models.) (Prices do not include dealer prep fee of $350.)

FIAT—Strada—Standard 3-door sedan, $5,689; Custom 3-door sedan, $6,147; Custom 5-door sedan, $6,357. **Brava**—2-door sedan, $8,190; 4-door sedan, $8,390. **X 1/9**—Coupe/roadster, $8,997. **Spider 2000**—Convertible, $9,899. (**Power disk brakes** standard on Strada and Spider. **Power steering and air conditioning** standard on Brava. **Automatic transmission** is $426 on Strada Custom models, $515 on Brava, $520 on Spider.) (Prices include dealer prep fee.)

FIESTA (Ford) (1980 model)—2-door sedan, $5,032. (Price includes dealer prep fee.)

HONDA — Civic 1300 — 3-door hatchback (4-speed), $4,599; 3-door hatchback (5-speed), $5,199; 3-door hatchback (automatic), $5,399. **Civic 1500**—DX 3-door hatchback (5-speed), $5,649; DX 3-door hatchback (automatic), $5,849; GL 3-door hatchback (5-speed), $5,999; 5-door wagon (5-speed), $6,049; 5-door wagon (automatic), $6,249; 4-door sedan (5-speed), $6,499; 4-door sedan (automatic), $6,699. **Accord**—3-door hatchback (5-speed), $6,999; 3-door hatchback (automatic), $7,249; 4-door sedan (5-speed), $7,645; 4-door sedan (automatic), $7,895. **Accord LX** — 3-door hatchback (5-speed), $8,049; 3-door hatchback (automatic), $8,299. **Prelude**—Coupe (5-speed), $7,695; coupe (automatic), $8,145. (**Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan and Accord LX hatchback, also on Prelude with automatic. **Air conditioning** standard on Accord LX hatchback.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe 4-door sedan, $6,069; Deluxe coupe, $5,917; LS coupe, $6,535. **I-Mark** (diesel engine)—Deluxe 4-door sedan, $7,194; coupe, $6,699; Deluxe coupe, $7,044; LS coupe, $7,660. P'up pickup trucks (gasoline engine)—Standard wheelbase (2-wheel drive), $6,117; long wheelbase (2-wheel drive), $6,267; standard wheelbase (4-wheel drive), $7,892. (**Power disk brakes** standard on all models. **Radio** standard on LS coupes. **Automatic transmission** is $297 on cars, $438 on 2-wheel-drive trucks, not available on base diesel coupe.) (Prices include dealer prep fee.)

JAGUAR—XJ-6 III—4-door sedan (1981

Continued on Page 54, Col. 1

AVERAGE NEW-CAR SELLING PRICE

Year	Ave. Retail Sales Price
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340

SOURCE: NADA

retail prices, U.S. models

	4-Door	2-door	2-door Hatchback	4-door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
FORD—Escort 4			5,158	5,544	366	163	79*	Std.	530
Escort L 4			5,556	5,953	366	163	79*	Std.	530
Escort SS 4			6,201	6,603	366	163	79*	Std.	530
Escort GL 4			5,900	6,318	366	163	79*	Std.	530
Escort GLX 4			6,538	6,939	366	163	79*	Std.	530
EXP 4 ('82 model)			7,253		366	163	Std.	Std.	530
Mustang 4		6,230	6,467		349	163	Std.	Std.	560
Mustang Ghia 4		6,676	6,789		349	163	Std.	Std.	560
Fairmont 4	6,210	6,091		6,503	349	168	Std.	Std.	585
Fairmont Futura 4	6,421	6,407		6,735	349	168	Std.	Std.	585
Granada 4	6,633	6,474			349	168	Std.	Std.	585
Granada GL 4	7,035	6,875			349	168	Std.	Std.	585
Granada GLX 4	7,148	6,988			349	168	Std.	Std.	585
Thunderbird 6		7,757			Std.	Std.	Std.	Std.	585
Thunderbird Town Landau 6		8,895			Std.	Std.	Std.	Std.	585
Thunderbird Heritage V-8		11,561			Std.	Std.	Std.	Std.	Std.
LTD S V-8	7,626			8,041	Std.	Std.	Std.	Std.	624
LTD V-8	7,854	7,743		8,215	Std.	Std.	Std.	Std.	624
LTD Crown Victoria V-8	8,519	8,387			Std.	Std.	Std.	Std.	624
LTD Squire V-8				8,775	Std.	Std.	Std.	Std.	624
*—Power brakes standard on Escort Wagons.									
IMPERIAL V-8		18,690			Std.	Std.	Std.	Std.	Std.
LINCOLN—Town Car V-8	14,423	14,024			Std.	Std.	Std.	Std.	Std.
Continental Mark VI V-8	17,682	17,237			Std.	Std.	Std.	Std.	Std.
MERCURY—Lynx 4			5,199		366	163	79	Std.	530
Lynx L 4			5,665	6,070	366	163	79*	Std.	530
LN7 4 ('82 model)			7,750		366	163	Std.	Std.	530
Capri 4			6,745		349	163	Std.	Std.	560
Capri GS 4			6,927		349	163	Std.	Std.	560
Zephyr 4	6,282	6,163		6,577	349	168	Std.	Std.	585
Zephyr Z-7 4		6,355			349	168	Std.	Std.	585
Cougar 4	6,694	6,535			349	168	Std.	Std.	585
Cougar XR-7 6		8,005			Std.	Std.	Std.	Std.	585
Marquis V-8	7,904			8,439	Std.	Std.	Std.	Std.	624
Marquis Brougham V-8	8,929	8,730			Std.	Std.	Std.	Std.	624
Grand Marquis V-8	9,588	9,357			Std.	Std.	Std.	Std.	624
Colony Park V-8				9,434	Std.	Std.	Std.	Std.	624
*—Power brakes standard on Lynx wagons.									
OLDSMOBILE—Omega 4	6,514	6,343			349	168	79	Std.	585
Omega Brougham 4	6,855	6,700			349	168	79	Std.	585
Cutlass Salon V-6	7,531			7,644	Std.	Std.	Std.	90	585
Cutlass LS V-6	7,828				Std.	Std.	Std.	90	585
Cutlass Brougham V-6	8,327				Std.	Std.	Std.	90	585
Cutlass Cruiser Brougham V-6				7,953	Std.	Std.	Std.	90	585
Cutlass Supreme V-6		7,715			Std.	Std.	Std.	90	585
Cutlass Supreme Brougham V-6		8,250			Std.	Std.	Std.	90	585
Cutlass Calais V-6		8,285			Std.	Std.	Std.	90	585
Delta 88 V-6	7,751	7,655			Std.	Std.	Std.	90	625
Delta 88 Royale V-6	8,018	7,869			Std.	Std.	Std.	90	625
Delta 88 Royale Brougham V-6	8,367	8,284			Std.	Std.	Std.	90	625
Custom Cruiser V-8				8,678	Std.	Std.	Std.	90	625
Ninety-Eight Luxury V-6	10,289				Std.	Std.	Std.	Std.	Std.
Ninety-Eight Regency V-6	10,896	10,778			Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		12,526			Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon Miser 4	5,299				NA	NA	NA	92	NA
Horizon 4	5,836				359	165	82	Std.	554
TC3 Miser 4			5,299		NA	NA	NA	92	NA
TC3 4			5,938		359	165	82	Std.	554
Reliant 4	5,980	5,880			360	174	82	90	605
Reliant Custom 4	6,448	6,315		6,721	360	174	82*	Std.	605
Reliant SE 4	6,933	6,789		7,254	360	Std.	Std.	Std.	605
Gran Fury 6	7,469				Std.	Std.	Std.	97	646
*—Power brakes standard on Reliant Custom Wagon.									
PONTIAC—T1000 4	5,398		5,252		335	164	79	Std.	531
Phoenix 4	6,498		6,307		349	168	79	Std.	585
Phoenix LJ 4	6,969		6,778		349	168	79	Std.	585
Firebird V-6		6,948			349	Std.	Std.	90	560
Firebird Esprit V-6		7,788			Std.	Std.	Std.	90	560
Firebird Formula V-6		7,908			Std.	Std.	Std.	90	560
Firebird Trans Am V-8		8,419			Std.	Std.	Std.	90	560
LeMans V-6	6,923	6,856			349	Std.	Std.	90	585
LeMans Safari V-6				7,483	Std.	Std.	Std.	90	585
LeMans LJ V-6	7,124				349	Std.	Std.	90	585
Grand LeMans V-6	7,318	7,143			349	Std.	Std.	90	585
Grand LeMans Safari V-6				7,893	Std.	Std.	Std.	90	585
Grand Prix V-6		7,614			Std.	Std.	Std.	90	585
Grand Prix Brougham V-6		9,197			Std.	Std.	Std.	90	585
Grand Prix LJ V-6		8,031			Std.	Std.	Std.	90	585
Catalina V-6	7,647	7,543			Std.	Std.	Std.	90	625
Catalina Safari V-8				8,842	Std.	Std.	Std.	90	Std.
Bonneville V-6	7,916	7,789			Std.	Std.	Std.	90	625
Bonneville Brougham V-6	8,944	8,756			Std.	Std.	Std.	90	625
Grand Safari V-8				9,381	Std.	Std.	Std.	90	Std.
VOLKSWAGEN—(U.S.-built models)									
Rabbit 4			5,715		NA	NA	Std.	NA	NA
Rabbit L 4	6,520		6,310		380	NA	Std.	155	585
Rabbit LS 4	6,920		6,710		380	NA	Std.	155	585
Rabbit S 4			7,000		NA	NA	Std.	155	585

Import prices

Continued from Page 51

model), $27,500. **XJS**—4-door sedan (1980 model), $30,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

LANCIA — Beta coupe, $9,975; Zagato coupe, $11,880. (**Power steering** standard on both models.) (Prices include dealer prep fee.)

LOTUS (1980 models)—Elite—503 coupe, $37,200; 504 coupe, $37,900. **Eclat**—523 coupe, $36,100; 524 coupe, $36,650. **Esprit**—702 coupe, $35,600. (**Power disk brakes, air conditioning** standard on all models. **Power steering** standard on all Elite and Eclat models. **Automatic transmission** standard on Elite 504 and Eclat 524.) (Prices do not include dealer prep fee.)

LUV (Chevrolet)—Pickup trucks—2-wheel drive with 104.3-inch wheelbase, $6,586; 2-wheel drive with 117.9-inch wheelbase, $6,-795; 4-wheel drive with 104.3-inch wheelbase, $8,510. (**Power disk brakes** standard on all models. **Automatic transmission** is $420 on 2-wheel-drive models.) (Prices include dealer prep fee.)

MASERATI—Merak SS coupe, $40,775; Quattroporte 4-door sedan, $55,382. (**Power disk brakes, radio and air conditioning** standard on both models. **Automatic transmission and power steering** also standard on Quattroporte.) (Prices include dealer prep fee.)

MAZDA—Unless otherwise noted, prices are the same for Mazda Central (distributor in 31 states) and Mazda East (distributor in 18 states). **GLC**—3-door hatchback, $5,095; Custom 3-door hatchback, $5,495; Custom L 3-door hatchback, $5,895; Sport 3-door hatchback, $6,295; Custom 5-door hatchback sedan, $5,795; Custom 5-door wagon, $5,745; Custom 4-door sedan, $5,995; Custom L 4-door sedan, $6,495. **626 Series**—4-door sedan, $6,995; coupe, $7,295; Luxury 4-door sedan, $8,595 ($8,195 in East); Luxury coupe, $9,095 ($8,495 in East). **RX-7**—S coupe, $9,395; GS coupe, $9,895; GSL coupe, $11,395. **B-2000 pickup trucks**—Short bed, $5,595 ($5,695 in East); Sundowner short bed, $5,-895 (not available in East); Sundowner long bed, $6,095 ($6,195 in East); Sundowner Sport short bed, $6,195 ($6,295 in East); Sundowner Sport long bed, $6,395 (not available in East). (**Power disk brakes** standard on all models. **Power steering** standard on Series 626 Luxury models. **Radio** standard on all 626 and all RX-7 models. **Automatic transmission** prices: $325 on all Series 626 models. $355 on RX-7 GS and GSL, not available on RX-7 S. $275 on GLC Custom L 3-door hatchback, GLC Custom L 4-door sedan and GLC Custom 5-door hatchback sedan. $345 on GLC Custom 5-door wagon. $420 on GLC Custom 3-door hatchback and GLC Custom 4-door sedan. **Automatic transmission** is not available on trucks or on base GLC 3-door hatchback or on GLC Sport 3-door hatchback.) (Prices include dealer prep fee.)

MERCEDES-BENZ — 240-D (Diesel) — 4-door sedan (manual transmission), $19,312; 4-door sedan (automatic), $20,558. **280 Series**—280-E 4-door sedan, $26,848; 280-CE coupe, $30,314. **300 Series (Diesel)**—300-D 4-door sedan, $25,640; 300-CD coupe, $29,231; 300-TD 4-door wagon, $31,373; 300-SD 4-door sedan, $34,185. **380 Series**—380-SEL 4-door sedan, $44,298; 380-SL coupe/roadster, $38,-993; 380-SLC coupe, $46,638. (**Power steering, power disk brakes and radio** are standard on all models. **Automatic transmission** is standard on all models except 240-D manual sedan. **Air conditioning** is standard on all models except 240-D.) (Prices include dealer prep fee.)

MG—MGB convertible (1980 model), $7,-950. (Price does not include dealer prep fee.)

PEUGEOT — 504 Series (Deisel) — 4-door wagon, $11,660. **505 Series (Gasoline engine)**—4-door sedan, $10,990; S 4-door sedan, $13,520. **505-D (Diesel)**—4-door sedan, $11,-990. 505 Turbodiesel—4-door sedan, $12,980; S 4-door sedan, $15,510. (**Power steering and power disk brakes** standard on all models. **Radio** standard on both S models. **Air conditioning** on 505 S and both Turbodiesel models. (**Automatic transmission** is $360 on all models.) (Prices include dealer prep fee.)

PORSCHE—924—Coupe (5-speed or automatic), $16,770. **924 Turbo**—Coupe, $21,500. **911-SC**—Coupe, $28,365; Targa convertible, $29,850. **928**—Coupe (5-speed or automatic), $38,850. (**Power disk brakes** standard on all models. **Power steering** standard on 928. **Air conditioning** standard on 924 Turbo, 911-SC and 928.) (Prices do not include dealer prep fee.)

RAM 50 (Dodge)—Pickup trucks—Custom, $6,202; Royal, $6,681; Sport, $7,240. (**Power disk brakes** standard on all models. **Automatic transmission** is $386 on Custom, $286 on Royal and Sport.) (Prices include dealer prep fee.)

RENAULT — Le Car — 2-door hatchback, $5,200; Deluxe 2-door hatchback, $5,600; Deluxe 5-door sedan, $5,827. **Renault 18i**—4-door sedan, $7,398; 4-door wagon, $7,858; Deluxe 4-door sedan, $7,898; Deluxe 4-door wagon, $8,358. (**Power disk brakes** standard on Le Car Deluxe and all 18i models. **Radio** standard on 18i Deluxe. **Automatic transmission** is $395 on 18i Deluxe models; not available on Le Car and base 18i.) (Prices do not include dealer prep fee of $35.)

ROLLS-ROYCE—Silver Spirit (1981 model)—4-door sedan, $109,000. **Silver Spur (1981 model)**—4 door sedan, $117,000. **Corniche (1980 models)**—Coupe, $146,160; convertible, $155,800. **Camargue (1980 model)**—Coupe, $152,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

ROVER 3500 (1980 model)—4-door sedan, $15,900. (**Air conditioning** is standard. **Automatic transmission** is $350.) (Price does not include dealer prep fee.)

SAAB—900 Series—3-door hatchback sedan, $10,400. **900-S**—3 door hatchback sedan, $12,100; 4-door sedan $12,700. **900 Turbo**—3-door hatchback sedan, $14,600; 4-door sedan, $15,100. (**Power disk brakes, power steering** standard on all models. **Air conditioning** standard on 900 Turbo. **Automatic transmission** is $350 on all models.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $7,-588. (**Power steering, power disk brakes and radio** are standard. **Automatic transmission** is $286.) (Prices include dealer prep fee.)

SUBARU — Hatchback Series — Standard, $4,399; DL (5-speed), $5,329; GL (automatic), $5,929; GL 3-door (5-speed), $5,679; Standard (4-wheel drive), $5,249; DL (4-wheel drive), $5,979; GL (4-wheel drive), $6,279. **4-Door Series**—DL, $5,579; DL (5-speed), $5,679; GL (5-speed), $6,029; GL (automatic), $6,279. **Station Wagon Series**—DL, $5,829; DL (5-speed), $5,929; GL (5-speed), $6,279; GL (automatic), $6,529; DL (4-wheel drive), $6,-579; GL (4-wheel drive), $6,879. **Hardtop Series**—DL, $5,729; DL (5-speed), $5,829; GLF (5-speed), $6,279; GLF (automatic), $6,529. **BRAT (4-wheel drive)**—DL, $5,999; GL $6,349. (**Power disk brakes** standard on all models. **Radio** standard on all DL, GL, GLF and BRAT models.) (Prices do not include dealer prep fee.)

TOYOTA — Starlet — 3-door Liftback (5-speed), $5,148. **Corolla Tercel**—2-door sedan, $4,748; 2-door sedan (automatic), $5,-103; Deluxe 2-door sedan (5-speed), $5,248; Deluxe 4-door sedan (5-speed), $5,078; Deluxe 4-door sedan (automatic), $5,368; Deluxe 3-door Liftback (5-speed), $5,408; Deluxe 3-door Liftback (automatic), $5,698; SR-5 3-door Liftback (5-speed), $6,038. **Corolla**—2-door sedan, $5,178; Deluxe 2-door sedan (5-speed), $5,688; Deluxe 2-door sedan (automatic), $5,978; Deluxe 4-door sedan (5-speed), $5,808; Deluxe 4-door sedan (automatic), $6,098; Deluxe 4-door wagon (5-speed), $6,178; Deluxe 4-door wagon (automatic), $6,468; Deluxe sport coupe (automatic), $6,338; SR-5 sport coupe (5-speed), $6,808; Deluxe 2-door Liftback (5-speed), $5,998; Deluxe 2-door Liftback (automatic), $6,288; SR-5 2-door Liftback (5-speed), $6,-708; Deluxe 2-door hardtop (automatic), $6,-258; SR-5 2-door hardtop (5-speed), $6,658. **Celica**—ST sport coupe (5-speed), $6,699; ST sport coupe (automatic), $7,124; GT sport coupe (5-speed), $7,429; GT sport coupe (automatic), $7,854; GT 2-door Liftback (5-speed), $7,659; GT 2-door Liftback (automatic), $8,084. **Celica Supra**—2-door Liftback (5-speed), $11,298; 2-door Liftback (automatic), $11,773. **Corona**—Deluxe 4-door sedan (5-speed), $6,719; Deluxe 4-door sedan (automatic), $7,144; Deluxe 4-door wagon (5-speed), $7,099; Deluxe 4-door wagon (automatic), $7,524. **Corona Luxury Edition**—4-door sedan (5-speed), $7,829; 4-door sedan (automatic), $8,254; 4-door Liftback (5-speed), $8,089; 4-door Liftback (automatic), $8,514. **Cressida**—Luxury 4-door sedan (automatic), $11,599; Luxury 4-door wagon (automatic), $12,049. **Land Cruiser**—2-door with hard top, $9,788; 4-door wagon, $12,478. **Pickup trucks (2-wheel drive)**—Short bed, $6,148; Deluxe short bed (5-speed), $6,418; SR-5 short bed (5-speed), $7,118; long bed, $6,298; Deluxe long bed (5-speed), $6,568; Deluxe long bed (automatic, California only), $7,-068; Deluxe long bed (automatic), $6,833; Deluxe long bed (5-speed and diesel engine), $7,218; SR-5 long bed (5-speed), $7,268; SR-5 long bed (automatic), $7,658; three-quarter-ton long bed, $6,498; commercial cab/chassis, $6,368; camper cab/chassis, $6,548. **Pickup trucks (4-wheel drive)**— Deluxe short bed, $8,098; SR-5 short bed (5-speed), $8,893; Deluxe long bed, $8,248; Deluxe long bed (5-speed), $8,348; SR-5 long bed (5-speed), $9,043. (**Power disk brakes** standard on all models. **Power steering** standard on Celica Supra, Corona Luxury Edition and Cressida. **Air conditioning** standard on Celica Supra and Cressida. **Radio** standard on all SR-5 models of cars and trucks and on Celica Supra, Celica GT Liftback, Celica GT sport coupe, Corona Luxury Edition and Cressida.) (Prices include dealer prep fee.)

TRIUMPH (1980) **models)—Spitfire**—Convertible, $7,365. **TR-7**—Coupe, $8,465; convertible, $9,235. **TR-8**—Coupe, $11,150; convertible, $11,900. (Prices do not include dealer prep fee.)

VOLKSWAGEN—Rabbit—2 - door hatchback, $5,715. **Rabbit L**—2-door hatchback, $6,310; 4-door hatchback, $6,520. **Rabbit LS**—2-door hatchback, $6,710; 4-door hatchback, $6,920. **Rabbit S**—2-door hatchback (5-speed), $7,000. **Rabbit Convertible**—Convertible (5-speed), $9,900. (**Diesel engine** for Rabbit is $425. Not available on base 2-door.) (All Rabbit models except convertible are built in U. S.) **Jetta**—2-door sedan, $7,975; 4-door sedan, $8,195. **Dasher (diesel engine)**—4-door hatchback, $8,830; 4-door wagon, $9,110. **Scirocco** — Coupe, $8,495; S coupe, $9,015. **Vanagon**—Bus, 7-seater, $10,690; bus, 9-seater, $10,740. **Pickup trucks (Built in U. S.)**—Pickup, $6,530; LX pickup, $6,910; Sportruck, $7,150. (**Diesel engine is $545** on base pickup and LX pickup.) (**Power disk brakes** standard on all models. **Radio** standard on all models except Rabbit hatchbacks. **Automatic transmission** is $380 on Rabbit hatchbacks, $405 on Rabbit convertible, Jetta and Scirocco; not available on base Rabbit hatchback.) (Prices do not include dealer prep fee.)

VOLVO—DL Series—2-door sedan (overdrive), $9,315; 2-door sedan (automatic), $9,465; 2-door sedan (overdrive and sunroof), $9,820; 2-door sedan (automatic and sunroof), $9,970; 4-door sedan (overdrive), $9,-615; 4-door sedan (automatic), $9,765; 4-door sedan (overdrive and sunroof), $10,120; 4-door sedan (automatic and sunroof), $10,270; 5-door wagon (overdrive), $10,210; 5-door wagon (automatic), $10,360. **GL Series**—2-door sedan (overdrive), $12,970; 2-door sedan (automatic), $12,920; 4-door sedan (overdrive), $12,970; 4-door sedan (automatic), $13,120. **GLT Series**—Turbo 2-door sedan (overdrive), $13,630; 5-door wagon (overdrive), $13,435; 5-door wagon (automatic), $13,585. **GLE Series**—4-door sedan (automatic), $15,000; 5-door wagon (automatic), $15.325. **Coupe**—Coupe (automatic), $19,550. **Power disk brakes** standard on all models. **Power steering** standard on all models except DL units with overdrive and no sunroof. (**Air conditioning** standard on all models except DL series.) Lambda Sond emission control package is mandatory on all models. It is priced at $137.) (Prices do not include dealer prep fee.

Announcement dates of U. S. models

	1976	1977	1978	1979	1980
AMERICAN MOTORS					
AMX		Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	
Eagle				Sept. 27, 1979	Sept. 25, 1980
Gremlin/Spirit	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	Sept. 25, 1980
Hornet/Concord	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	Sept. 25, 1980
Matador	Oct. 11, 1976	Sept. 19, 1977			
Pacer	Oct. 11, 1976	Sept. 19, 1977	Sept. 19, 1978	Oct. 11, 1979	
BUICK	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Century	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Regal		Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Riviera	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Skyhawk	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	
Skylark	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19 1979	Sept. 25, 1980
CADILLAC	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cimarron ('82 Model)					May 1981
Eldorado	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Seville	Sept. 23, 1976	Sept. 29, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
CHEVROLET	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Camaro	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cavalier ('82 Model)					May 1981
Chevelle/Malibu	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Chevette	Sept. 30, 1976	Sept. 23, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Citation				Apr. 19, 1979	Sept. 25, 1980
Corvette	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 25, 1979	Sept. 25, 1980
Monte Carlo	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Monza	Sept. 30, 1976	Oct. 6, 1977	Sept. 15, 1978	Oct. 11, 1979	
Nova	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978		
Vega	Sept. 30, 1976				
CHRYSLER	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
Cordoba	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
LeBaron	May 3, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
DODGE	Oct. 5, 1976	1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Aries					Oct. 2, 1980
Aspen	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 19, 1979	
Charger S.E.	Oct. 5, 1976	Oct. 7, 1977			
Monaco	Oct. 5, 1976	Oct. 7, 1977			
Diplomat	May 3, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Magnum		Oct. 7, 1977	Oct. 5, 1978		
Mirada				Oct. 19, 1979	Oct. 13, 1980
Omni		Jan. 16, 1977	Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
024			Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
FORD	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Escort					Oct. 3, 1980
EXP ('82 Model)					Apr. 9, 1981
Fairmont		Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Granada	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Maverick	Oct. 1, 1976				
Mustang	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Pinto	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	
Thunderbird	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
LTD II	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978		
IMPERIAL					Oct. 2, 1980
LINCOLN	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Mark V/VI	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Versailles	Apr. 15, 1976	Oct. 7, 1977	Aug. 18, 1978	Oct. 12, 1979	
MERCURY	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Bobcat	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	
Capri			Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Comet	Oct. 1, 1976				
Cougar XR-7	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Lynx					Oct. 3, 1980
LN 7 ('82 Model)					Apr. 9, 1981
Monarch/Cougar	Oct. 1, 1976	Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
Zephyr		Oct. 7, 1977	Oct. 6, 1978	Oct. 12, 1979	Oct. 3, 1980
OLDSMOBILE	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Cutlass	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Omega	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19, 1979	Sept. 25, 1980
Starfire	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	
Toronado	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
PLYMOUTH	Oct. 5, 1976			Oct. 12, 1979	Oct. 13, 1980
Horizon		Jan. 16, 1977	Oct. 5, 1978	Oct. 12, 1979	Oct. 13, 1980
Fury	Oct. 5, 1976	Oct. 7, 1977			
Reliant					Oct. 2, 1980
TC 3			Oct. 5, 1978	Oct. 19, 1979	Oct. 13, 1980
Volare	Oct. 5, 1976	Oct. 7, 1977	Oct. 5, 1978	Oct. 12, 1979	
PONTIAC	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Astre	Sept. 30, 1976				
Firebird	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Grand Prix	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
J2000 ('82 Model)					May, 1981
LeMans	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Oct. 11, 1979	Sept. 25, 1980
Sunbird	Sept. 30, 1976	Oct. 6, 1977	Sept. 15, 1978	Oct. 11, 1979	
T1000					Apr. 9, 1980
Ventura/Phoenix	Sept. 30, 1976	Oct. 6, 1977	Sept. 28, 1978	Apr. 19, 1979	Sept. 25, 1980
VOLKSWAGEN			Oct. 17, 1978	Oct. 1, 1979	Oct. 20, 1980

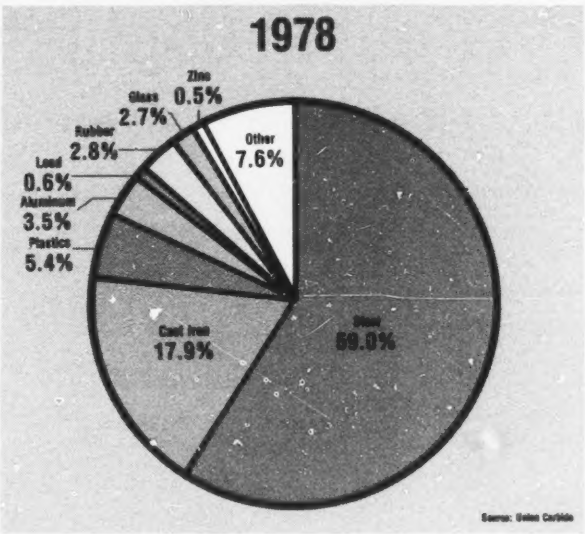
Product Data

MATERIALS IN AVERAGE CAR

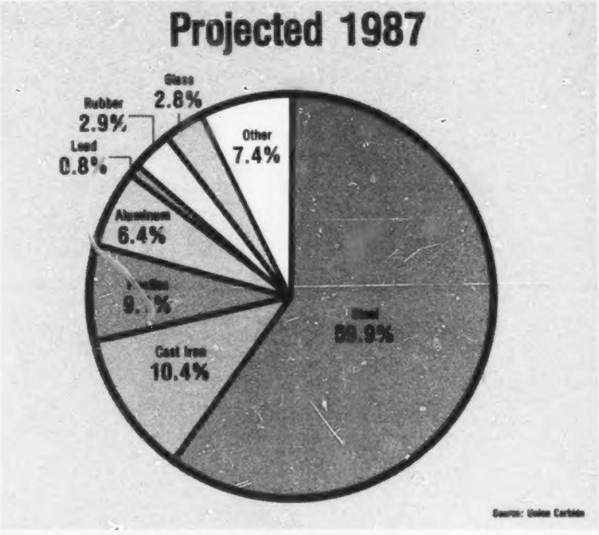
A projection by Union Carbide indicates that the amount of steel will stay about the same in the car of 1984 as it was in 1978. But plastic and aluminum will gain, mainly at the expense of cast iron.

Glass, rubber and lead are pretty well locked in and will change very little, according to Union Carbide.

Much of the expected growth in plastics is in increased use of urethane elastomers in fenders and body panels, which will more than offset a decreased use of foam for seating, because of smaller sizes of cars.



Source: Union Carbide



Source: Union Carbide

1981 MODELS BY MAKE

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
AMERICAN MOTORS	5	13	5	0	23	(22)
AMX	0	0	0	0	0	(1)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Spirit	0	4	0	0	4	(6)
CHRYSLER CORP.	20	20	8	0	48	(42)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	2	0	0	2	(3)
LeBaron	3	3	2	0	8	(9)
Dodge (Std.)	1	0	0	0	1	(1)
Aries	3	3	2	0	8	(0)
Aspen	0	0	0	0	0	(5)
Diplomat	3	3	2	0	8	(9)
Mirada	0	1	0	0	1	(2)
Omni	2	0	0	0	2	(1)
024	0	2	0	0	2	(1)
Imperial	0	1	0	0	1	(0)
Plymouth (Std.)	1	0	0	0	1	(2)
Horizon	2	0	0	0	2	(1)
Reliant	3	3	2	0	8	(0)
TC3	0	2	0	0	2	(1)
Volare	0	0	0	0	0	(5)
FORD MOTOR CO.						
Ford (Std.)	3	2	3	0	8	(8)
Escort	0	5	5	0	10	(0)
EXP ('82 model)	0	1	0	0	1	(0)
Fairmont	2	2	2	0	6	(5)
Granada	3	3	0	0	6	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	0	0	0	0	(6)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Versailles	0	0	0	0	0	(1)
Mercury (Std.)	3	2	2	0	7	(8)
Bobcat	0	0	0	0	0	(3)
Capri	0	2	0	0	2	(2)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Lynx	0	2	1	0	3	(0)
LN7 ('82 model)	0	1	0	0	1	(0)
Monarch	0	0	0	0	0	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS						
Buick (Std.)	4	4	2	0	10	(11)
Century	2	0	2	0	4	(6)
Skylark	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	2	0	0	6	(6)
Eldorado	0	1	0	0	1	(1)
Cimarron ('82 model)	1	0	0	0	1	(0)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(9)
Camaro	0	3	0	0	3	(4)
Cavalier ('82 model)	2	4	2	0	8	(0)
Chevette	1	2	0	0	3	(3)
Citation	[illegible]	1	0	0	2	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza	0	0	0	0	0	(3)
Oldsmobile (Std.)	5	4	1	0	10	(10)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Omega	2	2	0	0	4	(4)
Toronado	[illegible]	1	0	0	1	(1)
Pontiac	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
J2000 ('82 model)	2	4	1	0	7	(0)
LeMans	3	2	2	0	7	(7)
Phoenix	2	2	0	0	4	(4)
Sunbird	0	0	0	0	0	(4)
T-1000	1	1	0	0	2	(0)
VOLKSWAGEN						
Rabbit	2	4	0	0	6	(5)
1981 Totals	86	133	47	0	266	
1980 Totals	79	133	35	5		(252)

1981 MODELS BY MARKET CLASS

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
SUBCOMPACTS	12	36	9	0	57	(35)
AMX	0	0	0	0	0	(1)
Bobcat	0	0	0	0	0	(3)
Cavalier ('82 model)	2	4	2	0	8	(0)
Chevette	1	2	0	0	3	(3)
Eagle SX/4, Kammback	0	4	0	0	4	(0)
Escort	0	5	5	0	10	(0)
EXP ('82 model)	0	1	0	0	1	(0)
Horizon	2	0	0	0	2	(1)
J2000 ('82 model)	2	4	1	0	7	(0)
Lynx	0	2	1	0	3	(0)
LN7 ('82 model)	0	1	0	0	1	(0)
Monza	0	0	0	0	0	(3)
Omni	2	0	0	0	2	(1)
024	0	2	0	0	2	(1)
Pinto	0	0	0	0	0	(6)
Rabbit	2	4	0	0	6	(5)
Spirit	0	4	0	0	4	(6)
Sunbird	0	0	0	0	0	(4)
T-1000 ('82 model)	1	1	0	0	2	(0)
TC3	0	2	0	0	2	(1)
COMPACTS	22	36	12	0	70	(66)
Aries	3	3	2	0	8	(0)
Aspen	0	0	0	0	0	(5)
Camaro	0	3	0	0	3	(4)
Capri	0	2	0	0	2	(2)
Citation	1	1	0	0	2	(4)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Fairmont	2	2	2	0	6	(5)
Firebird	0	4	0	0	4	(4)
Mustang	0	4	0	0	4	(4)
Omega	2	2	0	0	4	(4)
Phoenix	2	2	0	0	4	(4)
Reliant	3	3	2	0	8	(0)
Skylark	3	3	0	0	6	(6)
Volare	0	0	0	0	0	(5)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATES	20	33	12	0	65	(73)
Century	2	0	2	0	4	(6)
Cordoba	0	2	0	0	2	(3)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	3	3	2	0	8	(9)
Granada	3	3	0	0	6	(6)
Grand Prix	0	3	0	0	3	(3)
LeBaron	3	3	2	0	8	(9)
LeMans	3	2	2	0	7	(7)
Malibu	2	3	2	0	7	(7)
Mirada	0	1	0	0	1	(2)
Monarch	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	24	18	14	0	56	(59)
Buick	4	4	2	0	10	(11)
Chevrolet	2	3	4	0	9	(9)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(8)
Mercury	3	2	2	0	7	(8)
Oldsmobile	5	4	1	0	10	(10)
Plymouth	1	0	0	0	1	(2)
Pontiac	3	3	2	0	8	(8)
LUXURY	8	10	0	0	18	(19)
Cadillac	4	2	0	0	6	(6)
Cimarron ('82 model)	1	0	0	0	1	(0)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(0)
Lincoln	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	0	0	0	0	0	(1)
1981 Totals	86	133	47	0	266	
1980 Totals (End of model year)	79	133	35	5		(252)

specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2621	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.08	P18575R14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2754	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.37	P18575R14	31.5
Concord Sedan 4	108	185	71	51.3	2822	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	6.5	4	3.08	P19575R14	34.9
Concord Wagon 6	108	185	71	51.6	2948	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.37	P19575R14	34.9
Eagle Sedan 4	109.3	184	71	55.1	3272	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	14	4	3.54	P19575R15	35.5
Eagle Wagon 6	109.3	184	71	55	3401	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	2.73	P19575R15	35.5
Eagle SX-4 4	97.2	164.6	73	55	3060	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.54	P19575R14	32.6
Eagle Kammback 6	97.2	164.4	73	54.7	3132	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.73	P19575R14	32.6
BUICK—Skylark 2-dr. 4	104.9	181.1	69.1	53.5	2491	38.2	42.2	58.7	56.9	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.3	4	3.32	P18580R13	38.3
Skylark 4-dr. V-6	104.9	181.1	68.9	53.5	2541	38.2	42.2	58.7	56.9	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10.2	5	3.32	P18580R13	38.3
Regal V-6	108.1	200.6	71.6	54.1	3281	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	P19575R14	38.6
Regal V-8	108.1	200.6	71.6	54.1	3281	37.9	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	119 @ 4000	204 @ 2000	25	20.2	5	2.29	P19575R14	38.6
Century Sedan V-6	108.1	196	71.5	55.5	3236	38.7	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	3.08	P18575R14	38.6
Century Wagon V-8	108.1	200.6	71.2	55.5	3377	38.5	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	119 @ 4000	204 @ 2000	18.1	20.2	5	2.41	P19575R14	38.9
Riviera V-6	114	206.6	71.5	54.3	3673	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13	5	2.93	P20575R15	39.8
LeSabre 2-dr. V-6	115.9	218.4	75.9	55	3630	38.8	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	P20585R15	40.3
LeSabre 4-dr. V-8	115.9	218.4	75.9	55	3646	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600	25	15.6	5	2.41	P20575R15	40.3
Electra 2-dr. V-6	118.9	221.3	75.9	54.6	3790	38.5	42.2	61.8	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	13	5	2.93	P21575R15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	55.6	3856	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600	25	15.6	5	2.73	P21575R15	40.3
Electra Wagon V-8	115.9	220.5	75.9	57.1	4290	39.6	42.2	62.2	64	V-8	3.8 x 3.39	5.0/307	4V	8.2	150 @ 3600	245 @ 1600	25	15.6	5	2.73	P22575R15	40.5
OPTIONAL ENGINES: Riviera (turbo)										V-6	3.8 x 3.34	3.8/231	4V	8.0	180 @ 4000	270 @ 4000						
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2400						
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000						
Century Wagon										V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800						
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	150 @ 3600	245 @ 1600						
LeSabre, Electra, Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CADILLAC—Cimarron	101.2	173	65	53.3	2594	38.1	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	8.3	5	3.65	P19570R13	N.A.
Seville (diesel)	114	204.8	70.9	54.3	4167	38.1	42.8	59.3	60.6	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600	22.8	23.7	7.5	2.41	P20575R15	38.4
Eldorado	114	204.5	70.6	54.3	3930	37.9	42.8	59.3	60.6	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	20.3	21.4	5	2.41	P20575R15	38.4
Coupe deVille	121.4	221	75.4	54.6	4151	38.1	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	24.6	21.4	5	2.41	P21575R15	40.5
Fleetwood Sedan	121.4	221	75.3	56.7	4250	39	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	150 @ 3800	265 @ 1600	24.6	21.4	5	2.41	P21575R15	40.5
OPTIONAL ENGINES: Seville										*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400						
Eldorado, deVille, Fleetwood (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
Seville, Eldorado, deVille, Fleetwood										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 3800	210 @ 2000						
*—V-8-6-4 Modulated Displacement engine																						
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.9	2058	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.2
Chevette 4-dr.	97.3	164.9	61.8	52.9	2003	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.8
Cavalier Coupe	101.2	170.4	66	51.3	2374	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Sedan	101.2	172.4	66.3	53.3	2421	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Hatchback	101.2	173.5	66	51.3	2441	37.2	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	P17580R13	35.3
Cavalier Wagon	101.2	173	66.3	53.3	2487	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.65	P17580R13	35.3
Citation 2-dr. 4	104.9	176.7	68.3	53.5	2480	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	84 @ 4000	125 @ 2400	14	8.7	4	3.32	P18580R13	36.1
Citation 4-dr. V-6	104.9	176.7	68.3	53.5	2563	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.7	5	3.32	P18580R13	36.1
Camaro V-6	108	197.6	74.5	50.1	3330	36.9	43.9	61.3	60	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	21	15.1	5	2.73	P20575R14	38.5
Camaro V-8	108	197.6	74.5	50.1	3499	36.9	43.9	61.3	60	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	21	17.4	5	2.56	P20575R14	38.5
Malibu 2-dr. V-6	108.1	192.7	72.3	55.7	3122	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.73	P18575R14	37.1
Malibu 4-dr. V-8	108.1	192.7	72.3	55.7	3263	38.7	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	P18575R14	37.1
Malibu Wagon V-8	108.1	193.4	71.9	55.8	3388	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	18.2	16.6	5	2.41	P19575R14	40
Monte Carlo V-6	108.1	200.4	71.8	54.3	3201	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.41	P19575R14	37.1
Monte Carlo V-8	108.1	200.4	71.8	54.3	3317	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	P19575R14	37.1
Chevrolet 2-dr. V-6	116	212.1	75.3	56.4	3459	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	25	14.2	5	2.73	P20575R15	38.7
Chevrolet 4-dr. V-8	116	212.1	75.3	56.4	3620	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	25	17	5	2.41	P20575R15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4124	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	22	15.5	5	3.08	P22575R15	39.7
Corvette	98	185.3	69	48.1	3307	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4200	280 @ 1600	24	21.6	5	2.72	P22570R15	40.4
OPTIONAL ENGINES: Citation*										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400						
Monte Carlo (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2400						
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400						
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	4V	8.6	165 @ 4000	245 @ 2400						
Camaro Z-28										V-8	4 x 3.48	5.7/350	4V	8.2	175 @ 4000	275 @ 2400						
Chevrolet (diesel)										V-8	4 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
*—High-output engine																						
CHRYSLER—LeBaron 2-dr. 6	108.7	201.7	74.2	53.3	3291	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	39.5
LeBaron 4-dr. V-8	112.7	205.7	74.2	55.3	3582	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.26	P19575R15	40.7
LeBaron Wagon V-8	112.7	206	74.2	55.5	3682	39.2	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.45	P19575R15	40.7
Cordoba 6	112.7	210.1	72.7	53.3	3397	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	40.7
Newport 6	118.5	220.2	77.6	54.5	3625	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
New Yorker V-8	118.5	221.5	77.6	54.5	3911	38.6	42.3	61.8	62	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	21	15	5	2.24	P20575R15	42.4
Imperial	112.7	213.3	72.7	53.2	3961	37.5	43.4	60	59.5	V-8	3.91 x 3.31	5.2/318	F.I.	8.5	140 @ 4000	240 @ 2000	18	15.5	5	2.24	P20575R15	40.7
OPTIONAL ENGINES: Cordoba, Newport										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
Newport, New Yorker										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
DODGE—Omni 2-dr. 1.7 liter	96.6	174	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 5200	83 @ 2400	13	6	5	3.37	P17575R13	34.2
Omni 4 dr. 2.2 liter	99.7	164.8	65.8	53.5	2170	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P15580R13	34.9
Aries 4-dr. 2.2 liter	99.6	176	68.6	52.6	2338	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P17575R13	34.3
Aries Wagon 2.6 liter	99.6	176.2	68.6	52.4	2504	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	P17575R13	34.3
Diplomat 2-dr. 6	108.7	201.7	74.2	53.3	3303	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	39.5
Diplomat 4-dr. V-8	112.7	205.7	74.2	55.3	3520	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.26	P19575R15	40.7
Diplomat Wagon V-8	112.7	206	74.2	55.5	3682	39.2	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000	18	15	5	2.45	P19575R15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3377	37.5	43.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	18	11.5	5	2.76	P19575R15	40.7
St. Regis 6	118.5	220.2	77.6	54.5	3644	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Mirada, St. Regis										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
St. Regis										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
FORD—EXP	94.2	170.3	63	50.5	2092	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 5200	88 @ 3000	11.3	8	4	3.59	P16580R13	35.1

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specifications, U.S. makes

	Dimensions									Engine							Capacities			Miscellaneous		
Make and Model	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
Escort Sedan	94.2	163.9	65.9	53.3	1987	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Escort Liftgate	94.2	165	65.9	53.3	2112	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Mustang 2-dr. 4	100.4	179.1	69.1	51.4	2588	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	12.5	10.2	5	3.08	P18580R13	36.6
Mustang 3-dr. 6	100.4	179.1	69.1	51.4	2641	37.2	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	12.5	9	5	3.08	P18580R13	36.6
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2724	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Fairmont Futura 6	105.5	197.4	71	51.7	2776	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	16	8.4	5	2.73	P17575R14	39
Fairmont Wagon V-8	105.5	195.5	71	54.2	2935	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200	16	14.8	5	2.26	P17575R14	39
Granada 2-dr. 4	105.5	196.5	71	52.9	280[illegible]	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Granada 4-dr. 6	105.5	196.5	71	52.9	[illegible]	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	16	9	5	2.73	P17575R14	39
Thunderbird 6	108.4	200.4	74.1	53	3167	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	18	8.4	5	2.73	P18575R14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3602	37.9	42.1	62.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	120 @ 3400	205 @ 2600	20	14.8	5	3.08	P20575R14	39.2
Ford Wagon V-8	114.3	215	79.3	57.4	3883	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3400	235 @ 1800	20	13.3	5	3.08	P2157514	39.2
OPTIONAL ENGINES: Mustang (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Mustang, Granada, Thunderbird										V-8	3.69 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200						
Thunderbird										V-8	4 x 3	5.0/302	2V	8.4	130 @ 3400	235 @ 1600						
Ford										V-8	4 x 3.5	5.8/351	VV	8.3	145 @ 3200	270 @ 1800						
Ford (High-output engine)										V-8	4 x 3.5	5.8/351	VV	8.3	165 @ 3600	285 @ 2200						
LINCOLN—Mark VI 2-dr.	114.3	216	78.1	55.4	4051	37.8	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
Mark VI 4-dr.	117.3	219.1	78.1	56.1	4142	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
Lincoln 4-dr.	117.3	219	78.1	56.1	4104	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	130 @ 3400	230 @ 2200	18	13.3	5	3.08	P20575R15	40
MERCURY LN7	94.2	170.3	63	50.3	2100	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 5200	88 @ 3000	11.3	8	4	3.59	P16580R13	35.1
Lynx Sedan	94.2	163.9	65.9	53.3	2021	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Lynx Liftgate	94.2	165	65.9	53.3	2122	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	65 @ 5200	85 @ 3000	10	6.5	4	3.59	P15580R13	35.1
Capri 4	100.4	179.1	69.1	51.4	2624	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	12.5	10.2	5	3.08	P18580R13	36.6
Capri 6	100.4	179.1	69.1	51.4	2643	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	12.5	9.0	5	3.08	P18580R13	36.6
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2729	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	118 @ 2600	14	10.2	5	3.08	P17575R14	39
Zephyr Z-7 6	105.5	197.4	71	51.7	2778	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	94 @ 4000	158 @ 1400	16	8.4	5	2.73	P17575R14	39
Zephyr Wagon V-8	105.5	195.5	71	54.2	2942	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200	16	14.8	5	2.26	P17575R14	39
Cougar 2-dr. 4	105.5	196.5	71	53	2804	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.9	88 @ 4600	118 @ 2600	16	10.2	5	3.08	P17575R14	39
Cougar 4-dr. 6	105.5	196.5	71	53	2936	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	16	8.4	5	2.73	P17575R14	39
Cougar XR-7 6	108.4	200.4	74.1	53	3144	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	88 @ 3800	154 @ 1400	18	8.4	5	2.73	P18575R14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3699	37.9	42.1	66.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	120 @ 3400	205 @ 2600	20	14.8	5	3.08	P20575R14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3917	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3400	235 @ 1800	20	13.3	5	3.08	P2157514	39.2
OPTIONAL ENGINES: Capri (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Capri, Cougar, XR-7										V-8	3.68 x 3	4.2/255	2V	8.2	115 @ 3400	195 @ 2200						
Cougar XR-7										V-8	4 x 3	5.0/302	2V	8.4	130 @ 3400	235 @ 1600						
Mercury										V-8	4 x 3.5	5.8/351	VV	8.3	145 @ 3200	270 @ 1800						
Mercury (High-output engine)										V-8	4 x 3.5	5.8/351	VV	8.3	165 @ 3600	285 @ 2200						
OLDSMOBILE—Omega 2-dr. 4	104.9	181.8	69.8	53.7	2471	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.32	P18580R13	38.3
Omega 4-dr. V-6	104.9	181.8	69.8	53.7	2551	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.7	5	3.32	P18580R13	38.3
Cutlass 2-dr. V-6	108.1	200	71.6	54.9	3285	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P18575R14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	55.9	3218	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600	18.1	15.9	5	2.29	P18575R14	37.3
Cutlass Wagon V-8	108.1	198.2	71.8	56.2	3400	38.8	42.8	58.5	57.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	18.2	14.9	5	2.29	P19575R14	37.4
Toronado V-6	114	206	71.4	54.6	3677	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13.1	5	2.93	P20575R15	40.4
Toronado V-8	114	206	71.4	54.6	3806	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21	16.4	5	2.41	P20575R15	40.4
Delta 88 Sedan V-6	116	218.1	76.3	56.7	3563	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	P20575R15	39.1
Ninety-Eight Sedan V-6	119	221.1	76.3	57.2	3803	39.5	42.2	61.7	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	12.8	5	3.23	P21575R15	40
Custom Cruiser V-8	116	220.3	79.8	58.5	4061	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22	14.9	5	2.41	P22575R15	39.2
OPTIONAL ENGINES: Delta 88										V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600						
Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600						
PLYMOUTH—Horizon 2-dr.	96.6	173.5	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 5200	83 @ 2400	13	6	5	3.37	P17575R13	34.2
Horizon 4-dr. 2.2 liter	99.7	164.8	65.8	53.5	2170	3[illegible]	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P15580R13	34.9
Reliant 4-dr. 2.2 liter	99.6	17[illegible]	68.6	52.6	2338	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2800	13	8.7	5	2.69	P17575R13	34.3
Reliant Wagon 2.6 liter	99.6	176.2	68.6	52.4	2504	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	P17575R13	34.3
Gran Fury 6	118.5	220.2	77.6	54.5	3595	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	85 @ 3600	165 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000						
Gran Fury										V-8	3.91 x 3.31	5.2/318	4V	8.5	165 @ 4000	240 @ 2000						
PONTIAC—T1000 4-dr.	97.3	164.9	61.8	52.9	2003	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.7	P1[illegible]580R13	30.8
J2000 Coupe	101.2	173.5	65	52.2	2362	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Sedan	101.2	175.5	65	54	2415	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Hatchback	101.2	173.5	65	53.9	2420	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.32	P17580R13	34.5
J2000 Wagon	101.2	175.8	65	51.9	2484	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	15.3	5	3.65	P17580R13	34.5
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2518	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	84 @ 4000	125 @ 2400	14	8.5	4	2.69	P18580R13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2619	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.2	5	2.69	P18580R13	38.3
Firebird V-6	108.2	198.1	73	50.3	3385	36.9	43.9	61.3	60	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	21	13.1	5	3.08	P20575R15	38.9
Firebird V-8	108.2	198.1	73	50.3	3460	36.9	43.9	61.3	60	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	21	20.9	5	2.41	P20575R15	38.9
LeMans 2-dr. V-6	108.1	198.5	71.9	55	3112	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	3.08	P18575R14	38.2
LeMans 4-dr. V-8	108.1	198.5	71.9	55.8	3210	38.7	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	18.1	20.9	5	2.29	P18575R14	37.3
LeMans Wagon V-8	108.1	197.8	71.9	56.1	3465	38.8	42.8	58.5	58	V-8	4 x 3	4.9/301	4V	8.1	135 @ 3600	235 @ 1600	18.2	20.9	5	2.29	P19575R14	37.4
Grand Prix V-6	108.1	201.8	72.1	54.7	3259	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	P19575R14	38.2
Grand Prix V-8	108.1	201.8	72.1	54.7	3380	37.6	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	18.1	20.9	5	2.29	P19575R14	38.2
Pontiac 2-dr. V-6	116	214	76.4	56	2968	38.8	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	20.9	5	2.41	P20575R15	39.1
Pontiac 4-dr. V-8	116	214	76.4	56.7	3096	39.5	42.2	61.7	60.7	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 4000	205 @ 2000	25	13.1	5	2.73	P20575R15	39.1
Pontiac Wagon V-8	116	216.7	79.9	57.1	4038	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	145 @ 3800	240 @ 2000	22	20.9	5	2.73	P22575R15	39.1
OPTIONAL ENGINES: Firebird										V-8	4 x 3	4.9/301	4V	8.1	150 @ 4000	245 @ 2000						
Firebird (turbo)										V-8	4 x 3	4.9/301	4V	7.5	200 @ 4000	340 @ 2000						
Firebird										V-8	3.74 x 3.48	5.0/305	4V	8.6	145 @ 3800	240 @ 2400						
Pontiac, LeMans, Grand Prix (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1865	37.7	39	54.7	53.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 3000	89.6 @ 3000	10.6	4.9	4.7	3.89	155 x 13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.7	39	53.3	54.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	78 @ 5500	88.2 @ 3100	15	4.9	4.7	3.89	P16575R13	35.1
OPTIONAL ENGINES: Rabbit, Pickup (diesels)										L4	3.01 x 3.4	1.6/97.1	F.I.	23	52 @ 4800	71.5 @ 3000						

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49-state figures only listed

EPA mileage ratings for 1981 models

TWO SEATERS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Alfa Romeo Spider 2000 Veloce	19	120	M5	FI
Chevrolet Corvette	15	350	A3	4
Datsun 280-ZX	21	168	M5	FI
Datsun 280-ZX	21	168	A3	FI
Fiat Spider 2000	25	122	M5	FI
Fiat Spider 2000	22	122	A3	FI
Fiat X1/9	26	91	M5	FI
Mazda RX-7	20	70	M5	4
Porsche 911	17	183	M5	FI
Porsche 924	20	121	M5	FI
Porsche 924 Turbo	20	121	M5	FI
Porsche 924	21	121	A3	FI

MINICOMPACT CARS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Honda Civic	35	91	M5	3
Honda Civic	29	91	A3	3
Honda Prelude	27	107	M5	3
Honda Prelude	24	107	A3	3
Porsche 928	16	273	M5	FI
Porsche 928	16	273	A3	FI
Toyota Starlet	39	79	M5	2

SUBCOMPACT CARS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
AMC Spirit	23	151	M4	2
AMC Spirit	20	151	A3	2
AMC Spirit	19	258	M4	2
AMC Spirit	20	258	A3	2
Audi 4000	26	105	M5	FI
Audi 4000	21	131	M5	FI
Audi 4000	20	131	A3	FI
BMW 320i	25	108	M5	FI
BMW 320i	27	108	A3	FI
BMW 528i	18	170	M5	FI
BMW 528i	16	170	A3	FI
BMW 633 CSI	16	196	M5	FI
BMW 633 CSI	16	196	A3	FI
Chevrolet Camaro	19	229	A3	2
Chevrolet Camaro	18	267	A3	2
Chevrolet Camaro	16	305	A3	4
Chevrolet Camaro	16	350	A3	4
Chevrolet Chevette	30	98	M4	2
Chevrolet Chevette	26	98	A3	2
Datsun 200-SX	28	119	M5	FI
Datsun 200-SX	26	119	A3	FI
Datsun 210	30	75	M4	2
Datsun 210	36	85	M5	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 280-ZX 2+2	21	168	M5	FI
Datsun 280-SX 2+2	21	168	A3	FI
Datsun 310	32	91	M4	2
Datsun 310	28	91	M5	2
Datsun 510	29	119	M4	2
Datsun 510	30	119	M5	2
Datsun 510	27	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Dodge Challenger	20	156	M5	2
Dodge Challenger	21	156	A3	2
Dodge Colt	37	86	M4	2
Dodge Colt	33	86	M4x2	2
Dodge Colt	31	98	M4x2	2
Dodge Colt	28	98	A3	2
Dodge 024/De Tomaso	27	105	M4	2
Dodge 024/De Tomaso	25	105	A3	2
Dodge 024/De Tomaso	25	135	M4	2
Dodge 024/De Tomaso	24	135	A3	2
Fiat Brava	24	122	M5	FI
Fiat Brava	24	122	A3	FI
Ford Laser	35	91	M4	2
Ford Laser	35	91	M5	2
Ford Laser	30	91	A3	2
Ford Mustang	23	140	M4	2
Ford Mustang	22	140	A3	2
Ford Mustang	20	200	M4	1
Ford Mustang	20	200	A3	1
Ford Mustang	19	255	A3	2
Honda Accord	27	107	M5	3
Honda Accord	24	107	A3	3
Lancia Beta/Zagato	19	122	M5	FI
Lancia Beta/Zagato	20	122	A3	FI
Mercury Capri	23	140	M4	2
Mercury Capri	22	140	A3	2
Mercury Capri (Calif.)	20	200	M4	1
Mercury Capri (Calif.)	20	200	A3	1
Mercury Capri	19	255	A3	2
Mazda GLC	35	91	M4	2
Mazda GLC	35	91	M5	2
Mazda GLC	30	91	A3	2
Mazda 626	28	120	M5	2
Mazda 626	27	120	A3	2
Mitsubishi Dodge Challenger	20	156	M5	2
Mitsubishi Dodge Challenger	21	156	A3	2
Mitsubishi Dodge Colt	37	86	M4	2
Mitsubishi Dodge Colt	33	86	M4x2	2
Mitsubishi Dodge Colt	30	98	M4x2	2
Mitsubishi Dodge Colt	28	98	A3	2
Mitsubishi Ply Champ	37	86	M4	2
Mitsubishi Ply Champ	33	86	M4x2	2
Mitsubishi Ply Champ	30	98	M4x2	2
Mitsubishi Ply Champ	28	98	A3	2
Mitsubishi Plymouth Sapporo	20	156	M5	2
Mitsubishi Plymouth Sapporo	21	156	A3	2
Plymouth Champ	37	86	M4	2
Plymouth Champ	33	86	M4x2	2
Plymouth Champ	31	98	M4x2	2
Plymouth Champ	28	98	A3	2
Plymouth Sapporo	20	156	M5	2
Plymouth Sapporo	21	156	A3	2
Plym. TC3/Turismo	27	105	M4	2
Plym. TC3/Turismo	25	105	A3	2
Plym. TC3/Turismo	25	135	M4	2
Plym. TC3/Turismo	24	135	A3	2
Pontiac Firebird	19	231	A3	2
Pontiac Firebird	18	265	A3	2
Pontiac Firebird Turbo	15	301	A3	4
Renault 18i	26	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	32	97	M4	2
Subaru	32	97	M5	2
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Celica	25	144	M5	2
Toyota Celica	25	144	A4	2
Toyota Celica Supra	21	168	M5	FI
Toyota Celica Supra	22	168	A4	FI
Toyota Corolla	30	108	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corolla Tercel	36	89	M4	2
Toyota Corolla Tercel	34	89	M5	2
Toyota Corolla Tercel	29	89	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI
[illegible]	25	105	M5	FI
VW Jetta	25	105	A3	FI
VW Rabbit Diesel	42	97	M4	FI
VW Rabbit Diesel	38	97	M5	FI
VW Rabbit	28	105	M4	FI
VW Rabbit	25	105	M5	FI
VW Rabbit	25	105	A3	FI
VW Scirocco	25	105	M5	FI
VW Scirocco	25	105	A3	FI

COMPACT CARS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Audi 5000	19	131	M5	FI
Audi 5000	19	131	A3	FI
BMW 733i	16	196	M5	FI
BMW 733i	16	196	A3	FI
Buick Skylark	22	151	M4	2
Buick Skylark	22	151	A3	2
Buick Skylark	21	173	M4	2
Buick Skylark	21	173	A3	2
Dodge Omni	28	105	M4	2
Dodge Omni	25	105	A3	2
Dodge Omni	25	135	M4	2
Dodge Omni	24	135	A3	2
Fiat Strada	28	91	M5	FI
Fiat Strada	26	91	A3	FI
Ford Escort (Calif.)	28	98	M4	2
Mercury Lynx (Calif.)	28	98	M4	2
Olds Omega	22	151	M4	2
Olds Omega	23	151	A3	2
Olds Omega	21	173	M4	2
Olds Omega	21	173	A3	2
Plymouth Horizon	28	105	M4	2
Plymouth Horizon	25	105	A3	2
Plymouth Horizon	25	135	M4	2
Plymouth Horizon	24	135	A3	2

MID-SIZE CARS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Buick Century	17	231	M3	2
Buick Century	21	231	A3	2
Buick Century	19	265	A3	2
Buick Regal	21	231	A3	2
Buick Regal Turbo	19	231	A3	4
Buick Regal	18	265	A3	2
Buick Riviera Turbo	16	231	A3	4
Buick Riviera	17	252	A3	4
Buick Riviera	17	307	A3	4
Buick Riviera Diesel	20	350	A3	FI
Cadillac Eldorado	17	252	A3	4
Cadillac Eldo. Diesel	20	350	A3	FI
Cadillac Seville	17	252	A3	4
Cadillac Seville Dies.	20	350	A3	FI
Chevrolet Citation	22	151	M4	2
Chevrolet Citation	22	151	A3	2
Chevrolet Citation	21	173	M4	2
Chevrolet Citation	21	173	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chev. Monte Carlo	19	229	A3	2
Chev. Monte Carlo Turbo	19	231	A3	4
Chev. Monte Carlo	18	267	A3	2
Chrysler Cordoba	18	225	A3	1
Chrysler Cordoba	17	318	A3	2
Chrysler LeBaron	18	225	A3	1
Chrysler LeBaron	17	318	A3	2
Chrysler LeBaron	16	318	A3	4
Dodge Aries	25	135	M4	2
Dodge Aries	24	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	18	225	A3	1
Dodge Diplomat	17	318	A3	2
Dodge Diplomat	16	318	A3	4
Dodge Mirada	18	225	A3	1
Dodge Mirada	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont	22	140	A3	2
Ford Fairmont (Calif.)	20	200	A3	1
Ford Fairmont	18	255	A3	2
Ford Granada	23	140	M4	2
Ford Granada	22	140	A3	2
Ford Granada (Calif.)	19	200	A3	1
Ford Granada	18	255	A3	2
Ford T-Bird (Calif.)	18	200	A3	[illegible]
Ford T-Bird	18	255	A3	2
Ford T-Bird	16	302	A4	2
Imperial	16	318	A3	FI
Mercury Cougar	23	140	M4	2
Mercury Cougar	22	140	A3	2
Merc. Cougar (Calif.)	19	200	A3	1
Mercury Cougar	18	255	A3	2
Merc. XR-7 (Calif.)	18	200	A3	1
Mercury XR-7	18	255	A3	2
Mercury XR-7	16	302	A4	2
Mercury Zephyr	23	140	M4	2
Mercury Zephyr	22	140	A3	2
Merc. Zephyr (Calif.)	20	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	17	231	M3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	19	260	A3	2
Olds Cutlass Diesel	23	350	A3	FI
Olds Cutlass Supreme/Calais	21	231	A3	2
Olds Cutlass Supreme/Calais	19	260	A3	2
Olds Cutlass Supreme/Calais Diesel	23	350	A3	FI
Olds Toronado	17	252	A3	4
Olds Toronado	17	307	A3	4
Olds Toronado Diesel	21	350	A3	FI
Plymouth Reliant	25	135	M4	2
Plymouth Reliant	24	135	A3	2
Plymouth Reliant	23	156	A3	2
Pontiac Grand Prix	21	231	A3	2
Pontiac Grand Prix	18	265	A3	2
Pontiac LeMans	17	231	M3	2
Pontiac Lemans	21	231	A3	2
Pontiac Lemans	19	265	A3	2
Pontiac Phoenix	22	151	M4	2
Pontiac Phoenix	22	151	A3	2
Pontiac Phoenix	21	173	M4	2
Pontiac Phoenix	21	173	A3	2

LARGE CARS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Buick Electra	18	252	A4	4
Buick Electra	16	307	A4	4
Buick Electra Diesel	21	350	A3	FI
Buick LeSabre	19	231	A3	2
Buick LeSabre	18	252	A3	4
Buick LeSabre	18	252	A4	4
Buick LeSabre	16	307	A3	4
Buick LeSabre	17	307	A4	4
Buick LeSabre Diesel	22	350	A3	FI
Cadillac deVille/Brougham	18	252	A4	4
Cadillac deVille/Brougham Diesel	21	350	A3	FI
Chev. Impala/Caprice	19	229	A3	2
Chev. Impala/Caprice	18	267	A3	2
Chev. Impala/Caprice	17	305	A4	4
Chev. Impala/Caprice Diesel	22	350	A3	FI
Chrys. Newport/N.Y.	17	225	A3	1
Chrys. Newport/N.Y.	17	318	A3	2
Chrys. Newport/N.Y.	16	318	A3	4
Dodge St. Regis	17	225	A3	1
Dodge St. Regis	17	318	A3	2
Dodge St. Regis	16	318	A3	4
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Delta 88	19	231	A3	2
Olds Delta 88	17	260	A3	2
Olds Delta 88	16	307	A3	4
Olds Delta 88	17	307	A4	4
Olds Delta 88 Diesel	23	350	A3	FI
Olds Ninety-Eight	18	252	A4	4
Olds Ninety-Eight	17	307	A4	4
Olds Ninety-Eight Diesel	21	350	A3	FI
Plymouth Gran Fury	17	225	A3	1
Plymouth Gran Fury	17	318	A3	2
Plymouth Gran Fury	16	318	A3	4
Pont. Cat./Bonneville	19	231	A3	2
Pont. Cat./Bonneville	18	265	A3	2
Pont. Cat./Bonneville	17	307	A4	4
Pont. Cat./Bonneville Diesel	21	350	A3	FI

SMALL STATION WAGONS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 510	29	119	M4	2
Datsun 510	26	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Honda Civic	31	91	M5	3
Honda Civic	29	91	A3	3
Mazda GLC	31	91	M4	2
Mazda GLC	31	91	M5	2
Mazda GLC	28	91	A3	2
Renault 18i	25	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI

MID-SIZE STATION WAGONS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Buick Century	21	231	A3	2
Buick Century	18	265	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chevrolet Malibu	16	305	A3	4
Chrysler LeBaron	17	225	A3	1
Chrysler LeBaron	17	318	A3	2
Dodge Aries	24	135	M4	2
Dodge Aries	23	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	17	225	A3	1
Dodge Diplomat	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont (Calif.)	18	200	A3	1
Ford Fairmont	18	255	A3	2
Mercury Zephyr	23	140	M4	2
Merc. Zephyr (Calif.)	18	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	17	260	A3	2
Olds Cutlass	16	307	A3	4
Olds Cutlass Diesel	23	350	A3	FI
Plymouth Reliant	24	135	M4	2
Plymouth Reliant	23	135	A3	2
Plymouth Reliant	23	156	A3	2
Pont. LeMans Safari	21	231	A3	2
Pont. LeMans Safari	18	265	A3	2

LARGE STATION WAGONS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Buick LeSabre/Electra	16	307	A4	4
Buick LeSabre/Electra Diesel	21	350	A3	FI
Chev. Impala/Caprice	16	267	A3	2
Chev. Impala/Caprice	16	305	A4	4
Chev. Impala/Caprice Diesel	21	350	A3	FI
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Custom Cruiser	16	307	A4	4
Olds Custom Cruiser Diesel	21	350	A3	FI
Pontiac Catalina/Bonneville Safari	16	307	A4	4
Pontiac Catalina/Bonneville Safari Dies.	21	350	A3	FI

SMALL PICKUP TRUCKS
(Two-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet LUV	26	111	M4	2
Chevrolet LUV	23	111	A3	2
Datsun	27	133	M4	2
Datsun	27	133	M5	2
Datsun	24	133	A3	2
Dodge Ram 50	22	122	M4	2
Dodge Ram 50	23	122	A3	2
Dodge Ram 50	22	156	M5	2
Dodge Ram 50	22	156	A3	2
Ford Courier	27	120	M4	2
Ford Courier	27	120	M5	2
Ford Courier	22	140	M4	2
Ford Courier	22	140	M5	2
Ford Courier	20	140	A3	2
Mitsubishi Dodge Ram 50	22	122	M4	2
Mitsubishi Dodge Ram 50	23	122	A3	2
Mitsubishi Dodge Ram 50	22	156	M5	2
Mitsubishi Dodge Ram 50	22	156	A3	2
Mitsubishi Plymouth Arrow	22	122	M4	2
Mitsubishi Plymouth Arrow	23	122	A3	2
Mitsubishi Plymouth Arrow	22	156	M5	2
Mitsubishi Plymouth Arrow	22	156	A3	2
Mazda B2000	27	120	M4	2
Mazda B2000	27	120	M5	2
Plymouth Arrow	22	122	M4	2
Plymouth Arrow	23	122	A3	2
Plymouth Arrow	22	156	M5	2
Plymouth Arrow	22	156	A3	2
Toyota	26	144	M4	2
Toyota	24	144	M5	2
Toyota	25	144	A3	2
Toyota	24	144	A4	2
VW Diesel	37	97	M4	FI
VW Diesel	38	97	M5	FI

SMALL PICKUP TRUCKS
(Four-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet LUV	22	111	M4	2
Datsun	21	133	M4	2
Datsun	21	133	M5	2
Suzuki LJ81	22	49	M4	1

STANDARD PICKUP TRUCKS
(Two-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet C10	19	250	M3/M4C	2
Chevrolet C10	17	250	A3	2
Chevrolet C10	17	305	M3	2
Chevrolet C10	17	305	A3	2
Chevrolet C10	17	305	M3/M4C	4
Chevrolet C10	16	305	A3	4
Chevrolet C10 Diesel	20	350	A3	FI
Chevrolet C20	17	250	M3/M4C	2
Chevrolet C20	15	250	A3	2
Chevrolet C20	16	305	M3/M4C	4
Chevrolet C20	16	305	A3	4
Chevrolet El Camino	19	229	A3	2
Chevrolet El Camino	17	267	A3	2
Chevrolet El Camino	16	305	A3	4
Dodge D-150	18	225	M4	1
Dodge D-150	18	225	M4C	1
Dodge D-150	18	225	A3	1
Dodge D-150	15	318	M4	2
Dodge D-150	15	318	M4C	2
Dodge D-150	16	318	A3	2
Dodge D-150	14	318	A3	4
Dodge D-150	13	360	M4C	4
Dodge D-250	18	225	M4C	1
Dodge D-250	17	225	A3	1
Dodge D-250	13	318	M4C	2
Dodge D-250	16	318	A3	2
Dodge D-250	14	318	A3	4
Dodge D-250	13	360	M4C	4
Ford F-100/F-150	17	255	M4	2
Ford F-100/F-150	16	255	A3	2
Ford F-100/F-150	20	300	M3/M4C	1
Ford F-100/F-150	21	300	M4	1
Ford F-100/F-150	17	300	A3	1
Ford F-100/F-150	16	302	M3	2
Ford F-100/F-150	16	302	M4	2
Ford F-100/F-150	16	302	A3	2
Ford F-100/F-150	16	302	A4	2
Ford F-100/F-150	13	351	M3/M4C	2
Ford F-100/F-150	14	351	M4	2
Ford F-100/F-150	14	351	A3	2
Ford F-250	19	300	M3/M4C	1
Ford F-250	17	300	A3	1
Ford F-250	15	302	M3/M4C	2
Ford F-250	15	302	M4	2
Ford F-250	15	302	A3	2
Ford F-250	14	302	A4	2
Ford F-250	13	351	M4	2
Ford F-250	13	351	M4C	2
Ford F-250	13	351	A3	2
GMC Caballero	19	229	A3	2
GMC Caballero	17	267	A3	2
GMC Caballero	16	305	A3	4
GMC C-15	19	250	M3/M4C	2
GMC C-15	17	250	A3	2
GMC C-15	17	305	M3	2
GMC C-15	17	305	A3	2
GMC C-15	17	305	M3/M4C	4
GMC C-15	16	305	A3	4
GMC C-15 Diesel	20	350	A3	FI
GMC C-25	17	250	M3/M4C	2
GMC C-25	15	250	A3	2
GMC C-25	16	305	M3/M4C	4
GMC C-25	16	305	A3	4
Plymouth Fargo D-150	18	225	M4	1
Plymouth Fargo D-150	18	225	M4C	1
Plymouth Fargo D-150	18	225	A3	1
Plymouth Fargo D-150	15	318	M4	2
Plymouth Fargo D-150	15	318	M4C	2
Plymouth Fargo D-150	16	318	A3	2
Plymouth Fargo D-150	14	318	A3	4
Plymouth Fargo D-150	14	360	M4C	4
Plymouth Fargo D-250	18	225	M4C	1
Plymouth Fargo D-250	17	225	A3	1
Plymouth Fargo D-250	13	318	M4C	2
Plymouth Fargo D-250	15	318	A3	2
Plymouth Fargo D-250	14	318	A3	4
Plymouth Fargo D-250	13	360	M4C	4
Toyota ¾-ton	26	144	M4	2

STANDARD PICKUP TRUCKS
(Four-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet K-10	17	250	M3/M4C	2
Chevrolet K-10	15	250	A3	2
Chevrolet K-10	16	305	M3/M4C	4
Chevrolet K-10	16	305	A3	4
Chevrolet K-20	13	350	M3/M4C	4
Chevrolet K-20	13	350	A3	4
Dodge W-150	16	225	M4C	1
Dodge W-150	16	225	A3	1
Dodge W-150	13	318	M4C	2
Dodge W-150	14	318	A3	2
Dodge W-150	13	318	A3	4
Dodge W-150	13	360	M4C	4
Dodge W-250	13	318	M4C	2
Dodge W-250	14	318	A3	2
Dodge W-250	13	318	A3	4
Dodge W-250	13	360	M4C	4
Ford F-150	18	300	M4	1
Ford F-150	17	300	M4C	1
Ford F-150	15	302	M4	2
Ford F-150	15	302	M4C	2
Ford F-150	15	302	A3	2
Ford F-150	14	351	M4	2
Ford F-150	13	351	A3	2
Ford F-250	16	300	M4C	1
Ford F-250	13	302	M4C	2
Ford F-250	14	302	A3	2
Ford F-250	12	351	M4C	2
Ford F-250	12	351	A3	2
GMC K-15	17	250	M3/M4C	2
GMC K-15	15	250	A3	2
GMC K-15	16	305	M4C	4
GMC K-15	16	305	A3	4
GMC K-25	13	350	M3/M4C	4
GMC K-25	13	350	A3	4
Jeep J-10	15	258	M4	2
Jeep J-10	16	258	A3	2
Jeep J-10	13	360	M4	2
Jeep J-10	13	360	A3	2
Jeep J-20	13	360	M4C	2
Jeep J-20	13	360	A3	2
Plym. Fargo W-150	16	225	M4C	1
Plym. Fargo W-150	16	225	A3	1
Plym. Fargo W-150	13	318	M4C	2
Plym. Fargo W-150	14	318	A3	2
Plym. Fargo W-150	13	318	A3	4
Plym. Fargo W-150	13	360	M4C	4
Plym. Fargo W-250	13	318	M4C	2
Plym. Fargo W-250	14	318	A3	2
Plym. Fargo W-250	13	318	A3	4
Plym. Fargo W-250	13	360	M4C	4
Toyota	21	144	M4	2
Toyota	22	144	M5	2

VANS
(Cargo Vans)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet G-10/G-20	18	250	M3	2
Chevrolet G-10/G-20	16	250	A3	2
Chevrolet G-10/G-20	16	305	M3	2
Chevrolet G-10/G-20	16	305	A3	2
Chevrolet G-10/G-20	17	305	M3	4
Chevrolet G-10/G-20	16	305	A3	4
Dodge B-150/B-250	19	225	M4	1
Dodge B-150/B-250	18	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	14	318	A3	4
Dodge B-350	15	318	A3	2
Dodge B-350	14	318	A3	4
Ford E-100/150 Econ.	19	300	M3	1
Ford E-100/150 Econ.	19	300	M4	1
Ford E-100/150 Econ.	16	300	A3	1
Ford E-100/150 Econ.	15	302	M3	2
Ford E-100/150 Econ.	15	302	M4	2
Ford E-100/150 Econ.	15	302	A3	2
Ford E-100/150 Econ.	13	351	A3	2
Ford E-250 Econoline	18	300	M3	1
Ford E-250 Econoline	16	300	A3	1
Ford E-250 Econoline	15	302	A3	2
Ford E-250 Econoline	12	351	A3	2
GMC G-15/G-25	18	250	M3	2
GMC G-15/G-25	16	250	A3	2
GMC G-15/G-25	16	305	M3	2
GMC G-15/G-25	16	305	A3	2
GMC G-15/G-25	17	305	M3	4
GMC G-15/G-25	16	305	A3	4
Plym. B-150/B-250	19	225	M4	1
Plym. B-150/B-250	18	225	A3	1
Plym. B-150/B-250	15	318	M4	2
Plym. B-150/B-250	15	318	A3	2
Plym. B-150/B-250	14	318	A3	4
Plymouth B-350	15	318	A3	2
Plymouth B-350	14	318	A3	4

VANS
(Passenger Vans)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet G-10/G-20 Sportvan	16	250	M3	2
Chevrolet G-10/G-20 Sportvan	15	250	A3	2
Chevrolet G-10/G-20 Sportvan	17	305	M3	4
Chevrolet G-10/G-20 Sportvan	15	305	A3	4
Dodge B-150/B-250	18	225	M4	1
Dodge B-150/B-250	17	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	13	318	A3	4
Dodge B-350	14	318	A3	2
Dodge B-350	13	318	A3	4
Ford E-100/150 Club Wagon	17	300	M3	1
Ford E-100/150 Club Wagon	16	300	M4	1
Ford E-100/150 Club Wagon	14	300	A3	1
Ford E-100/150 Club Wagon	14	302	M3	2
Ford E-100/150 Club Wagon	14	302	M4	2
Ford E-100/150 Club Wagon	13	302	A3	2
Ford E-100/150 Club Wagon	12	351	A3	2
GMC G-15/G-25 Sportvan	16	250	M3	2
GMC G-15/G-25 Sportvan	15	250	A3	2
GMC G-15/G-25 Sportvan	17	305	M3	4
GMC G-15/G-25 Sportvan	15	305	A3	4
Plymouth PB-150/PB-250 Voyager	18	225	M4	1
Plymouth PB-150/PB-250 Voyager	17	225	A3	1
Plymouth PB-150/PB-250 Voyager	15	318	M4	2
Plymouth PB-150/PB-250 Voyager	15	318	A3	2
Plymouth PB-150/PB-250 Voyager	13	318	A3	4
Plymouth PB-350 Voyager	14	318	A3	2
Plymouth PB-350 Voyager	13	318	A3	4

SPECIAL PURPOSE VEHICLES
(Two-Wheel Drive

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet C-10 Blazer	16	250	M3	2
Chevrolet C-10 Blazer	15	250	A3	2
Chevrolet C-10 Blazer	16	305	M3	2
Chevrolet C-10 Blazer	16	305	A3	2
Chevrolet C-10 Blazer	17	305	M4C	4
Chevrolet C-10 Blazer	16	305	A3	4
Chevrolet C-10 Sub.	16	305	M4C	4
Chevrolet C-10 Sub.	15	305	A3	4
Dodge AD-150 Ramcharger	16	318	A3	2
GMC C-15 Jimmy	16	250	M3	2
GMC C-15 Jimmy	15	250	A3	2
GMC C-15 Jimmy	16	305	M3	2
GMC C-15 Jimmy	16	305	A3	2
GMC C-15 Jimmy	17	305	M4C	4
GMC C-15 Jimmy	16	305	A3	4
GMC C-15 Suburban	16	305	M4C	4
GMC C-15 Suburban	15	305	A3	4
Plymouth PD-150 Trailduster	16	318	A3	2

SPECIAL PURPOSE VEHICLE
(Four-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
AMC Eagle	22	151	M4	2
AMC Eagle	17	258	M4	2
AMC Eagle	16	258	A3	2
AMC Eagle: Kammback, SX/4	22	151	M4	2
AMC Eagle: Kammback, SX/4	20	151	A3	2
AMC Eagle: Kammback, SX/4	17	258	M4	2
AMC Eagle: Kammback, SX/4	18	258	A3	2
Chevrolet K-10 Blazer	16	250	M3/M4C	2
Chevrolet K-10 Blazer	15	250	A3	2
Chevrolet K-10 Blazer	16	305	M4C	4
Chevrolet K-10 Blazer	15	305	A3	4
Chevrolet K-10 Sub.	13	350	M4C	4
Chevrolet K-10 Sub.	13	350	A3	4
Dodge AW-150 Ramcharger	13	318	M4C	2
Dodge AW-150 Ramcharger	14	318	A3	2
Dodge AW-150 Ramcharger	13	318	A3	4
Dodge AW-150 Ramcharger	12	360	M4C	4
Ford Bronco	18	300	M4	1
Ford Bronco	16	300	M4C	1
Ford Bronco	14	302	M4	2
Ford Bronco	15	302	M4C	2
Ford Bronco	14	302	A3	2
Ford Bronco	13	351	M4	2
Ford Bronco	12	351	A3	2
GMC K-15 Jimmy	16	250	M3/M4C	2
GMC K-15 Jimmy	15	250	A3	2
GMC K-15 Jimmy	16	305	M4C	4
GMC K-15 Jimmy	15	305	A3	4
GMC K-15 Sub.	13	350	M4C	4
GMC K-15 Sub.	13	350	A3	4
Jeep Cherokee/Wagoneer	15	258	M4	2
Jeep Cherokee/Wagoneer	16	258	[illegible]	2
Jeep Cherokee/Wagoneer	13	360	M4	2
Jeep Cherokee/Wagoneer	13	360	A3	2
Jeep CJ-5/7/8	22	151	M4	2
Jeep CP-5/7/8	19	151	A3	2
Jeep CJ-5/7/8	17	258	M4	2
Jeep CJ-5/7/8	17	258	A3	2
Plymouth PW-150 Trailduster	13	318	M4C	2
Plymouth PW-150 Trailduster	14	318	A3	2
Plymouth PW-150 Trailduster	13	318	A3	4
Plymouth PW-150 Trailduster	12	360	M4C	4
Subaru Brat	25	109	M4	2
Suzuki LJ-80	22	49	M4	1
Suzuki LJ-80V	22	49	M4	1
Toyota Land Cruiser Wagon	12	258	M4	2
Toyota Land Cruiser	13	258	M4	2

Options: Installations trimmed by decline in sales, shift to small cars

By Joseph Bohn
Marketing Editor

Optional equipment sales got double-whammied in 1980, as the overall decline in car sales, coupled with a greater cost consciousness by consumers in what they picked, reduced levels for most equipment surveyed by AUTOMOTIVE NEWS.

The changing shift toward small cars also cut into sales of various optional equipment, including larger engines, automatic transmissions and many power equipment items.

Of the six power equipment items surveyed, only rear window defoggers/defrosters increased penetration in 1980. On the wane were power brakes, power seats, power steering, power side windows and speed regulating devices.

Rear window defoggers/defrosters ended up on 50.68 percent of domestically-built cars, up from 47.60 percent in '79. The industry installed 3,621,119 of these options on cars, down from 4,448,179 because of the overall slump in car sales.

Chrysler Corp. led the way in boosting defogger/defroster penetration. It installed them in 68.73 percent of its cars, up from 60.69 percent penetration in '79. At AMC, they had a 52.63 percent penetration, up from 45.43 percent in '79.

General Motors installed them in 47.98 percent of its cars, up from 45.51 percent in '79. Ford Motor installed them in 42.94 percent, down from 43.85 percent in '79. And Volkswagen installed them in 90.00 percent of its domestic Rabbits, down from 96.90 percent in '79.

Power steering, still the most popular option in the group of six, nonetheless was down for the year.

Industrywide, 83.83 percent of cars had power steering, equal to 5,989,989 units. That was down from 89.46 percent, or 8,360,703 in '79.

American Motors equipped 90.61 percent of its cars with power steering, compared with 89.41 percent in '79.

General Motors had an 87.55 percent installation rate, down from 91.96 percent in '79.

Ford Motor had an 87.49 percent installation rate, compared with 91.68 percent in '79.

Chrysler Corp. had an 77.67 percent installation rate, compared with 83.20 percent in '79.

Volkswagen didn't offer power steering on its domestic Rabbits.

Power brakes, which rival power steering's popularity, also recorded a decline.

Industrywide, 81.87 percent of

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POWER EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/ Defroster	Percent of Output
AMERICAN MOTORS	111 814	56.51	3,265	1.65	179,280	90.61	12,378	6.26	28,894	14.60	104,145	52.63
Eagle	46,379	100.00	NA	—	46,379	100.00	7,029	15.20	14,484	31.20	31 766	68.50
Concord	50,630	62.90	3,265	4.10	78,306	97.30	5,349	6.60	13,121	16.30	40,877	50.80
Spirit	14,805	20.80	NA	—	54,595	76.90	NA	—	1,289	1.80	31,502	44.30
CHRYSLER CORP.	475,117	62.09	65,542	8.56	594,365	77.67	86,574	11.31	171,261	22.38	525,977	68.73
C-P Division	293,650	64.94	49,690	10.99	360,207	79.66	64,291	14.22	118,092	26.12	307,819	68.07
Horizon	37,207	22.90	NA	—	79,614	49.00	NA	—	13,648	8.40	162,478	100.00
Volare	76,512	69.70	768	0.70	100,662	91.70	1,756	1.60	9,550	8.70	44,129	40.20
'80 Gran Fury	18,724	100.00	262	1.40	18,724	100.00	2,415	12.90	2,415	12.90	11,571	61.80
Cordoba	57,479	100.00	17,359	30.20	57,479	100.00	23,164	40.30	34,545	60.10	31,843	55.40
Chrysler	29,114	100.00	16,304	56.00	29,114	100.00	17,556	60.30	21,224	72.90	17,730	60.90
LeBaron	74,614	100.00	14,997	20.10	74,614	100.00	19,400	26.00	36,710	49.20	40,068	53.70
Dodge Total	181,467	57.96	15,852	5.06	234,158	74.79	22,283	7.12	53,169	16.98	218,158	69.68
Omni	33,986	24.60	NA	—	68,387	49.50	NA	—	11,191	8.10	138,155	100.00
St. Regis	17,068	100.00	3,482	20.40	17,068	100.00	4,062	23.80	4,318	25.30	12,374	72.50
Diplomat	38,166	100.00	4,656	12.20	38,166	100.00	6,145	16.10	13,511	35.40	17,976	47.10
Aspen	58,033	67.90	769	0.90	76,323	89.30	1,538	1.80	7,350	8.60	32,991	38.60
Mirada	34,214	100.00	6,945	20.30	34,214	100.00	10,538	30.80	16,799	49.10	16,662	48.70
FORD MOTOR	1,144,774	83.34	199,866	14.55	1,201,684	87.49	247,701	18.03	404,439	29.44	589,790	42.94
Ford Division	793,510	80.88	72,373	7.38	837,978	85.41	101,833	10.38	225,424	22.98	379,628	38.69
Pinto	31,305	25.10	NA	—	49,264	39.50	NA	—	NA	—	79,447	63.70
Mustang/Mustang II	204,034	75.20	NA	—	223,841	82.50	NA	—	23,334	8.60	87,366	32.20
Fairmont	212,181	90.50	2,579	1.10	214,994	91.70	6,330	2.70	31,886	13.60	73,853	31.50
Granada	85,817	94.90	3,255	3.60	89,706	99.20	6,330	7.00	22,155	24.50	34,725	38.40
Thunderbird	156,803	100.00	43,591	27.80	156,803	100.00	61,780	39.40	90,162	57.50	63,819	40.70
Ford	103,370	100.00	22,948	22.20	103,370	100.00	27,393	26.50	57,887	56.00	40,418	39.10
L-M Division	351,264	89.50	127,493	32.48	363,706	92.67	145,868	37.17	179,015	45.61	210,162	53.55
Bobcat	10,600	43.00	NA	—	16,417	66.60	NA	—	NA	—	20,953	85.00
Capri	61,988	77.50	NA	—	64,707	80.90	NA	—	NA	—	34,553	43.20
Zephyr	63,061	90.00	2,312	3.30	64,953	92.70	4,484	6.40	17,307	24.70	29,358	41.90
Monarch	28,351	92.90	1,770	5.80	30,365	99.50	2,899	9.50	10,346	33.90	13,062	42.80
Cougar/XR7	58,028	100.00	14,217	24.50	58,028	100.00	23,211	40.00	32,844	56.60	25,532	44.00
Mercury	54,328	100.00	34,879	64.20	54,328	100.00	40,366	74.30	45,364	83.50	31,510	58.00
Lincoln	31,233	100.00	30,640	98.10	31,233	100.00	31,233	100.00	30,296	97.00	22,425	71.80
Versailles	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	4,784	100.00	3,406	71.20
Mark VI	38,891	100.00	38,891	100.00	38,891	100.00	38,891	100.00	38,074	97.90	29,363	75.50
GENERAL MOTORS	3,895,199	84.95	803,942	17.53	4,014,660	87.55	1,189,661	25.94	1,681,497	36.67	2,200,267	47.98
Buick Division	792,951	99.10	227,103	28.38	783,537	97.92	299,053	37.37	382,636	47.82	433,218	54.14
Skyhawk	7,673	92.20	NA	—	8,189	98.40	NA	—	NA	—	5.126	61.60
Skylark	205,243	96.90	19,275	9.10	208,420	98.40	34,313	16.20	64,178	30.30	107,811	50.90
Century	148,429	100.00	24,045	16.20	145,906	98.30	35,326	23.80	62,340	42.00	75,699	51.00
Regal	214,735	100.00	36,699	17.00	204,151	95.10	65,820	30.70	81,767	38.10	100,973	47.00
Buick	168,250	100.00	98,463	58.50	168,250	100.00	114,973	68.30	128,553	76.40	105,784	62.90
Riviera	48,621	100.00	48,621	100.00	48,621	100.00	48,621	100.00	45,798	94.20	37,825	77.80
Cadillac Division	231,028	100.00	231,028	100.00	231,028	100.00	231,028	100.00	218,038	94.38	181,126	78.40
Seville	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00	39,344	100.00
Cadillac	138,999	100.00	138,999	100.00	138,999	100.00	138,999	100.00	128,574	92.50	97,299	70.00
Eldorado	52,685	100.00	52,685	100.00	52,685	100.00	52,685	100.00	50,115	95.10	44,483	84.40
Chevrolet Division	1,443,791	71.19	59,822	2.95	1,510,034	74.46	234,436	11.56	372,386	18.36	868,885	42.84
Chevette	31,608	7.00	NA	—	NA	—	NA	—	NA	—	163,912	36.30
Monza	70,441	41.50	NA	—	142,749	84.10	NA	—	NA	—	61,445	36.20
Camaro	146,244	96.20	NA	—	152,021	100.00	44,694	29.40	38,157	25.10	77,987	51.30
Citation	564,919	90.50	1,248	0.20	585,518	93.80	32,459	5.20	91,760	14.70	285,893	45.80
Malibu/Chevelle	277,575	100.00	5,274	1.90	276,742	99.70	16,655	6.00	57,736	20.80	109,642	39.50
Monte Carlo	126,006	100.00	8,568	6.80	126,006	100.00	30,493	24.20	51,914	41.20	48,008	38.10
Chevrolet	186,384	100.00	44,732	24.00	186,384	100.00	69,521	37.30	101,952	54.70	85,364	45.80
Corvette	40,614	100.00	NA	—	40,614	100.00	40,614	100.00	30,867	76.00	36,634	90.20
Oldsmobile Division	838,721	98.97	226,506	26.73	842,865	99.45	261,416	30.85	500,900	59.10	428,136	50.52
Starfire	6,068	73.70	NA	—	7,452	90.50	NA	—	NA	—	3,329	40.40
Omega	127,722	95.10	NA	—	130,482	97.10	16,976	12.60	31,751	23.60	70,864	52.80
Cutlass	422,179	100.00	54,842	13.00	422,179	100.00	115,442	27.30	228,483	54.10	162,003	38.40
Oldsmobile	239,313	100.00	128,224	53.60	239,312	100.00	85,558	35.80	199,057	83.20	155,493	65.00
Toronado	43,440	100.00	43,440	100.00	43,440	100.00	43,440	100.00	41,609	95.80	36,447	83.90
Pontiac Division	588,708	86.75	59,483	8.77	647,196	95.37	163,728	24.13	207,537	30.58	288,902	42.57
Sunbird	65,798	45.99	NA	—	119,378	83.44	NA	—	NA	—	45,811	32.02
Phoenix	167,435	93.91	NA	—	172,302	96.64	18,539	10.40	35,654	20.00	91,113	51.10
Firebird	105,580	98.36	NA	—	107,340	100.00	49,269	45.90	42,102	39.22	55,618	51.81
LeMans	61,223	100.00	3,801	6.21	59,504	97.19	8,745	14.28	21,162	34.57	26,459	43.22
Grand Prix	114,714	100.00	24,457	21.32	114,714	100.00	45,748	39.88	59,009	51.44	40,207	35.05
Pontiac	73,958	100.00	31,225	42.22	73,958	100.00	41,427	56.01	49,610	67.08	29,694	40.20
VOLKSWAGEN	223,267	100.00	NA	—	NA	—	NA	—	NA	—	200,990	90.00
Total Cars, U. S.	5,850,171	81.87	1,072,615	15.01	5,989,989	83.83	1,536,314	21.50	2,286,091	31.99	3,621,119	50.68

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model year production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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cars had power brakes, equal to 5,850,171. That was down from 85.49 percent, or 7,989,472 in '79.

Volkswagen equipped 100 percent of its Rabbits with power brakes.

However, at GM power brakes ended up on only 84.95 percent of cars, down from 90.10 percent in '79.

At Ford Motor, the item was installed in 83.34 percent of cars, compared with 83.19 percent in '79.

At Chrysler Corp. it was installed in 62.09 percent of cars, down from 74.37 percent in '79.

At AMC, it was installed in 56.51 percent of cars, up from 49.89 percent in '79.

Speed regulating devices and power side windows were similarly off.

Industrywide, speed regulating devices ended up on 2,286,091 cars, equal to 31.99 percent of production. That compared with 3,612,300, or 38.65 percent in '79.

Industrywide, power side windows ended up on 1,536,314 cars, equal to 21.50 percent of production. That was off from 2,636,050, or 28.21 percent in '79.

Powertrain options

Automatic transmission popularity dropped sharply in '80. The decline of exactly 7 percentage points was the sharpest yet, and signaled the growing preference for manual transmissions on new small cars.

Among various manual transmissions, the four-speed was far-and-away the most popular. It jumped 6.7 percentage points in penetration. The three-speed and five-speed manuals played an inconsequential role in demand.

Judging by Volkswagen's Rabbit, however, there is a place for the five-speed manual, if the Big Three manufacturers can come up with a good one. GM's five-speeds, which were phased out in '79, were hard shifting and generally lacked quality.

GM, as well as Ford and Chrysler, are expected to come up with improved versions in the future.

Meanwhile, the '81 model year is seeing a continued growth of manual transmissions as a result of new small Detroit cars like the Escort/Lynx and the GM J-models coming on stream.

Ford Motor particularly is experiencing a sharp jump in demand in manual transmissions on its new small cars in view of their smooth shift—equal in ease of operation to the best European models' manuals.

A brief rundown of transmission trends for '80 shows:

- Automatic transmissions ended up on 5,884,326 cars, equal to 82.36 percent of production. That was down from 8,351,220, or 89.36 percent in '79.
- Four-speed manuals ended up on 1,205,115 cars, equal to 16.87 percent of production. That was up from 948,239, or 10.15 percent.
- Five-speed manuals climbed to

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POWERTRAIN OPTIONS ON 1980 U.S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	159,693	80.71	N.A.	——	38,174	19.29	N.A.	——
Eagle	45,962	99.01	N.A.	——	417	0.90	N.A.	——
Concord	74,663	92.80	N.A.	——	5,793	7.20	N.A.	——
Spirit	39,068	55.00	N.A.	——	31,964	45.00	N.A.	——
CHRYSLER CORP.	625,864	81.79	4,552	0.59	134,837	17.62	N.A.	——
C-P Division	378,316	83.67	2,415	0.53	71,451	15.80	N.A.	——
Horizon	92,125	56.70	N.A.	——	70,353	43.30	N.A.	——
Volare	106,260	96.80	2,415	2.20	1,098	1.00	N.A.	——
'80 Gran Fury	18,724	100.00	N.A.	——	N.A.	——	N.A.	——
Cordoba	57,479	100.00	N.A.	——	N.A.	——	N.A.	——
Chrysler	29,114	100.00	N.A.	——	N.A.	——	N.A.	——
LeBaron	74,614	100.00	N.A.	——	N.A.	——	N.A.	——
Dodge Total	247,548	79.07	2,137	0.68	63,386	20.25	N.A.	——
Omni	75,709	54.80	N.A.	——	62,446	45.20	N.A.	——
St. Regis	17,068	100.00	N.A.	——	N.A.	——	N.A.	——
Diplomat	38,166	100.00	N.A.	——	N.A.	——	N.A.	——
Aspen	82,391	96.40	2,137	2.50	940	1.10	N.A.	——
Mirada	34,214	100.00	N.A.	——	N.A.	——	N.A.	——
FORD MOTOR	1,077,769	78.46	N.A.	——	284,572	21.08	6,246	0.46
Ford Division	753,540	76.81	N.A.	——	224,031	22.83	3,527	0.36
Pinto	57,122	45.80	N.A.	——	67,598	54.20	N.A.	——
Mustang/Mustang II	149,769	55.20	N.A.	——	118,026	43.50	3,527	1.30
Fairmont	198,579	84.70	N.A.	——	35,875	15.30	N.A.	——
Granada	87,897	97.20	N.A.	——	2,532	2.80	N.A.	——
Thunderbird	156,803	100.00	N.A.	——	N.A.	——	N.A.	——
Ford	103,370	100.00	N.A.	——	N.A.	——	N.A.	——
L-M Division	324,224	82.61	N.A.	——	65,541	16.70	2,719	0.69
Bobcat	11,758	47.70	N.A.	——	12,892	52.30	N.A.	——
Capri	36,873	46.10	N.A.	——	40,392	50.50	2,719	3.40
Zephyr	58,788	83.90	N.A.	——	11,280	16.10	N.A.	——
Monarch	29,541	96.80	N.A.	——	977	3.20	N.A.	——
Cougar/XR7	58,028	100.00	N.A.	——	N.A.	——	N.A.	——
Mercury	54,328	100.00	N.A.	——	N.A.	——	N.A.	——
Lincoln	31,233	100.00	N.A.	——	N.A.	——	N.A.	——
Versailles	4,784	100.00	N.A.	——	N.A.	——	N.A.	——
Mark VI	38,891	100.00	N.A.	——	N.A.	——	N.A.	——
GENERAL MOTORS	3,996,446	87.16	13,660	0.29	575,281	12.55	N.A.	——
Buick Division	778,373	97.28	148	0.01	21,645	2.71	N.A.	——
Skyhawk	6,799	81.70	N.A.	——	1,523	18.30	N.A.	——
Skylark	191,687	90.50	N.A.	——	20,122	9.50	N.A.	——
Century	148,281	99.90	148	0.10	N.A.	——	N.A.	——
Regal	214,735	100.00	N.A.	——	N.A.	——	N.A.	——
Buick	168,250	100.00	N.A.	——	N.A.	——	N.A.	——
Riviera	48,621	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac Division	231,028	100.00	N.A.	——	N.A.	——	N.A.	——
Seville	39,344	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac	138,999	100.00	N.A.	——	N.A.	——	N.A.	——
Eldorado	52,685	100.00	N.A.	——	N.A.	——	N.A.	——
Chevrolet Division	1,562,424	77.04	12,973	0.64	452,709	22.32	N.A.	——
Chevette	241,127	53.40	N.A.	——	210,422	46.60	N.A.	——
Monza	101,672	59.90	N.A.	——	68,065	40.10	N.A.	——
Camaro	132,713	87.30	7,146	4.70	12,162	8.00	N.A.	——
Citation	468,165	75.00	N.A.	——	156,055	25.00	N.A.	——
Malibu/Chevelle	271,470	97.80	5,827	2.10	278	0.10	N.A.	——
Monte Carlo	126,006	100.00	N.A.	——	N.A.	——	N.A.	——
Chevrolet	186,384	100.00	N.A.	——	N.A.	——	N.A.	——
Corvette	34,887	85.90	N.A.	——	5,727	14.10	N.A.	——
Oldsmobile Division	828,264	97.73	423	0.05	18,804	2.22	N.A.	——
Starfire	5,552	67.40	N.A.	——	2,685	32.60	N.A.	——
Omega	118,204	88.00	N.A.	——	16,119	12.00	N.A.	——
Cutlass	421,756	99.90	423	0.10	N.A.	——	N.A.	——
Oldsmobile	239,312	100.00	N.A.	——	N.A.	——	N.A.	——
Toronado	43,440	100.00	N.A.	——	N.A.	——	N.A.	——
Pontiac Division	596,357	87.88	116	0.02	82,123	12.10	N.A.	——
Sunbird	93,396	65.28	N.A.	——	49,674	34.72	N.A.	——
Phoenix	145,842	81.81	N.A.	——	32,449	18.19	N.A.	——
Firebird	107,340	100.00	N.A.	——	N.A.	——	N.A.	——
LeMans	61,107	99.81	116	0.19	N.A.	——	N.A.	——
Grand Prix	114,714	100.00	N.A.	——	N.A.	——	N.A.	——
Pontiac	73,958	100.00	N.A.	——	N.A.	——	N.A.	——
VOLKSWAGEN	24,559	11.00	N.A.	——	167,451	75.00	31,257	14.00
Total Cars, U. S.	5,884,326	82.36	18,412	0.25	1,205,115	16.87	37,503	0.52

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Cor.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

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The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Column	Percent of Output
AMERICAN MOTORS	69,185	34.97	61,947	31.31
Eagle	NA	——	26,019	56.10
Concord	NA	——	25,344	31.50
Spirit	69,185	97.40	10,584	14.90
CHRYSLER CORP.	400,721	52.36	112,908	14.75
C-P Division	218,352	48.29	79,401	17.56
Horizon	162,478	100.00	NA	——
Volare	24,479	22.30	4,940	4.50
'80 Gran Fury	NA	——	3,913	20.90
Cordoba	27,590	48.00	27,935	48.60
Chrysler	NA	——	18,662	64.10
LeBaron	3,805	5.10	23,951	32.10
Dodge Total	182,369	58.25	33,507	10.70
Omni	138,155	100.00	NA	——
St. Regis	NA	——	6,093	35.70
Diplomat	2,862	7.50	8,549	22.40
Aspen	17,265	20.20	5,043	5.90
Mirada	24,087	70.40	13,822	40.40
FORD MOTOR	592,714	43.16	283,886	20.67
Ford Division	461,530	47.04	168,159	17.14
Pinto	124,720	100.00	NA	——
Mustang/Mustang II	271,322	100.00	22,248	8.20
Fairmont	52,283	22.30	15,943	6.80
Granada	6,149	6.80	15,554	17.20
Thunderbird	7,056	4.50	77,304	49.30
Ford	NA	——	37,110	35.90
L-M Division	131,244	33.44	115,727	29.49
Bobcat	24,650	100.00	NA	——
Capri	79,984	100.00	NA	——
Zephyr	18,568	26.50	11,912	17.00
Monarch	3,357	11.00	5,310	17.40
Cougar/XR7	4,178	7.20	27,737	47.80
Mercury	NA	——	36,400	67.00
Lincoln	NA	——	29,828	95.50
Versailles	507	10.60	4,540	94.90
Mark VI	NA	——	NA	——
GENERAL MOTORS	1,349,957	29.44	2,034,385	44.37
Buick Division	29,165	3.64	472,599	59.06
Skyhawk	6,990	84.00	3,737	44.90
Skylark	8,896	4.20	83,453	39.40
Century	1,039	0.70	73,472	49.50
Regal	12,240	5.70	127,767	59.50
Buick	NA	——	136,619	81.20
Riviera	NA	——	47,551	97.80
Cadillac Division	NA	——	222,551	96.33
Seville	NA	——	39,344	100.00
Cadillac	NA	——	132,050	95.00
Eldorado	NA	——	51,157	97.10
Chevrolet Division	933,662	46.04	535,826	26.42
Chevette	451,549	100.00	36,124	8.00
Monza	169,737	100.00	27,837	16.40
Camaro	152,021	100.00	79,507	52.30
Citation	91,760	14.70	136,080	21.80
Malibu/Chevelle	5,552	2.00	55,515	20.00
Monte Carlo	22,429	17.80	61,365	48.70
Chevrolet	NA	——	98,784	53.00
Corvette	40,614	100.00	40,614	100.00
Oldsmobile Division	64,861	7.65	494,230	58.32
Starfire	8,237	100.00	NA	——
Omega	25,656	19.10	37,073	27.60
Cutlass	23,642	5.60	228,398	54.10
Oldsmobile	3,590	1.50	187,621	78.40
Toronado	3,736	8.60	41,138	94.70
Pontiac Division	322,269	47.49	309,179	45.56
Sunbird	143,070	100.00	33,707	23.56
Phoenix	37,495	21.03	58,533	32.83
Firebird	107,340	100.00	67,775	63.14
LeMans	2,388	3.90	20,608	33.66
Grand Prix	30,342	26.45	74,862	65.26
Pontiac	1,634	2.21	53,694	72.60
VOLKSWAGEN	223,267	100.00	NA	——
Total Cars, U. S	2,635,904	36.89	2,493,126	34.89

NOTE: Installation numbers are based on U.S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

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0.52 percent of industry production, equal to 37,503 units. That was up from 0.26 percent, or 24,313 in '79. Volkswagen accounted for most of the increase.

- Three-speed manuals, which were just about dead, accounted for 0.25 percent of industry production, equal to 18,412 units. That was down from 21,734, or 0.23 percent in '79. All the companies are phasing them out.

Engine installations

The shift toward small cars affected V-8 engines more than any other option.

Volume and penetration of V-8s dropped in half, while the six-cylinder engine temporarily emerged as the most popular powerplant.

That is changing, however, as new and higher-volume four-cylinder cars, like Escort/Lynx, Chrysler's K-cars and the GM J-cars, promise to push four-cylinder engines into the lead in '81.

As it was, four-cylinder engines ran a close second behind sixes last year.

Diesels continued increasing in popularity. But GM's decision to gamble on large V-8 diesels, like the 350 V-8, slowed what could have been a real diesel explosion.

Volkswagen, in contrast to GM, equipped half of its '80 Rabbits with the highly fuel efficient, highly popular four-cylinder diesel powerplant.

Turbochargers continued gaining ground at GM, but fell flat at Ford Motor where they ran into certification problems. Ford cancelled them on early '81 models, but is still hopeful of offering them.

A rundown on engine/powertrain options for '80 shows:

- Industrywide, V-8s accounted for 2,121,560 cars, equal to 29.69 percent of production. That was less than half the '79 total of 5,457,038, or 58.39 percent of production.
- Six-cylinder engines accounted for 37.13 percent of domestic car production, up from 24.01 percent in '79. A total of 2,652,644 U. S.-built models carried them, up from 2,243,736 in '79.
- The number of four-cylinder power plants on domestic cars jumped to 2,371,152, or 33.18 percent of production, up from 1,644,731, or 17.60 percent in '79.

At the same time, diesels continued to catch up, acounting for 316,377 domestic models, or 4.43 percent of production. That was up

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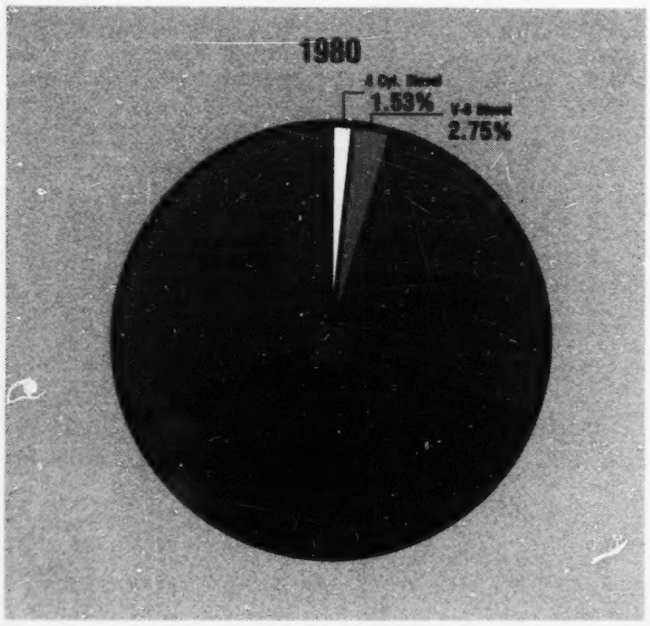
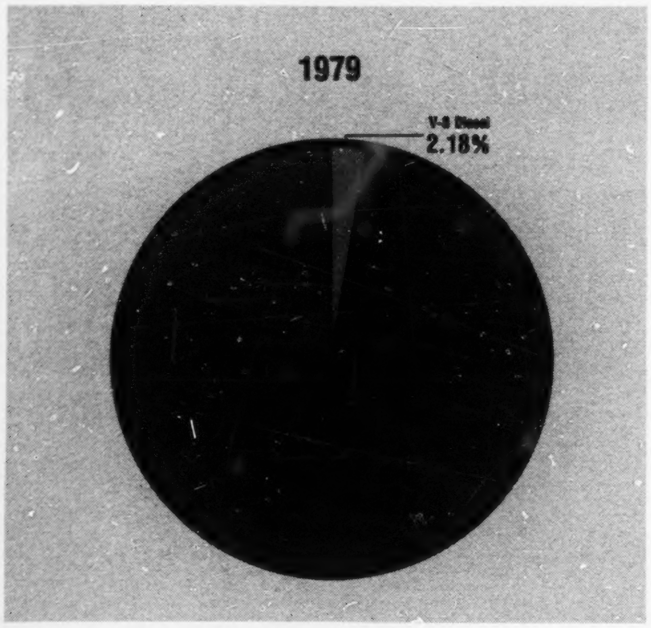
Engine Installations, 1980 vs 1979





Sales of diesel-powered new cars in the U. S.

	1980 Sales	Percent Share of Market	1979 Sales	Percent Share of Market
Oldsmobile	126,853	32.58	111,240	40.04
Cadillac	41,860	9.95	29,616	10.66
Buick	19,790	5.08	2,750	0.99
Pontiac	13,475	3.46	2,275	0.82
Chevrolet	12,450	3.20	1,650	0.59
General Motors Total	214,428	54.27	147,531	53.10
VW Rabbit	92,735	23.82	75,593	27.21
VW Dasher	23,565	6.05	10,412	3.75
Audi	8,035	2.06	....	....
Volkswagen Total	124,335	31.93	86,005	30.96
Mercedes-Benz	39,262	10.08	35,632	12.83
Peugeot	10,337	2.65	8,649	3.11
Volvo	4,158	1.07	....	....
TOTAL	392,520		277,817	

ENGINE OPTIONS ON 1980 U. S. MODELS

	Diesels All Sizes	Percent of Output	Turbo Charger	Percent of Output	V-8 Engine	Percent of Output	6-Cylinder Engine	Percent of Output	4-Cylinder Engine	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	150,101	75.86	47,766	24.14
Eagle	N.A.	—	N.A.	—	N.A.	—	46,379	100.00	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	70,479	87.60	9,977	12.40
Spirit	N.A.	—	N.A.	—	N.A.	—	33,243	46.80	37,789	53.20
CHRYSLER CORP.	N.A.	—	N.A.	—	169,412	22.14	295,208	38.57	300,633	39.29
C-P Division	N.A.	—	N.A.	—	113,643	25.13	176,061	38.94	162,478	35.93
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	162,478	100.00
Volare	N.A.	—	N.A.	—	10,757	9.80	99,016	90.20	N.A.	—
'80 Gran Fury	N.A.	—	N.A.	—	17,376	92.80	1,348	7.20	N.A.	—
Cordoba	N.A.	—	N.A.	—	33,913	59.00	23,566	41.00	N.A.	—
Chrysler	N.A.	—	N.A.	—	26,377	90.60	2,737	9.40	N.A.	—
LeBaron	N.A.	—	N.A.	—	25,220	33.80	49,394	66.20	N.A.	—
Dodge Total	N.A.	—	N.A.	—	55,769	17.81	119,197	38.06	133,155	44.13
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	138,155	100.00
St. Regis	N.A.	—	N.A.	—	15,583	91.30	1,485	8.70	N.A.	—
Diplomat	N.A.	—	N.A.	—	10,992	28.80	27,174	71.20	N.A.	—
Aspen	N.A.	—	N.A.	—	10,342	12.10	75,126	87.90	N.A.	—
Mirada	N.A.	—	N.A.	—	18,852	55.10	15,362	44.90	N.A.	—
FORD MOTOR	N.A.	—	18,901	1.38	479,142	34.88	416,907	30.35	477,533	34.77
Ford Division	N.A.	—	13,211	1.34	285,427	29.09	316,966	32.31	378,705	38.60
Pinto	N.A.	—	N.A.	—	N.A.	—	N.A.	—	124,720	100.00
Mustang/Mustang II	N.A.	—	11,950	5.00	7,325	2.70	80,583	29.70	183,414	67.60
Fairmont	N.A.	—	1,261	0.44	9,847	4.20	154,036	65.70	70,571	30.10
Granada	N.A.	—	N.A.	—	14,197	15.70	76,232	84.30	N.A.	—
Thunderbird	N.A.	—	N.A.	—	150,688	96.10	6,115	3.90	N.A.	—
Ford	N.A.	—	N.A.	—	103,370	100.00	N.A.	—	N.A.	—
L-M Division	N.A.	—	5,690	1.45	193,715	49.36	99,941	25.46	98,828	25.18
Bobcat	N.A.	—	N.A.	—	N.A.	—	N.A.	—	24,650	100.00
Capri	N.A.	—	5,138	7.60	2,080	2.60	23,275	29.10	54,629	68.30
Zephyr	N.A.	—	552	0.79	2,943	4.20	47,576	67.90	19,540	27.90
Monarch	N.A.	—	N.A.	—	4,852	15.90	25,666	84.10	N.A.	—
Cougar/XR7	N.A.	—	N.A.	—	54,604	94.10	3,424	5.90	N.A.	—
Mercury	N.A.	—	N.A.	—	54,328	100.00	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	31,233	100.00	N.A.	—	N.A.	—
Versailles	N.A.	—	N.A.	—	4,784	100.00	N.A.	—	N.A.	—
Mark VI	N.A.	—	N.A.	—	38,891	100.00	N.A.	—	N.A.	—
GENERAL MOTORS	196,661	4.29	50,371	1.10	1,473,006	32.12	1,790,428	39.05	1,321,953	28.83
Buick Division	15,143	1.89	15,230	1.90	214,274	26.78	494,581	61.81	91,311	11.41
Skyhawk	N.A.	—	N.A.	—	N.A.	—	1,523	18.30	6,799	81.70
Skylark	N.A.	—	N.A.	—	N.A.	—	127,297	60.10	84,512	39.90
Century	N.A.	—	890	0.60	17,960	12.10	130,469	87.90	N.A.	—
Regal	N.A.	—	5,798	2.70	35,431	16.50	179,304	83.50	N.A.	—
Buick	15,143	9.00	1,346	0.80	119,458	71.00	48,792	29.00	N.A.	—
Riviera	N.A.	—	7,196	14.80	41,425	85.20	7,196	14.80	N.A.	—
Cadillac Division	45,650	19.76	N.A.	—	227,053	98.28	3,975	1.72	N.A.	—
Seville	14,461	36.80	N.A.	—	39,344	100.00	N.A.	—	N.A.	—
Cadillac	18,765	13.50	N.A.	—	135,024	97.14	3,975	2.86	N.A.	—
Eldorado	12,424	23.60	N.A.	—	52,685	100.00	N.A.	—	N.A.	—
Chevrolet Division	10,810	0.53	11,719	0.58	345,513	17.04	724,676	35.73	957,917	47.23
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	451,549	100.00
Monza	N.A.	—	N.A.	—	N.A.	—	43,962	25.90	125,775	74.10
Camaro	N.A.	—	N.A.	—	N.A.	—	51,079	33.60	100,942	66.40
Citation	N.A.	—	N.A.	—	N.A.	—	344,569	55.20	279,651	44.80
Malibu/Chevelle	N.A.	—	N.A.	—	86,326	31.10	191,249	68.90	N.A.	—
Monte Carlo	N.A.	—	11,719	9.30	63,129	50.10	62,877	49.90	N.A.	—
Chevrolet	10,810	5.80	N.A.	—	155,444	83.40	30,940	16.60	N.A.	—
Corvette	N.A.	—	N.A.	—	40,614	100.00	N.A.	—	N.A.	—
Oldsmobile Division	117,788	13.90	N.A.	—	493,123	58.19	292,154	45.47	62,214	7.34
Starfire	N.A.	—	N.A.	—	N.A.	—	4,588	55.70	3,649	44.30
Omega	N.A.	—	N.A.	—	N.A.	—	75,758	56.40	58,565	43.60
Cutlass	39,685	9.40	N.A.	—	224,599	53.20	197,580	46.80	N.A.	—
Oldsmobile	65,332	27.30	N.A.	—	226,387	94.60	12,925	5.40	N.A.	—
Toronado	12,771	29.40	N.A.	—	42,137	97.00	1,303	3.00	N.A.	—
Pontiac Division	7,270	1.07	23,422	3.45	193,043	28.45	275,042	40.53	210,511	31.02
Sunbird	N.A.	—	N.A.	—	N.A.	—	23,506	16.43	119,564	83.57
Phoenix	N.A.	—	N.A.	—	N.A.	—	87,344	48.99	90,947	51.01
Firebird	N.A.	—	23,422	21.82	77,092	71.82	30,248	28.18	N.A.	—
LeMans	N.A.	—	N.A.	—	16,898	27.60	44,325	72.40	N.A.	—
Grand Prix	N.A.	—	N.A.	—	40,389	35.21	74,325	64.79	N.A.	—
Pontiac	7,270	9.83	N.A.	—	58,664	79.32	15,294	20.68	N.A.	—
VOLKSWAGEN	109,401	49.00	N.A.	—	N.A.	—	N.A.	—	223,267	100.00
Total Cars, U. S.	306,062	4.28	69,272	0.97	2,121,560	29.69	2,652,644	37.13	2,371,152	33.18

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

Continued from Page 75

sharply from 203,338, or 2.18 percent in '79.

General Motors' diesel engine car production totaled 196,661, equal to 4.29 percent of its production. That was down from 203,338, in '79 —but penetration was up from 3.95 percent.

VW diesel Rabbit production by contrast jumped to 109,401, or 49 percent of its production. A year earlier VW hadn't yet started building diesel Rabbits in the U. S.

Turbochargers have been slower to catch on.

Industrywide, GM installed turbos on 50,371 cars, equal to 1.10 percent of its production. That was up from 36,938, or 0.72 percent in '79.

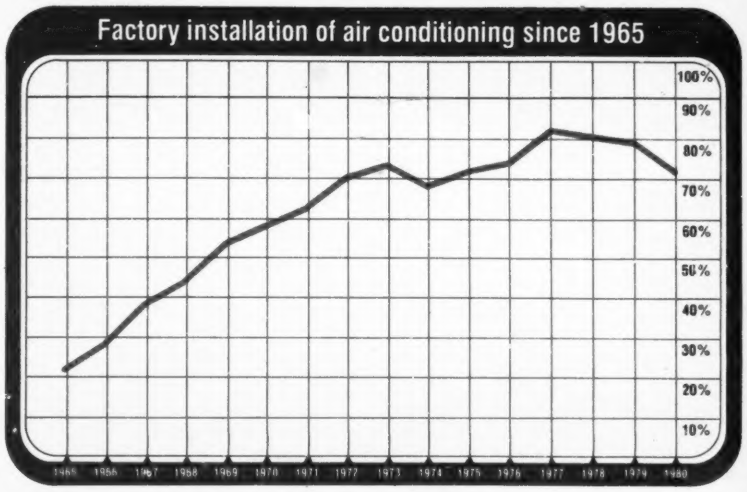
At Ford Motor, turbos ended up on 18,901 cars, equal to 1.38 percent of production. That was down from 38,832 or 1.41 percent in '79.

Decorative roof options

Car buyers still want fancy looking cars, but they are getting them

Continued on Page 78

Factory installation of air conditioning since 1965



AIR CONDITIONING INSTALLATIONS

'80 VS. '79 MODEL YEAR

	1980 Model Year			1979 Model Year		
	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '79 Air Conditioner Installations
AMERICAN MOTORS	103,848	52.02	2.00	93,414	55.13	1.25
Eagle	27,827	60.00	0.54	....	....	....
Concord	52,296	65.00	1.00	63,769	62.00	0.85
Pacer	....	....	....	7,661	75.00	0.10
Spirit	23,725	33.40	0.46	21,984	39.00	0.30
CHRYSLER CORP.	489,092	63.91	9.44	814,958	71.74	10.95
C-P Division	302,825	66.97	5.85	520,905	84.11	7.00
Horizon	71,002	43.70	1.38	59,900	36.80	0.80
Volare	64,985	59.20	1.25	150,969	72.00	2.03
'80 Gran Fury	17,413	93.00	0.33	....	....	....
Voyager*	....	....	....	6,171	80.60	0.08
Cordoba	53,915	93.80	1.04	85,536	97.20	1.15
Chrysler	28,357	97.40	0.55	98,182	97.50	1.32
LeBaron	67,153	90.00	1.30	120,147	93.50	1.62
Dodge Total	186,267	59.49	3.59	294,053	67.04	3.95
Omni	59,821	43.30	1.15	52,910	37.40	0.71
St. Regis	16,112	94.40	0.31	33,781	96.60	0.46
Diplomat	30,724	80.50	0.59	56,107	89.20	0.75
Aspen	49,571	58.00	0.96	102,099	71.10	1.37
Mirada/Magnum	30,039	87.80	0.58	28,988	95.50	0.39
Sportsman*	....	....	....	20,258	79.60	0.27
FORD MOTOR	964,613	70.23	18.62	2,127,902	77.29	28.56
Ford Division	649,675	66.22	12.54	1,399,810	74.11	18.79
Pinto	29,058	23.30	0.56	54,526	27.40	0.73
Must./Must. II	137,831	50.80	2.66	213,802	57.80	2.87
Fairmont	161,304	68.80	3.11	275,989	69.80	3.71
Granada	75,418	83.40	1.46	150,844	82.70	2.02
LTD II	....	....	....	47,009	96.80	0.63
Thunderbird	147,552	94.10	2.85	274,537	96.60	3.69
Ford	98,512	95.30	1.90	339,744	95.30	4.56
Club Wagon*	....	....	....	43,349	82.00	0.58
L-M Division	314,938	80.24	6.08	728,092	84.25	9.77
Bobcat	9,021	36.60	0.17	17,744	35.30	0.24
Capri	44,391	55.50	0.86	63,884	58.00	0.86
Zephyr	51,156	73.00	0.99	90,648	72.30	1.22
Monarch	26,429	86.60	0.51	67,304	88.70	0.90
Cougar/XR7	55,417	95.50	1.07	160,278	97.90	2.15
Mercury	53,622	98.70	1.04	138,688	98.50	1.86
Lincoln	31,233	100.00	0.60	92,600	100.00	1.24
Versailles	4,784	100.00	0.09	21,007	100.00	0.28
Mark VI	38,891	100.00	0.75	75,939	100.00	1.02
GENTRAL MOTORS	3,532,273	77.03	68.17	4,364,582	84.51	58.59
Buick Division	718,745	89.82	13.87	675,673	92.91	9.07
Skyhawk	5,101	61.30	0.09	14,561	62.90	0.20
Skylark	167,329	79.00	3.23	22,586	77.80	0.30
Century	135,218	91.10	2.61	45,859	82.10	0.62
Regal	199,274	92.80	3.85	255,173	93.30	3.43
Buick	163,202	97.00	3.15	285,318	97.10	3.82
Riviera	48,621	100.00	0.94	52,181	100.00	0.70
Cadillac Division	231,028	100.00	4.46	381,113	100.00	5.12
Seville	39,344	100.00	0.76	53,487	100.00	0.71
Cadillac	138,999	100.00	2.68	260,190	100.00	3.50
Eldorado	52,685	100.00	1.02	67,436	100.00	0.91
Chevrolet Division	1,287,210	63.46	24.84	1,691,064	74.53	22.70
Chevette	165,266	36.60	3.19	123,399	36.20	1.66
Monza	67,894	40.00	1.31	69,329	42.30	0.93
Camaro	107,175	70.05	2.07	220,993	78.20	2.97
Nova/Citation	388,264	62.20	7.49	115,591	61.70	1.55
Malibu/Chevelle	223,170	80.40	4.31	303,373	80.30	4.07
Monte Carlo	114,035	90.50	2.20	261,317	92.60	3.51
Chevrolet	180,792	97.00	3.49	526,093	95.10	7.06
Corvette	40,614	100.00	0.78	50,841	94.50	0.68
Sportvan*	....	....	....	20,128	74.00	0.27
Oldsmobile Division	781,398	92.20	15.08	963,536	94.28	12.93
Omega	97,652	72.70	1.88	17,978	72.20	0.24
Cutlass	403,603	95.60	7.78	478,065	94.20	6.42
Oldsmobile	232,132	97.00	4.48	406,284	96.90	5.45
Toronado	43,440	100.00	0.85	50,056	100.00	0.67
Starfire	4,571	55.50	0.09	11,153	54.90	0.15
Pontiac Division	513,892	75.73	9.92	653,191	85.36	8.77
Sunbird	67,486	47.17	1.30	46,832	47.90	0.63
Phoenix	123,449	69.24	2.38	17,049	68.47	0.23
Firebird	86,516	80.60	1.67	180,176	85.21	2.42
LeMans	53,581	87.52	1.04	99,289	88.10	1.99
Grand Prix	110,595	96.41	2.14	134,050	96.35	1.80
Pontiac	72,265	98.19	1.39	175,795	98.06	2.36
VOLKSWAGEN	91,539	41.00	1.77	48,456	36.50	0.65
Total Cars, U.S.	5,181,365	72.52	100.00	7,449,352	79.71	100.00

*—Voyager, Sportsman, Club Wagon and Sportvan are still in production. However, they began being counted by their respective manufacturers as trucks in '80, and so are excluded from the tally of '80-model car output.

Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model-year production total was 7,144,528 cars. This included 4,585,387 for General Motors, 1,373,582 for Ford Motor, 765,258 for Chrysler Corp., 199,613 for American Motors and 223,267 for Volkswagen.

Chrysler total includes 57,479 Cordobas and 34,214 Miradas built in Canada. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Pontiac's production of 678,596 was used in computing GM's total. This excludes 19,651 Pontiac Acadian models, built in the U. S. but sold only in Canada.

DECORATIVE ROOF OPTIONS ON 1980 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	73,666	37.23	N.A.	——	N.A.	——	5,103	2.58	N.A.	——
Eagle	20,482	44.20	N.A.	——	N.A.	——	1,016	2.20	N.A.	——
Concord	53,184	66.10	N.A.	——	N.A.	——	1,119	1.40	N.A.	——
Spirit	N.A.	——	N.A.	——	N.A.	——	2,968	4.20	N.A.	——
CHRYSLER CORP.	174,478	22.80	N.A.	——	2,618	0.34	10,034	1.31	1,880	0.25
C-P Division	119,654	26.46	N.A.	——	2,010	0.44	5,199	1.15	829	0.18
Horizon	N.A.	——	N.A.	——	N.A.	——	5,199	3.20	N.A.	——
Volare	11,855	10.80	N.A.	——	N.A.	——	N.A.	——	220	0.20
'80 Gran Fury	2,472	13.20	N.A.	——	2	0.00	N.A.	——	N.A.	——
Cordoba	43,799	76.20	N.A.	——	230	0.40	N.A.	——	460	0.80
Chrysler	23,699	81.40	N.A.	——	1,106	3.80	N.A.	——	N.A.	——
LeBaron	37,829	50.70	N.A.	——	672	0.90	N.A.	——	149	0.20
Dodge Total	54,824	17.51	N.A.	——	608	0.19	4,835	1.54	1,051	0.34
Omni	N.A.	——	N.A.	——	N.A.	——	4,835	3.50	N.A.	——
St. Regis	4,984	29.20	N.A.	——	170	1.00	N.A.	——	N.A.	——
Diplomat	19,159	50.20	N.A.	——	267	0.70	N.A.	——	76	0.20
Aspen	11,795	13.80	N.A.	——	N.A.	——	N.A.	——	85	0.10
Mirada	18,886	55.20	N.A.	——	171	0.50	N.A.	——	890	2.60
FORD MOTOR	455,374	33.15	N.A.	——	12,154	0.88	69,325	5.05	N.A.	——
Ford Division	262,610	26.77	N.A.	——	271	0.00	48,600	4.95	N.A.	——
Pinto	N.A.	——	N.A.	——	N.A.	——	3,492	2.80	N.A.	——
Mustang/Mustang II	17,907	6.60	N.A.	——	N.A.	——	30,931	11.40	N.A.	——
Fairmont	33,292	14.20	N.A.	——	N.A.	——	4,455	1.90	N.A.	——
Granada	36,533	40.40	N.A.	——	271	0.30	N.A.	——	N.A.	——
Thunderbird	127,638	81.40	N.A.	——	N.A.	——	9,722	6.20	N.A.	——
Ford	47,240	45.70	N.A.	——	N.A.	——	N.A.	——	N.A.	——
L-M Division	192,764	49.11	N.A.	——	11,883	3.03	20,725	5.28	N.A.	——
Bobcat	N.A.	——	N.A.	——	N.A.	——	1,454	5.90	N.A.	——
Capri	N.A.	——	N.A.	——	N.A.	——	13,597	17.00	N.A.	——
Zephyr	14,644	20.90	N.A.	——	N.A.	——	1,612	2.30	N.A.	——
Monarch	12,451	40.80	N.A.	——	183	0.60	N.A.	——	N.A.	——
Cougar/XR7	51,645	89.00	N.A.	——	N.A.	——	4,062	7.00	N.A.	——
Mercury	39,116	72.00	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln	31,233	100.00	N.A.	——	2,186	700	N.A.	——	N.A.	——
Versailles	4,784	100.00	N.A.	——	919	19.20	N.A.	——	N.A.	——
Mark VI	38,891	100.00	N.A.	——	8,595	22,10	N.A.	——	N.A.	——
GENERAL MOTORS	7,013,532	100.00	N.A.	——	73,877	1.61	48,241	1.05	120,107	2.62
Buick Division	260,231	32.52	N.A.	——	17,995	2.25	5,083	0.64	2,925	0.37
Skyhawk	N.A.	——	N.A.	——	N.A.	——	N.A.	——	366	4.40
Skylark	34,313	16.20	N.A.	——	N.A.	——	5,083	2.40	N.A.	——
Century	37,553	25.30	N.A.	——	1,781	1.20	N.A.	——	N.A.	——
Regal	87,214	40.60	N.A.	——	3,076	1.40	N.A.	——	2,559	1.20
Buick	69,923	41.60	N.A.	——	5,040	3.00	N.A.	——	N.A.	——
Riviera	31,228	64.20	N.A.	——	8,098	16.70	N.A.	——	N.A.	——
Cadillac Division	154,930	67.06	N.A.	——	23,859	10.33	N.A.	——	N.A.	——
Seville	N.A.	——	N.A.	——	6,184	15.70	N.A.	——	N.A.	——
Cadillac	127,698	91.87	N.A.	——	8,465	6.09	N.A.	——	N.A.	——
Eldorado	27,232	51.70	N.A.	——	9,210	17.50	N.A.	——	N.A.	——
Chevrolet Division	97,579	4.81	N.A.	——	4,883	0.24	24,722	1.22	69,803	3.44
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monza	10,693	6.30	N.A.	——	N.A.	——	6,620	3.90	N.A.	——
Camaro	N.A.	——	N.A.	——	N.A.	——	N.A.	——	24,779	16.30
Citation	N.A.	——	N.A.	——	N.A.	——	18,102	2.90	N.A.	——
Malibu/Chevelle	18,042	6.50	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monte Carlo	31,754	25.20	N.A.	——	2,646	2.10	N.A.	——	4,410	3.50
Chevrolet	37,090	19.90	N.A.	——	2,237	1.20	N.A.	——	N.A.	——
Corvette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	40,614	100.00
Oldsmobile Division	377,428	44.53	N.A.	——	19,943	2.35	N.A.	——	9,230	1.09
Starfire	N.A.	——	N.A.	——	N.A.	——	N.A.	——	445	5.40
Omega	23,931	17.80	N.A.	——	N.A.	——	N.A.	——	3,861	2.90
Cutlass	177,239	42.00	N.A.	——	5,618	1.30	N.A.	——	4,924	1.20
Oldsmobile	149,679	62.50	N.A.	——	6,212	2.60	N.A.	——	N.A.	——
Toronado	26,579	61.20	N.A.	——	8,113	18.70	N.A.	——	N.A.	——
Pontiac Division	123,364	18.18	N.A.	——	7,197	1.06	18,436	2.72	38,149	5.62
Sunbird	9,743	6.81	N.A.	——	N.A.	——	13,477	9.42	N.A.	——
Phoenix	14,004	7.85	N.A.	——	N.A.	——	4,959	2.78	N.A.	——
Firebird	N.A.	——	N.A.	——	N.A.	——	N.A.	——	34,490	32.13
LeMans	4,678	7.64	N.A.	——	139	0.23	N.A.	——	N.A.	——
Grand Prix	56,600	49.34	N.A.	——	4,623	4.03	N.A.	——	3,659	3.19
Pontiac	38,339	51.84	N.A.	——	2,435	3.29	N.A.	——	N.A.	——
VOLKSWAGEN	N.A.	——	46,886	21.00	N.A.	——	N.A.	——	N.A.	——
Total Cars, U. S.	1,717,050	24.03	46,886	0.66	88,649	1.24	132,703	1.86	121,987	1.71

NOTE: Installation numbers are based on U. S. car production, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

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mostly without the aid of various kinds of optional roofs.

Pop-up sunroofs and manual sliding sunroofs are still holding their own generally because they are an inexpensive way to add something extra.

But vinyl roofs, electrically controlled sunroofs and T-roofs were down sharply on '80 model domestically-built cars.

Vinyl roofs in particular suffered a decline with the increasing popularity of two-tone paint combinations such as Cadillac Seville offers.

Last year, industrywide, only 1,717,050 vinyl roofs were installed in cars, accounting for 24.03 percent penetration. That was down sharply from 3,346,118, or 35.80 percent in '79.

Meanwhile, Volkswagen was the only domestic to offer a manual sliding roof, which accounted for 46,886 cars, or 21 percent of its production. It accounted for 0.66 percent of total industry output.

In '79, the option, offered by Oldsmobile and VW, accounted for 13,672 units, 0.03 percent of industry production.

Electrically operated sunroofs took a big beating, dropping to 88,649, or 1.24 percent of industry production, against 166,593, or 1.76 percent in '79.

While the option was offered by General Motors, Ford Motor and Chrysler Corp., it was not available on AMC or Volkswagen models.

Pop-up sunroofs showed a slight penetration increase, particularly at Ford Motor, though they were down on a volume basis.

Industrywide, they ended up on 132,703 cars, equal to 1.86 percent of production. That was up slightly from 1.61 percent in '79 on a volume of 150,836.

T-roofs are still fairly strong on selected sporty models, like Corvette where they accounted for 100 percent of production. But, by their nature, they continue to have a limited market.

Industrywide, T-roofs ended up on 121,987 cars, equal to 1.71 percent of production. That compared with 198,071, or 2.12 percent in '79.

General Motors and Chrysler offered T-roofs in '80, but they were not available on Ford Motor, American Motors or Volkswagen models.

Air conditioning installations too were down, and sales are still fairly strong, considering the economy.

Altogether, domestic car firms installed 5,181,365 air conditioning units in domestic cars, down sharply from the 7,449,352 units installed in '79 domestic models.

Penetration was off, with air contioning units accounting for 72.52 percent of industry output, compared with 79.71 percent in '79.

Generally, penetration figures were off for all makes except Volkswagen.

VW's penetration, still lowest among domestic producers, climbed to 41 percent from 36.50 percent a year earlier. Altogether, VW installed air in 91,539 units, compared with 48,496 in '79.

American Motors installed air in 103,848 cars, or 52.02 percent of its production. Volume was up from 93,414 units, but below the 55.13 percent penetration of '79.

Chrysler Corp. installed air in 489,092 cars, equal to 63.91 percent of its production. That was down from 814,958, or 71.74 percent of

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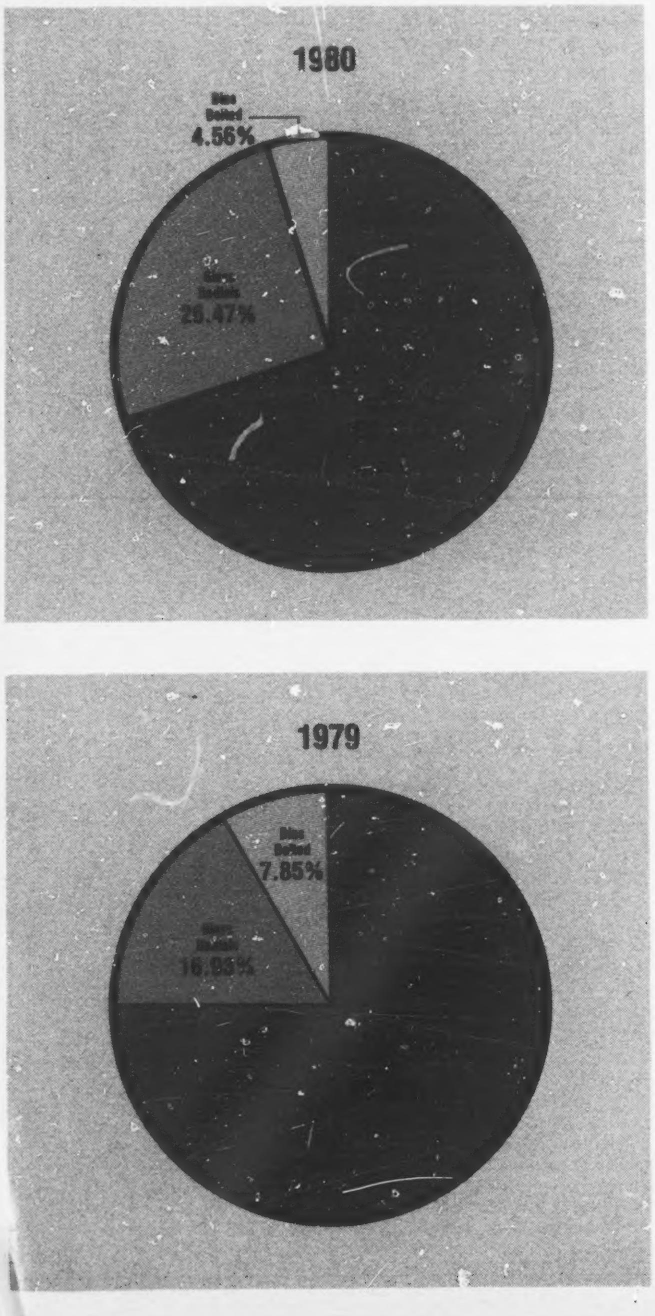
Factory Tire Installations By Type



TIRE OPTIONS ON '80 MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	36,035	18.21	76,730	38.78	85,102	43.01	96,307	48.67
Eagle	24,618	53.10	21,761	46.90	N.A.	—	N.A.	—
Concord	8,931	11.10	32,665	40.60	38,860	48.30	70,616	87.80
Spirit	2,486	3.50	22,304	31.40	46,242	65.10	25,691	36.20
CHRYSLER CORP.	143,673	18.77	621,580	81.23	N.A.	—	708,243	92.55
C-P Total	84,610	18.71	367,572	81.29	N.A.	—	419,849	92.85
Horizon	42,082	25.90	120,396	74.10	N.A.	—	159,391	98.10
Volare	3,842	3.50	105,931	96.50	N.A.	—	93,307	85.00
'80 Gran Fury	618	3.30	18,106	96.70	N.A.	—	6,497	34.70
Cordoba	12,071	21.00	45,408	79.00	N.A.	—	57,479	100.00
Chrysler	11,820	40.60	17,294	59.40	N.A.	—	28,561	98.10
LeBaron	14,177	19.00	60,437	81.00	N.A.	—	74,614	100.00
Dodge Total	59,063	18.87	254,008	81.13	N.A.	—	288,394	92.12
Omni	36,473	26.40	101,682	73.60	N.A.	—	135,668	98.20
St. Regis	1,826	10.70	15,242	89.30	N.A.	—	7,356	43.10
Diplomat	6,259	16.40	31,907	83.60	N.A.	—	38,166	100.00
Aspen	2,393	2.80	83,075	97.20	N.A.	—	72,990	85.40
Mirada	12,112	35.40	22,102	64.60	N.A.	—	34,214	100.00
FORD MOTOR	1,373,582	100.00	N.A.	—	N.A.	—	1,177,971	85.76
Ford Division	981,098	100.00	N.A.	—	N.A.	—	844,937	86.12
Pinto	124,720	100.00	N.A.	—	N.A.	—	87,304	70.00
Mustang/Mustang II	271,322	100.00	N.A.	—	N.A.	—	243,647	89.80
Fairmont	234,454	100.00	N.A.	—	N.A.	—	189,908	81.00
Granada	90,429	100.00	N.A.	—	N.A.	—	82,019	90.70
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	154,608	98.60
Ford	103,370	100.00	N.A.	—	N.A.	—	87,451	84.60
L-M Division	392,484	100.00	N.A.	—	N.A.	—	333,034	84.85
Bobcat	24,650	100.00	N.A.	—	N.A.	—	17,773	72.10
Capri	79,984	100.00	N.A.	—	N.A.	—	39,272	49.10
Zephyr	70,068	100.00	N.A.	—	N.A.	—	62,220	88.80
Monarch	30,518	100.00	N.A.	—	N.A.	—	29,175	95.60
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	57,042	98.30
Mercury	54,328	100.00	N.A.	—	N.A.	—	52,644	96.90
Lincoln	31,233	100.00	N.A.	—	N.A.	—	31,233	100.00
Versailles	4,784	100.00	N.A.	—	N.A.	—	4,784	100.00
Mark VI	38,891	100.00	N.A.	—	N.A.	—	38,891	100.00
GENERAL MOTORS	3,153,571	68.77	1,192,848	26.01	238,968	5.22	4,135,758	90.19
Buick Division	619,311	77.40	179,091	22.38	1,764	0.28	624,562	78.05
Skyhawk	6,558	78.80	N.A.	—	1,764	21.20	6,175	74.20
Skylark	77,098	36.40	134,711	63.60	N.A.	—	69,262	32.70
Century	104,049	70.10	44,380	29.90	N.A.	—	121,563	81.90
Regal	214,735	100.00	N.A.	—	N.A.	—	212,373	98.90
Buick	168,250	100.00	N.A.	—	N.A.	—	166,568	99.00
Riviera	48,621	100.00	N.A.	—	N.A.	—	48,621	100.00
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	231,028	100.00
Seville	39,344	100.00	N.A.	—	N.A.	—	39,344	100.00
Cadillac	138,999	100.00	N.A.	—	N.A.	—	138,999	100.00
Eldorado	52,685	100.00	N.A.	—	N.A.	—	52,685	100.00
Chevrolet Division	1,064,838	52.50	827,478	40.80	135,790	6.70	1,824,204	89.95
Chevette	26,190	5.80	425,359	94.20	N.A.	—	411,813	91.20
Monza	33,947	20.80	N.A.	—	135,790	80.00	166,342	98.00
Camaro	152,021	100.00	N.A.	—	N.A.	—	147,612	97.10
Citation	321,473	51.50	302,747	48.50	N.A.	—	504,994	80.90
Malibu/Chevelle	178,203	64.20	99,372	35.80	N.A.	—	252,871	91.10
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	123,738	98.20
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	177,438	95.20
Corvette	40,614	100.00	N.A.	—	N.A.	—	39,396	97.00
Oldsmobile Division	778,268	91.83	66,828	7.89	2,395	0.28	809,551	95.52
Starfire	5,842	70.90	N.A.	—	2,395	29.10	6,681	81.10
Omega	80,482	59.90	53,841	40.10	N.A.	—	116,128	86.50
Cutlass	409,192	96.90	12,987	3.10	N.A.	—	409,255	96.90
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	234,047	97.80
Toronado	43,440	100.00	N.A.	—	N.A.	—	43,440	100.00
Pontiac Division	460,126	67.81	119,451	17.60	99,019	14.59	646,413	95.26
Sunbird	44,051	30.79	N.A.	—	99,019	69.21	141,711	99.05
Phoenix	84,217	47.24	94,074	52.76	N.A.	—	156,834	87.97
Firebird	107,340	100.00	N.A.	—	N.A.	—	104,450	97.31
LeMans	35,846	58.55	25,377	41.45	N.A.	—	58,124	94.94
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	113,074	98.57
Pontiac	73,958	100.00	N.A.	—	N.A.	—	72,220	97.65
VOLKSWAGEN	221,034	99.00	N.A.	—	2,233	1.00	22,326	10.00
Total Cars U. S.	4,927,895	68.97	1,891,158	26.47	326,303	4.56	6,140,605	85.94

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

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output in '79.

Ford Motor installed air conditioning in 964,613 cars, equal to 70.23 percent of output. This was down from 2,127,902 units, or 77.29 percent in '79.

General Motors installed 3,532,273 air conditioners, equal to 77.03 percent of production. That was off from 4,364,582, or 84.51 percent in '79.

Of the total air conditioners installed industrywide, GM's share was 68.17 percent, up from 58.59 percent in '79; Ford Motor's share was 18.62 percent, down from 28.56 percent in '79; Chrysler's share was 9.44 percent, down from 10.95 percent in '79; American Motors' share was 2 percent, compared with 1.25 percent the previous year; Volkswagen's share was 1.77 percent, up from 0.65 percent.

COST OF OPERATING CARS IN U. S. AREAS

	Fixed Per Day	Running Per Mile
Portland, Oregon	$6.69	8.40c
San Francisco, California	7.38	9.85
Spokane, Washington	6.62	8.95
Sacramento, California	6.59	9.80
Boise, Idaho	6.21	8.85
Butte, Montana	6.59	8.85
Denver, Colorado	6.39	8.95
El Paso, Texas	6.22	8.10
Omaha, Nebraska	6.34	8.80
Dodge City, Kansas	6.23	7.45
Corpus Christi, Texas	6.06	7.40
Duluth, Monnesota	6.15	8.50
Des Moines, Iowa	6.20	7.50
Kansas City, Missouri	6.75	7.65
Joplin, Missouri	6.45	7.40
St. Louis, Missouri	7.17	7.85
Tulsa, Oklahoma	6.12	7.45
Ft. Smith, Arkansas	6.31	8.65
Houston, Texas	6.57	7.50
Jackson, Mississippi	6.34	9.20
New Orleans, Louisiana	7.13	8.75
Chicago, Illinois	6.76	7.90
Milwaukee, Wisconsin	6.38	7.70
Louisville, Kentucky	6.31	8.45
Nashville, Tennessee	5.83	8.70
Birmingham, Alabama	6.12	8.85
Traverse City, Michigan	5.85	8.90
Youngstown, Ohio	6.76	7.35
Syracuse, New York	6.37	8.65
Elmira, New York	6.22	7.50
Pittsburgh, Pennsylvania	6.45	8.60
Williamson, West Virginia	6.11	8.75
Chattanooga, Tennessee	6.15	8.75
Saratoga Springs, New York	6.46	8.50
New York, New York	7.39	8.85
Chelsea, Massachusetts	7.12	7.45
Bayonne, New Jersey	6.53	7.55
Norfolk, Virginia	6.21	7.75
Charleston, South Carolina	6.80	8.75
Miami, Florida	7.23	7.60

FOOTNOTES:

1. Costs based on representative 1981 Ford, Chevrolet, Plymouth-intermediates-6 cylinder-4 door sedan equipped with standard accessories, radio, automatic transmission, power steering and power disc brakes.

2. Per Day costs include depreciation (predicated on a 4 year trade-in cycle), state license fees and taxes, state sales and use taxes, financing costs and insurance premiums on $100 deductible fire and theft, $250 deductible collision, $100/300M bodily injury and $50M property damage—all based on a commutation category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator.

3. Per Mile costs include gasoline (based on no-lead regular), oil, normal preventive and repair maintenance, washing, greasing and tires.

4. Add a further depreciation allowance of four and four tenths cents (4.4c) per mile on mileage over 1,250 monthly.

SOURCE: RUNZHEIMER AND COMPANY, INC.
Runzheimer Park
Rochester, WI 53167
Management Consultants
Business Travel and Living Expenses

SOUND EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	90,489	45.73	NA	—	40,348	20.39	5,856	2.95	3,336	1.69
Eagle	11,919	25.70	NA	—	14,264	30.80	2,968	6.40	2,087	4.50
Concord	34,033	42.30	NA	—	16,333	20.30	1,609	2.00	965	1.20
Spirit	44,537	62.70	NA	—	9,731	13.70	1,279	1.80	284	0.40
CHRYSLER CORP.	292,463	38.22	196,015	25.61	130,303	17.03	37,866	4.95	4,492	0.58
C-P Division	165,887	36.69	110,903	24.53	82,583	18.26	28,441	6.29	3,323	0.73
Horizon	68,078	41.90	68,403	41.10	25,996	16.00	NA	—	NA	—
Volare	57,302	52.20	13,283	12.10	5,708	5.20	329	0.30	110	0.10
'80 Gran Fury	7,209	38.50	1,779	9.50	580	3.10	112	0.60	37	0.20
Cordoba	11,668	20.30	10,174	17.70	21,325	e37.10	11,611	20.20	1,207	2.10
Chrysler	3,872	13.30	3,610	12.40	9,724	33.40	8,181	28.10	1,223	4.20
LeBaron	17,758	23.80	13,654	18.30	19,250	25.80	8,208	11.00	746	1.00
Dodge Total	126,576	40.43	85,112	27.19	47,720	15.24	9,425	3.01	1,169	0.37
Omni	56,229	40.70	58,992	42.70	22,934	16.60	NA	—	NA	—
St. Regis	6,605	38.70	1,741	10.20	2,236	13.10	751	4.40	205	1.20
Diplomat	9,770	25.60	7,862	20.60	7,824	20.50	2,328	6.10	229	0.60
Aspen	45,384	53.10	10,256	12.00	3,333	3.90	598	0.70	85	0.10
Mirada	8,588	25.10	6,261	18.30	11,393	33.30	5,748	16.80	650	1.90
FORD MOTOR	447,540	32.58	91,035	6.63	344,985	25.12	186,224	13.56	24,171	1.76
Ford Division	375,987	38.32	67,533	6.88	188,635	19.23	81,262	8.28	4,964	0.51
Pinto	95,161	76.30	6,984	5.60	4,240	3.40	1,122	0.90	NA	—
Mustang/Mustang II	86,009	31.70	22,248	8.20	36,900	13.60	27,946	10.30	NA	—
Fairmont	103,629	44.20	18,991	8.10	25,087	10.70	8,206	3.50	NA	—
Granada	32,012	35.40	7,777	8.60	22,517	24.90	3,979	4.40	181	0.20
Thunderbird	27,441	17.50	5,331	3.40	68,053	43.40	28,225	18.00	2,509	1.60
Ford	[illegible]	30.70	6,202	6.00	31,838	30.80	11,784	11.40	2,274	2.20
L-M Division	[illegible]	18.23	23,502	5.99	156,350	39.84	104,962	26.74	19,207	4.89
Bobcat	[illegible]	52.10	2,712	11.00	1,775	7.20	641	2.60	NA	—
Capri	18,316	22.90	7,838	9.80	15,277	19.10	14,077	17.60	NA	—
Zephyr	23,963	34.20	7,567	10.80	14,014	20.00	5,255	7.50	NA	—
Monarch	8,545	28.00	3,296	10.80	9,003	29.50	2,441	8.00	122	0.40
Cougar/XR7	3,540	6.10	2,089	3.60	19,207	33.10	17,989	31.00	986	1.70
Mercury	4,346	8.00	NA	—	22,166	40.80	19,667	36.20	4,020	7.40
Lincoln	NA	—	NA	—	31,233	100.00	17,959	57.50	4,747	15.20
Versailles	NA	—	NA	—	4,784	100.00	3,287	68.70	737	15.40
Mark VI	NA	—	NA	—	38,891	100.00	23,646	60.80	8,595	22.10
GENERAL MOTORS	1,829,400	39.90	558,193	12.17	1,528,113	33.33	695,183	15.16	86,899	1.90
Buick Division	219,396	27.42	87,724	10.96	305,032	38.12	143,973	17.99	11,483	1.44
Skyhawk	4,119	49.50	1,972	23.70	1,381	16.60	408	4.90	NA	—
Skylark	96,373	45.50	35,160	16.60	50,622	23.90	22,664	10.70	NA	—
Century	66,051	44.50	21,077	14.20	47,794	32.20	5,493	3.70	594	0.40
Regal	35,860	16.70	19,756	9.20	94,698	44.10	30,707	14.30	1,074	0.50
Buick	16,993	10.10	9,759	5.80	61,916	36.80	62,757	37.30	6,898	4.10
Riviera	NA	—	NA	—	48,621	100.00	21,945	45.10	2,917	6.00
Cadillac Division	NA	—	NA	—	231,028	100.00	142,627	61.74	40,085	17.35
Seville	NA	—	NA	—	39,344	100.00	18,054	45.89	6,833	17.37
Cadillac	NA	—	NA	—	138,999	100.00	86,360	62.13	23,505	16.91
Eldorado	NA	—	NA	—	52,685	100.00	38,213	72.53	9,747	18.50
Chevrolet Division	1,168,815	57.63	313,698	15.47	370,548	18.27	127,435	6.28	9,210	0.45
Chevette	363,045	80.40	76,312	16.90	12,192	2.70	NA	—	NA	—
Monza	121,362	71.50	24,951	14.70	18,162	10.70	7,808	4.60	NA	—
Camaro	39,069	25.70	15,506	10.20	56,096	36.90	35,269	23.20	608	0.40
Citation	403,246	64.60	109,239	17.50	104,245	16.70	NA	—	2,497	0.40
Malibu/Chevelle	140,175	50.50	41,359	14.90	33,309	12.00	8,327	3.00	555	0.20
Monte Carlo	37,802	30.00	16,507	13.10	41,834	33.20	14,743	11.70	504	0.40
Chevrolet	64,116	34.40	28,890	15.50	65,234	35.00	30,381	16.30	2,609	1.40
Corvette	NA	—	934	2.30	39,476	97.20	30,907	76.10	2,437	6.00
Oldsmobile Division	181,923	21.47	70,420	8.31	336,720	[illegible]	180,306	21.28	21,952	2.59
Starfire	4,153	50.40	1,752	21.30	1,335	16.20	541	6.60	NA	—
Omega	64,957	48.40	21,120	15.70	31,708	23.60	12,644	9.40	1,050	0.80
Cutlass	96,698	22.90	38,298	9.10	146,262	34.60	63,757	15.10	2,635	0.60
Oldsmobile	16,115	6.70	9,250	3.90	113,975	47.60	72,414	30.30	12,669	5.30
Toronado	NA	—	NA	—	43,440	100.00	30,950	71.20	5,598	12.90
Pontiac Division	259,896	38.30	86,351	12.72	284,785	41.97	100,841	14.86	4,169	—
Sunbird	93,897	65.63	20,917	14.62	43,379	30.32	5,279	3.69	NA	—
Phoenix	86,261	48.38	33,756	18.93	54,640	30.65	16,328	9.16	1,149	0.64
Firebird	18,869	17.58	7,024	6.54	60,434	56.30	37,732	35.15	654	0.61
LeMans	24,631	40.23	10,060	16.43	17,804	29.08	3,715	6.10	234	0.38
Grand Prix	21,520	18.76	7,996	6.97	64,446	56.18	20,132	17.55	654	0.57
Pontiac	14,718	19.90	6,598	8.92	44,082	59.60	17,655	23.87	1,478	2.00
VOLKSWAGEN	64,747	29.00	82,609	37.00	37,955	17.00	17,861	8.00	NA	—
Total Cars, U. S.	2,724,639	38.13	927,852	12.99	2,081,704	29.13	942,989	13.20	118,898	1.66

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

SALES PER OUTLET

DOMESTIC AND IMPORTED CARS
TOP TEN

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—303	Chevrolet	364— 4
5—264	VW	274— 6
6—251	Oldsmobile	286— 5
7—239	Buick	234— 9
8—213—	Mazda	213—10
9—204	Ford	267— 7
10—195	Pontiac	241— 8

TOP CARS

U. S. new-car registrations for the full year of 1980. Registrations not available for Oklahoma.

1980 Pos.	Make	1979 Pos.
1—1,725,874	Chevrolet	2,106,404— 1
2—1,046,887	Ford	1,475,178— 2
3— 807,000	Oldsmobile	931,836— 3
4— 707,544	Buick	687,182— 5
5— 612,794	Pontiac	774,525— 4
6— 560,090	Toyota	467,255— 7
7— 506,075	Datsun	444,531— 8
8— 351,342	Honda	338,726—10
9— 326,361	Mercury	498,326— 6
10— 255,232	VW	287,527—13
11— 250,556	Dodge	367,387— 9
12— 236,522	Plymouth	323,225—11
13— 212,557	Cadillac	307,897—12
14— 159,788	Mazda	147,489—16
15— 150,878	AMC	156,926—15
16— 138,385	Chrysler	243,842—14
17— 125,887	Subaru	98,200—18
18— 72,740	Lincoln	128,262—17
19— 67,929	Fiesta	76,919—19
20— 54,741	Arrow	....
21— 54,484	Volvo	53,847—22
22— 51,538	Mercedes	....
....	Colt	60,656—20
....	Fiat	57,627—21
282,074	Other Imports	318,276
3,659	Misc. Dom.	4,652
	Total All Makes	
8,760,937		10,356,695

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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SALES PER OUTLET

U. S. MAKES

Sales per U.S. new-car franchise:

Position 1980		Position 1979
1—303	Chevrolet	364— 1
2—251	Oldsmobile	286— 2
3—239	Buick	234— 5
4—204	Ford	269— 3
5—195	Pontiac	241— 4
6—133	Cadillac	193— 6
7—117	Mercury	172— 7
8—108	Dodge	133— 8
9— 97	Plymouth	110— 9
10— 88	American Motors	97—10
11— 50	Chrysler	76—12
12— 45	Lincoln	80—11
13— 6	Imperial	—

MODELS: 1942-1981

Number of models offered by U. S. auto makers, 1942 to 1981:

1942	276	1963	336
1946	160	1964	336
1947	182	1965	348
1948	201	1966	368
1949	205	1967	370
1950	243	1968	368
1951	243	1969	365
1952	224	1970	375
1953	210	1971	341
1954	240	1972	297
1955	216	1973	304
1956	232	1974	302
1957	245	1975	325
1958	263	1976	294
1959	239	1977	275
1960	244	1978	259
1961	260	1979	268
1962	296	1980	252
		1981	244

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Dealers: Squeezed by high operating costs and soaring interest rates in 1980

By Francis J. Gawronski
SERVICE EDITOR

Although there are some indications that new-car sales may be on the upswing in the coming months, new-car dealers may still be hard pressed to show any great improvement in profits, especially with the continuing high cost of borrowing money and steadily increasing operating costs.

Dealers must turn to other segments of the dealership, such as service, parts and accessories, and leasing, and develop them into revenue producers in a determined effort to bolster sales and profits in the coming years.

The automobile manufacturers, realizing the plight of new-car dealers, are encouraging them to reexamine their service and parts departments and not to look upon them as profit drains but as profit builders and centers that will carry them not only over the current economic crisis but also through the ensuing years.

Some factories are pushing programs that help dealers take a new, serious look at other areas of their dealerships.

One such program recently announced by an auto maker is targeted at improving a dealership's parts sales volume, cash flow, profits and return on investments.

Dealers also should give serious thought about penetrating the automotive aftermarket where overall growth is projected at 10 percent annually, climbing from $175. 4 billion in 1981 to $256.4 billion in 1985.

As of Jan. 1, 1981, there were 21,772 franchised dealerships in the U. S. These dealers did $23,629 million in service and parts business in 1980, an increase of 6.4 percent over the previous year.

U. S. CAR OUTLETS

	Jan. 1, 1981	Jan. 1, 1980
American Motors	1,663	1,701
Chrysler Corp.	3,823	4,419
Ford Motor Co.	5,961	6,514
General Motors	11,060	11,425
TOTALS	22,507	24,059
Minus Intercorporate Duals	735	680
NET OUTLETS	21,772	23,379

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NUMBER OF AUTO REPAIR FACILITIES

1980

Dealers	26,600
Auto Repair Shops*	170,000
TBA	18,850
Other Auto, Home Supply Stores	1,860
Gasoline Stations	70,000
General Merchandise Stores	3,500
All Others	1,430
TOTAL	292,240

*—Includes independent and franchised repair shops.

NOTE: In all categories other than Dealers and Auto Repair Shops, the number of establishments selling auto parts and accessories exceeds number selling service. When the difference is added to the above total, the resulting figure is 331,090.

Source: NADA Economic Analysis Department

RETAIL OUTLETS

U. S. CARS, 1947-1981

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	—6.87

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FRANCHISED NEW CAR AND TRUCK DEALER PARTS AND SERVICE

(MILLIONS OF DOLLARS)

	1978	1979	1980	% Change 1979 to 1980
Service Labor Sales				
Customer Mechanical	3,692	3,927	4,255	+ 8.4
Customer Body	1,984	2,108	2,371	+12.5
Warranty	1,132	1,253	1,334	+ 6.5
Sublet	685	756	699	− 7.5
Internal	1,043	1,133	1,048	− 7.5
Other Sales	715	795	868	+ 9.2
Total Service Labor	9,229	9,942	10,585	+ 6.5
Parts Sales				
Customer Mechanical	3,195	3,498	3,574	+ 2.2
Customer Body	1,186	1,313	1,330	+ 1.3
Wholesale	3,306	3,584	4,096	+14.3
Counter	998	1,068	1,161	+ 8.7
Warranty	1,096	1,228	1,304	+ 6.2
Internal	1,020	1,092	1,083	− 0.8
Other Sales	428	491	509	+ 3.7
Total Parts	11,235	12,275	13,043	+ 6.3
Total Service & Parts	20,464	22,217	23,629	+ 6.4

SOURCE: NADA Economic Analysis Department

COMPARATIVE STATEMENT OF AVERAGE PER-UNIT PER-MONTH COSTS

(Non-Finance Lease)

YEARS 1980 AND 1979

	1980	1979	Increase Amount	Increase Percentage	Percentage of Total
Operating costs:					
Depreciation	$149.72	$134.66	$15.06	11.2%	53.2%
Repairs and maintenance	30.41	30.15	.26	.9	.9
Insurance	14.32	13.69	.63	4.6	2.2
License tags and taxes	7.82	7.40	.42	5.7	1.5
Interest	45.74	34.51	11.23	32.5	39.7
Delivery	2.64	2.90	−.26	−9.0	−.9
Total operating costs	250.65	223.31	27.34	12.2	96.6
General and administrative	25.64	24.67	.97	3.9	3.4
Total costs	$276.29	$247.98	$28.31	11.4%	100.0%
Average months in operation	27.4	26.6			

Source: American Automotive Leasing Assn.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1981 VS. 1980

(Estimated by Automotive News)

	Jan. 1, 1981				Jan. 1, 1980			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,663	0	1,663	1,663	1,701	0	1,701	1,701
CHRYSLER CORP.	1,153	6,759	7,912	3,823	1,346	7,162	8,508	4,419
Chrysler	0	2,668	2,668		0	3,071	3,071	
Dodge	1,130	1,221	2,351		1,314	1,330	2,644	
Imperial	0	411	411		0	0	0	
Plymouth	23	2,459	2,482		32	2,761	2,793	
FORD MOTOR CO.	3,267	5,996	9,263	5,961	3,604	6,430	10,034	6,514
Ford	3,245	1,825	5,070		3,578	1,909	5,487	
Lincoln	0	1,477	1,477		0	1,612	1,612	
Mercury	22	2,694	2,716		26	2,909	2,935	
GENERAL MOTORS	6,185	10,445	16,630	11,060	6,470	10,620	17,090	11,425
Buick	845	2,140	2,985		865	2,185	3,050	
Cadillac	280	1,325	1,605		285	1,345	1,630	
Chevrolet	3,585	2,090	5,675		3,785	2,090	5,875	
Oldsmobile	725	2,525	3,250		740	2,575	3,315	
Pontiac	750	2,365	3,115		795	2,425	3,220	
TOTALS	12,268	23,200	35,468	22,507	13,121	24,212	37,333	24,059
Minus Intercorporate Duals				735				680
NET DEALERS				21,772				23,379

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Managers of State and Local Dealer Associations

E. Carl Warren

AKRON
Akron Automobile Dealers Assn., 688 Wolf Ledges Pkwy., Box 2244, Akron, O. 44309. Phone 216/434-3134. E. CARL WARREN, exec. secy.

•

ALABAMA
Automobile Dealers Association of Alabama, Inc., 1112 Bell Bldg., Montgomery, Ala. 36197. HAROLD E. STREETMAN, exec. vice pres.

Harold E. Streetman

Keith L. Andresen

ARIZONA
Arizona Automobile Dealers Assn., 2622 N. 16th St., P.O. Box 5438, Phoenix, Ariz. 85010. KEITH L. ANDRESEN, exec. vice pres.

•

ARKANSAS
Arkansas Automobile Dealers Assn., Inc., P.O. Box 3707, Little Rock, Ark. 72203. DENNIS E. JUNGMEYER, exec. vice pres.

Dennis E. Jungmeyer

Richard K. Welte

BUFFALO
Niagara Frontier Automobile Dealers Assn., Inc., 1144 Wehrle Dr., Williamsville, N. Y. 14221. RICHARD K. WELTE, exec. vice pres.

•

NORTH CALIFORNIA
Northern Calif. Motor Car Dealers Assn., Inc., 1244 Larkin St., San Francisco, Calif. 94109. STEPHEN F. SNOW, exec. vice pres.

Stephen F. Snow

Jay Gorman

SOUTH CALIFORNIA
Motor Car Dealers Assn. of Southern California, 5757 W. Century Blvd., Suite 310, Los Angeles, Calif. 90045. JAY GORMAN, exec. vice pres.

•

CANADA
Federation of Automobile Dealer Assns. of Canada, 2 Sheppard Ave. E., Suite 1902, Willowdale, Ont. M2N 5Y7. KENNETH R. GRAYDON, exec. vice pres.

Kenneth R. Graydon

Ross E. Kelsey

CHICAGO
Chicago Automobile Trade Assn., O'Hare Plaza, 5725 East River Rd., Chicago, Ill. 60631. ROSS E. KELSEY, exec. vice pres.

•

CINCINNATI
Cincinnati Automobile Dealers Assn., 125 E. Ninth St., Cincinnati, O. 45202. CARL A. TEDESCO, exec. vice pres.

Carl A. Tedesco

NADA presidents

1981—**Wendell H. Miller**
Dodge-Honda
Lincoln-Mercury
Binghampton, N. Y.

1980—**George S. Irvin**
Chevrolet-Subaru,
BMW and Mercedes-Benz
Denver, Colo.

1979—**William C. Doenges**
Ford-Toyota
Bartlesville, Okla.

1978—**Robert P. Mallon**
Ford
Tacoma, Wash.

1977—**Reed T. Draper**
Chevrolet
Saginaw, Mich.

1976—**John J. Pohanka**
Oldsmobile-Fiat-Honda
Marlow Heights, Md.

1975—**William E. Hancock Jr.**
Buick-Opel
Columbia, S. C.

1974—**Hugh R. Gibson**
Ford
Cleveland, O.

1973—**John S. Hinckley**
Dodge
Ogden, Utah

1972—**Charles J. Whittey**
Chrysler-Plymouth
Bismarck, N. D.

1971—**Warren J. McEleney**
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.

1970—**Sam H. White**
Oldsmobile
Houston, Tex.

1969—**Lyman W. Slack**
Chevrolet
Portland, Ore.

1968—**T. A. Williams Sr.**
Chevrolet
Greensboro, N. C.

1967—**William E. Voyce Jr.**
Ford
Baltimore, Md.

1966—**S. E. Kossman**
Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
Cleveland, Miss.

1965—**Peter Val Preda**
Oldsmobile-Cadillac
Burlington, Vt.

1964—**C. Ed Flandro**
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—**John H. Lander**
Rambler
Atlanta, Ga.

1962—**Thomas F. Abbott Jr.**
Pontiac-Rambler
Fort Worth, Tex.

1961—**Walter B. Cooper**
Chevrolet
Fort Collins, Colo.

1960—**Birkett Williams**
Ford
Cleveland

1959—**H. L. Galles**
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.

1958—**Dean Chaffin**
Chevrolet-Buick
Bozeman, Mont.

1957—**Frederick M. Sutter**
Dodge-Plymouth
Columbus, Ind.

1956—**Carl E. Fribley**
Pontiac-Cadillac-GMC
Norwich, N. Y.

1955—**Frank H. Yarnall**
Chevrolet, Chicago

1954—**Charles C. Freed**
DeSoto-Plymouth
Salt Lake City

1953—**Robert S. Armacost**
Studebaker
Kansas City

1952—**J. Saxton Lloyd**
Buick-Cadillac
Daytona Beach, Fla.

1951—**R. D. McKay**
Chrysler-Plymouth
Wichita

1950—**Fred L. Haller**
Hudson, Washington

1949—**George F. Ziesmer**
Ford
Mankato, Minn.

1948—**Ben T. Wright**
Lincoln-Mercury
Chicago

1947—**M. O. Anderson**
Buick, Seattle

1945-46—**W. L. Mallon**
Pontiac
Newark, N. J.

1944—**D. G. Kelly**
Dodge-Plymouth
Grand Forks, N. D.

1942-43—**D. E. Castles**
Buick, St. Louis

1942—**Harry Sommers**
Chrysler-Plymouth, Atlanta

1941—**L. Clare Cargile**
Chevrolet, Texarkana, Ark.

1939-40—**Stanley H. Horner**
Buick, Washington

1938—**J. W. Roby**
Shreveport, La.

1936-37—**E. M. Lied**
Omaha

1933-35—**F. W. A. Vesper**
St. Louis

1932—**Floris Nagelvoort**
Seattle

1931—**F. J. Edwards**
Milwaukee

1930—**J. R. Histed**
Beverly Hills, Calif.

1929—**W. E. Griffith**
San Francisco

1928—**C. C. Coddington**
Charlotte, N. C.

1927—**W. L. Hughson**
San Francisco

1926—**C. B. Warren**
New York

1925—**Charles E. Gambill**
San Marino, Calif.

1924—**John L. Butler**
Los Angeles

1923—**G. G. G. Peckham**
Cleveland

1922—**Thomas J. Hay**
Chicago

1922—**W. J. Brace**
Kansas City

1921—**Jesse A. Smith**
Milwaukee

1920—**H. B. Harper**
Rosemont, Pa.

1918-19—**F. W. A. Vesper**
St. Louis

1917—**George W. Browne**
Milwaukee

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days'
1975		
January 1	1,654,500	96
February 1	1,639,423	92
March 1	1,474,162	66
April 1	1,472,700	73
May 1	1,566,702	79
June 1	1,585,464	68
July 1	1,604,841	65
August 1	1,455,675	59
September 1	1,435,332	70
October 1	1,497,624	63
November 1	1,492,391	52
December 1	1,423,568	52
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44

TOTAL SERVICE AND PARTS MARKET

(IN BILLIONS OF DOLLARS)

	Total	Franchised New Car & Truck Dealers	Automotive Repair Shops*	Gasoline Service Stations	TBA Dealers	General Merchandise Stores	All Others**
1976	47.9	16.5	12.1	4.9	8.8	4.3	1.3
1977	53.2	18.8	13.4	5.1	9.6	4.9	1.4
1978	59.7	20.5	15.2	5.4	11.6	5.5	1.5
1979	66.8	22.2	17.7	5.9	13.5	6.0	1.5
1980	71.7	23.6	18.7	6.4	15.2	6.3	1.5

*—Includes independent and franchised repair shops.

**—Includes non-franchised dealers, farm equipment dealers, and fleet shops

NOTE: Revenue for each type of repair facility includes tire sales.

SOURCE: NADA Economic Analysis Department and U. S. Bureau of Census

1980 SERVICE AND PARTS MARKET

	Total Including Tires	Percent of Total	Tire Sales**	Total Excluding Tires	Percent of Total
Dealers	$23.6	32.9	.26	$23.3	39.6
Auto Repair Shops*	18.7	26.1	.38	18.32	31.1
TBA	15.2	21.2	7.2	8.0	13.6
Gas Stations	6.4	8.9	1.5	4.9	8.3
General Merchandise	6.3	8.8	3.5	2.8	4.8
All Others	1.5	2.2	—	1.5	2.6
TOTAL	$71.7	100.0	$12.8	$58.8	100.0

*—Includes independent and franchised repair shops.

**—Data derived from Modern Tire Dealer.

Source: NADA Economic Analysis Department

NEW CAR ORDERS BY U. S. FLEETS

(Percentage of cars being ordered)

Car Size	Top	Line Middle	Bottom	Total
Sub-Compact	—	*	1	1
Compact	14	31	7	52
Mid-Size	17	19	3	39
Large	5	2	*	7
Canadian Fleets				
Sub-Compact	—	—	—	—
Compact	8	5	*	13
Mid-Size	7	51	16	74
Large	4	10	—	14

*—Mentioned, but less than ½ of one percent.

NAFA Car Categories

Sub-Compact: Wheelbase of less than 100 inches and a curb weight of under 2,500 pounds.

Compact or Small: Wheelbase between 100 and 106 inches and a curb weight of between 2,500 and 3,000 pounds.

Mid-Size: Wheelbase of between 106 and 114 inches with a curb weight of between 3,001 and 3,500 pounds.

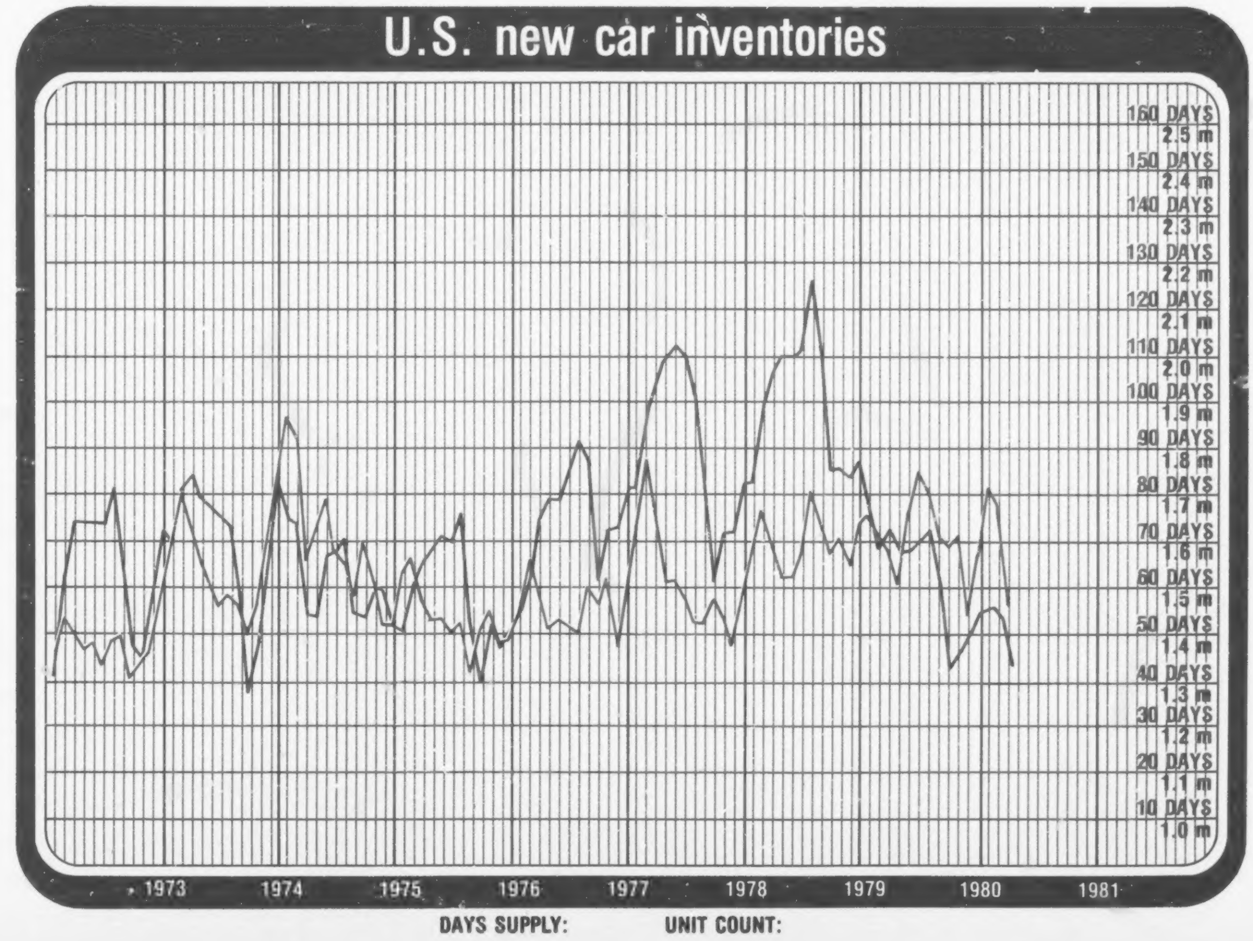
Large: Wheelbase of more than 114 inches and a curb weight of more than 3,501 pounds.

An analysis of manufacturers' specifications reveals that almost all cars fall completely into one of these categories. However, if both wheelbase and weight do not fit a category, the determining factor is the car's weight.

Source: National Assn. of Fleet Administration

NAFA FLEETS BY SIZE CLASS

Car Size	1978	1979	1980 New Car Orders
Subcompact	NA	1	2
Compact	7	26	52
Mid-Size	65	56	38
Large	28	17	8
Comparison of New Car Orders			
Subcompact	NA	NA	2
Compact	4	6	52
Mid-Size	81	71	38
Large	15	23	8


U.S. new car inventories

Used-car scene mixed

Prices continue upward climb, but sales volume drops in 1980

By Richard A. Wright
Assistant Managing Editor

Used car sales declined during 1980 as new-car dealers received far fewer tradeins because of the decline in new-car sales. As a result, used-car prices gathered strength through the year and into 1981.

The average sold price at wholesale auctions in March, 1981, was almost $1,000 more than it was a year earlier. Interestingly, the biggest gains were not in late-model cars, but in three and four-year-old units. This could mean the price on clean late-model units was getting too close to the level of new cars.

The NADA says that the used vehicle department accounts for almost 20 percent of the average new-car dealers' total sales volume.

An estimated 32 percent of the total used car market is accounted for by franchised new-car dealers, with independent used-car dealers accounting for about 13 percent and the remaining 55 percent private transactions.

U. S. government figures indicate that private transactions are taking a growing share of the used-car market. The U. S. says private deals accounted for only 43 percent of the retail used-car market in 1973.

In addition to an estimated 7.3 million used cars retailed by new-car dealers in 1980—in 1979, they retailed more than 8.8 million — franchised dealers wholesaled some 2.7 million units, most of them through auctions. In 1970, members of the National Auto Auction Assn. moved only about one million cars through their lanes.

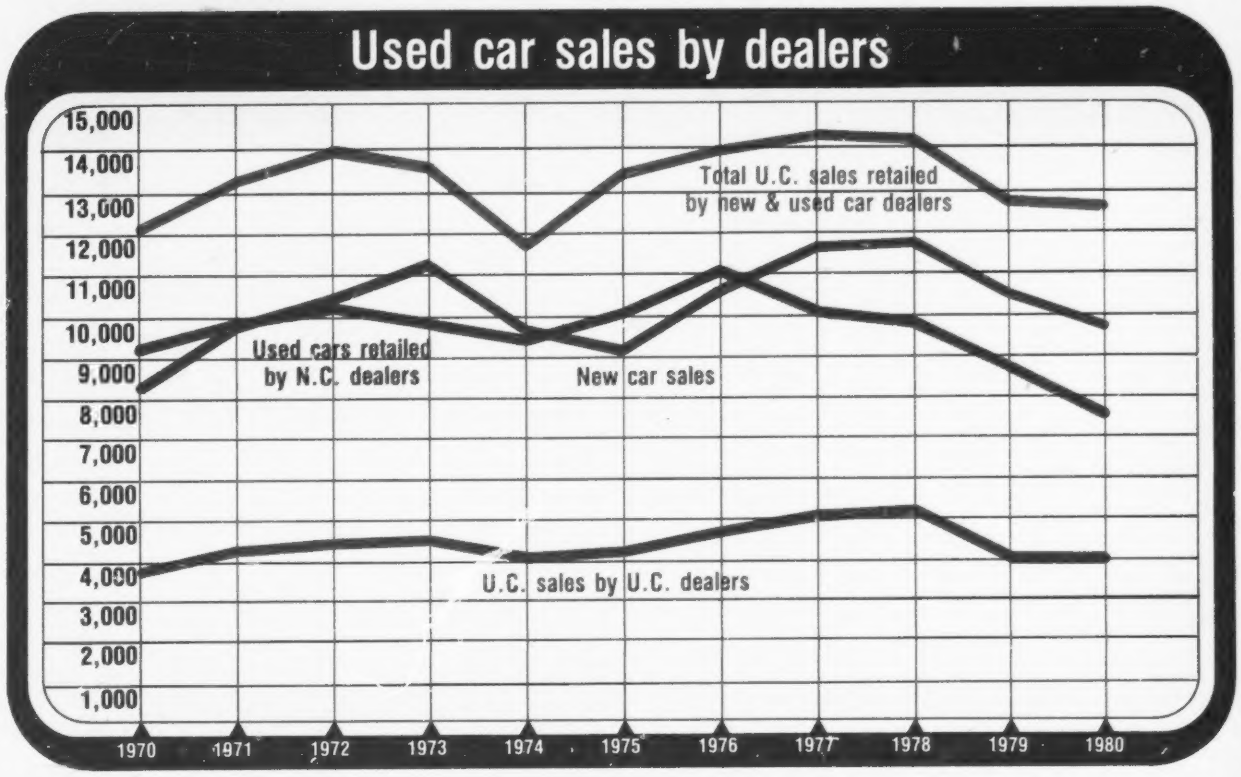
While the average selling price of used cars was rising during 1980, gross profits realized by dealers remained about the same. In December of 1979, for example, the average used unit sold by a new-car dealer cost $3,269, compared with $3,133 a year earlier. But the gross profit was $444, just $2 more than a year earlier.

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
1971	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9,903,000	4,390,000	14,293,000
1979	8,804,000	4,180,000	12,984,000
1980*	8,670.000	4,150,000	12,820,000

*—Estimated

SOURCE: NADA



TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1981

		March	$4,076
		Feb.	4,076
		Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1972

Dec.	$1,293	June	$1,554
Nov.	1,345	May	1,614
Oct.	1,443	April	1,651
Sept.	1,527	March	1,643
Aug.	1,510	Feb.	1,663
July	1,525	Jan.	1,760

1979-80 PRICE AVERAGES BY MONTH AT AUCTIONS

1979	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1979	$7,866	$7,751	$7,410	$6,270	$6,070	$6,095	$6,238	$5,663	$5,714	$5,702	$5,566	$5,608
1978	5,199	5,365	4,705	4,762	4,337	4,259	4,171	4.146	4,347	4,484	4,028	3,741
1977	4,150	4,264	3,933	3,693	3,299	3,352	3,031	3,262	3,277	3,639	3,179	3,043
1976	3,131	3,074	2,951	2,810	2,488	2,647	2,460	2,599	2,447	2,592	2,433	2,297
1975	2,347	2,427	2,217	2,140	1,927	2,001	1,897	1,938	1,867	1,727	1,870	1,828
1974	1,780	1,809	1,680	1,579	1,511	1,575	1,437	1,447	1,399	1,431	1,450	1,409
1973	1,379	1,288	1,281	1,240	1,136	1,234	985	1,110	1,106	1,147	1,106	1,120
1972	1,002	1,109	1,028	988	886	995	936	897	985	971	976	975
Overall Average	$3,373	$3,462	$3,303	$3,227	$3,023	$3,120	$2,913	$3,231	$3,133	$3,266	$3,293	$3,262
1980	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1980	$6,187	$6,313	$6,799	$6,322	$6,050	$5,821	$5,662	$6,516	$6,350	$6,311	$6,088	$5,576
1979	5,414	5,151	5,108	4,940	4,610	4,650	4,900	5,022	4,787	5,021	5,015	4,708
1978	3,591	3,755	3,533	3,441	3,498	3,501	3,631	3,806	3,841	3,793	3,879	3,610
1977	2,730	2,790	2,691	2,642	2,578	2,981	3,046	3,258	3,240	1,120	3,091	3,034
1976	2,233	2,214	2,069	2,052	2,177	2,328	2,214	2,445	2,362	2,223	2,148	1,991
1975	1,802	1,836	1,269	1,737	1,662	1,772	1,711	1,808	1,741	1,804	1,674	1,626
1974	1,456	1,392	1,375	1,234	1,203	1,343	1,240	1,310	1,350	1,343	1,248	1,146
1973	1,138	1,127	991	1,037	1,007	1,084	968	963	1,167	1,079	987	936
Overal Average	$3,175	$3,207	$3,112	$3,102	$3,183	$3,349	$3,289	$3,649	$3,545	$3,665	$3,795	$3,589

Auto advertising: Rebates revived in 1981 in battle against sales slump

By Joseph Bohn
Marketing Editor

There was no lack of advertising/marketing effort in '81, as domestic car firms fought off high interest rates and a recession in an effort to get things rolling.

The anticipated upturn, which was supposed to begin with introduction of the '81s in fall never materialized.

As a result, Chrysler's K-car, billed as "The American Way to Beat the Pump," began slipping in sales within a month after introduction, along with other car lines.

Chrysler's strategy was to put almost all its advertising effort on the Ks, using their showroom traffic appeal to help sell other models.

But, with Ks beginning to slip by November, Chrysler quickly switched to rebates, which were tied to the interest rate. At first, Chrysler's rebates were 6 percent, then 7 percent, and finally reverted back to 6 percent by March.

The "interest allowance" rebate program, as Chrysler billed it, proved successful enough to bolster its market share at the expense mainly of Ford, General Motors and American Motors.

The latter companies tried to hold off against rebates as long as possible, but eventually succumbed.

American Motors was the first to jump in with a 10 percent price reduction, which amounted to AMC's lowering its prices by 6⅔ percent and squeezing the other 3⅓ percent from smaller dealer discounts.

Ford and General Motors jumped in with rebates in February, though both shunned the particular word "rebate" which presumably has become worn out through

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DOMESTIC CAR FACTORY AD EXPENDITURES (First six months of calendar 1979)

(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Total Six Months
Chevrolet	1,385	413	....	....	427	1,286	12	951	4	....	3	227	1,984	333	7,025
Monte Carlo	556	60	....	....	695	1,857	42	518	13	....	15	226	2,183	287	6,452
Chevelle	694	32	....	5	538	1,342	11	1,027	21	....	19	141	1,112	226	5,168
Nova/Citation	8	....	....	....	....	....	....	3,592	1,452	1,567	149	4,778	7,712	538	19,805
Camaro	328	5	....	....	86	261	....	120	....	....	3	37	372	101	1,313
Corvette	....	....	....	....	....	....	....	....	....	....	....	....	....	76	76
Monza	293	5	....	....	101	403	....	223	....	....	3	15	151	73	1,267
Chevette	693	32	....	13	797	2,363	98	190	....	....	3	86	844	206	5,325
TOTAL CHEVROLET	3,957	547	....	18	2,644	7,512	163	6,621	1,490	1,567	195	5,510	14,367	1,840	46,431
Pontiac	313	32	....	....	75	788	315	436	1	....	....	....	915	937	3,812*
Grand Prix	971	29	....	....	140	1,568	856	568	1	....	....	....	610	1,365	6,108*
Phoenix	....	26	....	....	....	48	34	1,523	42	....	....	10	2,252	153	4,088
LeMans	396	28	....	....	75	912	607	469	1	....	....	....	351	818	3,657
Sunbird	324	27	....	....	30	307	263	63	1	....	....	....	....	75	1,090
Firebird	290	27	....	....	....	206	49	17	....	....	....	....	....	102	691
TOTAL PONTIAC*	2,294	169	....	....	320	3,829	2,124	3,076	46	....	....	10	4,128	3,450	19,446
Buick	484	83	....	17	100	629	182	674	453	....	....	....	1,349	369	4,340
Century/Regal	530	29	....	27	60	380	727	438	17	....	....	....	1,136	289	3,633
Skylark	....	29	....	9	12	76	6	1,930	13	....	....	100	1,906	609	4,690
Skyhawk	....	29	....	8	12	76	1	....	12	....	....	....	....	10	148
Riviera	1,317	29	....	17	105	1,009	188	....	16	....	....	....	372	7	3,060
Opel/Isuzu	....	27	....	7	....	....	3	....	10	....	....	....	....	....	47
TOTAL BUICK	2,331	226	....	85	289	2,170	1,107	3,042	521	....	....	100	4,763	1,284	15,918
Oldsmobile	854	53	....	....	....	300	41	897	829	....	....	....	167	85	3,226
Cutlass	541	264	....	....	85	3,033	1,136	1,302	423	....	....	....	1,176	1,294	9,254
Omega	....	40	....	....	....	....	31	939	356	....	....	231	2,035	371	4,003
Starfire	....	40	....	....	....	....	35	183	1	....	....	....	....	....	259
Toronado	556	58	....	....	....	410	41	41	1	....	....	....	....	8	1,115
TOTAL OLDSMOBILE	1,951	455	....	....	85	3,743	1,284	3,362	1,610	....	....	231	3,378	1,758	17,857
Cadillac	419	118	....	99	139	....	197	546	439	....	133	86	92	300	2,568
Eldorado	609	85	....	191	375	....	844	243	91	....	109	161	645	672	4,025
Seville	201	59	....	202	334	....	778	160	85	....	122	100	297	542	2,880
TOTAL CADILLAC	1,229	262	....	492	848	....	1,819	949	615	....	364	347	1,034	1,514	9,473
GM Corp. Product	1,802	18	....	....	....	3,365	416	4,369	2,456	....	162	....	3,471	148	16,207
TOTAL GM	13,564	1,677	....	585	4,186	20,619	6,913	21,419	6,738	1,567	721	6,198	31,141	9,994	125,332
Ford LTD	1,455	22	63	....	29	3,908	205	938	1,076	40	536	24	2,801	18	11,115
Granada	146	1	14	....	5	991	48	335	384	14	192	9	1,001	5	3,145
Thunderbird	238	1	8	....	4	633	29	402	461	17	230	10	1,201	7	3,241
Fairmont	717	67	60	....	28	4,519	418	737	845	31	421	19	2,202	14	10,078
Mustang	600	328	31	....	14	2,099	102	402	461	17	230	10	1,201	7	5,502
Pinto	742	1	28	....	13	1,951	85	402	461	17	230	10	1,201	7	5,148
Fiesta	147	67	7	....	4	544	28	134	154	6	77	5	400	....	1,573
TOTAL FORD DIVISION	4,045	487	211	....	97	14,645	915	3,350	3,842	142	1,916	87	10,007	58	39,802
Marquis	195	11	....	....	62	1,331	9	537	8	....	....	58	1,115	10	3,336
Monarch	....	11	....	....	62	487	10	....	6	....	....	58	120	10	764
Cougar	....	11	....	....	62	533	10	....	7	....	....	58	919	10	1,610
Zephyr	....	11	....	....	62	635	9	....	6	....	....	57	741	10	1,531
Bobcat	....	11	....	....	62	554	9	....	5	....	....	57	195	10	903
Capri	172	11	....	....	68	1,156	9	143	8	....	....	58	347	10	1,982
Continental	209	1	....	....	....	73	....	....	....	....	....	....	132	....	415
Mark V	212	....	....	....	....	73	....	....	....	....	....	....	....	....	285
Versailles	11	....	....	....	....	489	....	....	....	....	....	....	99	....	599
TOTAL LINCOLN-MERCURY	799	67	....	....	378	5,331	56	680	40	....	....	346	3,668	60	11,425
Ford Corp. Prod.	18	55	....	....	....	....	....	7	80	....	....	....	....	....	160†
TOTAL FORD MOTOR	4,862	609	211	....	475	19,976	971	4,037	3,962	142	1,916	433	13,675	118	51,387
Volare	....	....	....	....	....	....	1,566	....	....	....	....	....	....	872	2,438
Horizon	1,305	5	....	....	....	3,642	235	....	....	....	....	....	....	117	5,304
Arrow	....	....	....	....	....	....	4	....	....	....	....	....	....	....	4
Sapporo	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Champ	....	4	....	....	....	....	....	....	....	....	....	....	....	....	4
St. Regis	....	8	....	....	282	659	512	....	....	....	....	....	....	67	1,528‡
Chrysler	1,450	78	....	....	3	2,634	62	155	11	....	....	....	....	8	4,401
Cordoba	....	....	....	....	10	....	81	....	....	....	....	....	....	7	98
LeBaron	444	3	....	....	15	1,353	58	....	....	....	....	....	440	159	2,472
TOTAL CHRYSLER-PLYMOUTH	3,199	98	....	....	310	8,288	2,518	155	11	....	....	....	440	1,230	16,249
Aspen	....	....	....	....	....	....	1,313	....	....	....	....	....	....	515	1,828
Diplomat	....	....	....	....	....	....	....	....	....	....	....	....	....	5	5
Omni	1,744	139	....	....	1,592	3,413	405	265	11	....	....	....	....	20	7,589
Colt	....	8	....	....	....	100	85	....	....	....	....	....	....	30	223
Challenger	59	....	....	....	141	....	....	....	....	....	....	....	....	5	205
Magnum	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
TOTAL DODGE	1,803	147	....	....	1,733	3,513	1,803	265	11	....	....	....	....	575	9,850
Chrysler Corp. Product	847	2,456	....	....	560	4,368	1,015	2,439	5,014	....	....	....	8,020	1,324	26,043
TOTAL CHRYSLER	5,849	2,701	....	....	2,603	16,169	5,336	2,859	5,036	....	....	....	8,460	3,129	52,142
Pacer	....	44	....	....	....	....	205	....	169	....	....	....	....	254	672
Concord	....	696	....	....	....	783	615	173	984	....	....	....	894	3,114	7,259
Spirit	42	1,267	....	....	14	2,033	1,088	82	416	....	....	18	429	1,347	6,736
TOTAL AMC	42	2,007	....	....	14	2,816	1,908	255	1,569	....	....	18	1,323	4,715	14,667
TOTAL INDUSTRY	24,317	6,994	211	595	7,278	59,580	15,128	28,570	17,305	1,709	2,637	6,649	54,999	17,956	243,528

Figures compiled by a major advertising agency based on generally available information.

*—Pontiac spent $20,000 in direct mail on full-sized Pontiac and another $20,000 on Grand Prix in the first quarter.

†—Ford Motor spent $15,000 on corporate product direct mail in the second quarter.

‡Chrysler spent $159,000 on direct mail for St. Regis in the first quarter.

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considerable overuse in the industry.

Ford, instead, called its program a 10 percent price adjustment and GM used the phrase "bonus."

All these programs stirred up sales, since price resistance was at the heart of much of the industry's problem in '81.

However, following a discontinuance of rebates in spring, sales fell off as they were expected to do.

Among newly introduced models, Ford's Escort/Lynx were well received, and there was little question of their selling out the 500,000 production capacity for '81.

As one astute dealer put it, people had waited a long time to buy a small front-wheel-drive Ford. But the trick, from Ford's standpoint was to continue the momentum of these highly critical cars for '82, when they faced stiffer competition from GM and when most of the Ford-loyal buyers who wanted a little car like this had already bought one.

Ford Division used the line "built to take on the world" to promote its Escort, while Lincoln - Mercury used the tag, "starting today . . . the world belongs to Lynx." The idea was to tie into a "world car" corporate campaign which preceded individual introductions by the divisions.

Apart from Escort/Lynx, however, Ford found itself with a relative flop in the Granada/Cougar, which were newly restyled for '81.

Biggest complaint was price. Dealers pointed out that customers coming into the showrooms to look at $9,000 - $10,000 Granadas and Cougars still remembered this car as being only $5,000-$6,000 a few years earlier.

Chrysler's K-cars, aided by rebates, were a qualified success. The company didn't achieve the 550,000-sales goal it hoped for, but was looking at closer to 300,000 sales by spring. Chrysler had addressed the problem of pricing, however, with lower cost, specially-equipped models in the K cars, as well as L-body Omni and Horizons. The Horizon Miser marketing gambit, particularly, proved highly successful.

Biggest news of '81 though was General Motors' introduction of its J-cars.

These small, front - wheel - drive subcompacts, were the most import-like yet introduced by GM (official introduction was May 14) and were clearly counted on to roll back the Japanese tide.

Production capacity from May to October, 1981, was highly constrained.

The cars' real impact was expected to be felt in '82, when GM improved capacity to the point of making the cars plentiful at all car dealerships.

The Js represented a new marketing effort for GM.

Cadillac, for example, spent months doing its homework in order to reach a buying audience it had never really had a chance with before. It was pitting its Cimarron directly against cars like Audi, BMW and Volvo, with a theme line to the effect of "A new kind of Cadillac for a new kind of Cadillac buyer."

Other GM divisions were equally determined to conquest import buyers feeling that for the first time they had the high MPGs to do it.

FOREIGN CAR/TRUCK AD EXPENDITURES—(January-June, 1979)

(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Total 6 Months
Audi	780	67	5	....	8	....	168	836	4	....	....	....	404	236	2,508
Fiat	781	828	13	....	59	1,227	1,383	1,878	189	....	....	97	893	2,084	9,432
MG	296	63	....	....	....	1,056	5	1,326	284	....	....	....	1,223	60	4,313
Mercedes-Benz	1,720	534	....	....	....	....	1,165	785	56	....	....	....	....	1,137	5,397
Porsche	864	67	....	....	....	....	749	506	181	....	....	....	260	950	3,577
Renault	582	547	....	....	....	....	....	754	916	....	....	....	....	....	2,799
Saab	1,083	1,083	....	....	....	....	....	1,288	668	....	....	....	....	87	4,209
Triumph	172	....	....	....	4	....	....	544	4	....	....	....	1,173	96	1,993
Volvo	1,648	800	....	....	....	....	52	1,988	970	....	....	....	....	598	6,056
VW Rabbit	2,464	75	106	....	35	5,054	494	1,202	51	....	....	....	5,426	523	15,430
VW Others	431	2	....	....	....	53	524	256	5	....	....	....	370	329	1,970
Datsun	3,380	5,151	226	....	2,889	5,090	4,321	1,940	952	....	....	1,658	2,417	3,306	31,330
Honda	1,994	113	3	....	93	3,503	73	2,571	34	....	....	34	3,840	115	12,373
Mazda	1,273	17	1	....	59	4,490	552	1,461	155	....	....	28	3,156	2,137	13,329
Subaru	712	43	....	....	....	1,089	1,775	649	236	....	....	....	1,079	1,552	7,135
Toyota	2,371	2,251	361	....	....	4,966	4,767	2,062	1,274	....	....	....	4,371	6,838	29,261
Car Total	20,551	11,641	715	....	3,147	26,528	16,028	20,046	5,979	....	....	1,817	24,612	20,048	151,112
Datsun	138	234	....	....	....	....	865	792	31	....	....	....	279	838	3,177
Mazda	60	18	....	....	....	....	438	....	36	....	....	....	....	481	1,033
Toyota	349	63	....	....	....	340	773	308	264	....	....	....	417	2,348	4,862
VW	23	....	....	....	....	....	208	....	3	....	....	....	109	891	1,228
Truck Total	570	315	....	....	....	340	2,279	1,100	334	....	....	....	805	4,558	10,301

FACTORY TRUCK AD EXPENDITURES—6 MONTHS OF 1979

(In Thousands of Dollars)

	JANUARY - MARCH, 1979							APRIL - JUNE, 1979							
	Magazine	Newspaper	Outdoor, paint post	Network radio	Spot radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor, paint post	Network radio	Spot radio	Network TV	Spot TV	6-Month Total
Ford Pickup	321	750	22	....	24	1,018	354	413	148	8	31	....	3,368	465	6,922
Ford Van/Club Wagon	184	14	....	....	2	254	....	57	19	4	....	....	263	....	797
Ford Specialty	135	17	....	....	3	118	....	119	18	3	....	....	43	....	456
Medium, Heavy	198	9	....	....	9	36	....	130	....	....	....	41	....	....	423
Courier	82	3	32	....	....	34	475	51	....	26	....	....	331	18	1,052
FORD TOTAL	920	793	54	....	38	1,460	829	770	185	41	31	41	4,005	483	9,650
Chevy Pickup	784	....	....	....	250	1,904	443	91	....	....	6	213	1,014	313	4,418
Chevy Van	168	....	....	....	48	812	176	29	....	....	5	213	935	423	2,809
Chevy Specialty	220	....	....	....	....	....	....	33	....	....	....	65	356	45	719
Medium, Heavy	31	....	....	....	....	....	....	160	....	....	....	....	....	....	191
LUV	292	12	....	....	70	1,363	204	350	....	....	....	32	394	56	2,773
CHEVROLET TOTAL	895	12	....	....	368	4,079	823	663	....	....	11	523	2,699	837	10,910
GMC Pickup	316	....	....	43	123	....	20	310	....	....	50	....	....	3	865
GMC Van	149	....	....	47	124	....	14	12	....	....	48	....	....	1	395
GMC Specialty	....	....	....	17	....	....	7	1	....	....	8	....	....	....	33
Medium, Heavy	210	42	....	....	....	....	....	140	28	....	....	....	....	....	420
TOTAL GMC	675	42	....	107	247	....	41	463	28	....	106	....	....	4	1,713
Dodge Pickup	651	....	....	....	4	708	498	197	....	....	....	....	1,270	304	3,632
Dodge Van	110	....	....	....	4	516	328	56	....	....	....	....	853	147	2,014
Dodge Specialty	54	....	....	....	....	....	....	28	....	....	....	....	....	....	82
Medium, Heavy	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
D-50	....	8	....	....	....	....	553	....	....	....	....	....	....	14	575
DODGE TOTAL	815	8	....	....	8	1,224	1,379	281	....	....	....	....	2,123	465	6,303
Plymouth	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Arrow	101	4	....	....	....	....	....	....	....	....	....	....	....	....	105
TOTAL PLYMOUTH	101	4	....	....	....	....	....	....	....	....	....	....	....	....	105
Jeep C-J	42	27	....	....	....	876	68	110	60	....	....	....	1,370	982	3,535
Wagoneer	349	....	....	....	....	....	....	321	....	....	....	....	....	31	701
Pickup	116	....	....	....	....	383	52	104	....	....	....	....	323	322	1,300
Cherokee	145	....	....	....	....	864	158	36	84	....	....	....	392	761	2,440
AMC TRUCK TOTAL	652	27	....	....	....	2,123	278	571	144	....	....	....	2,085	2,096	7,976
IH Pickup	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Scout	789	5	....	....	....	....	545	693	525	....	968	486	411	1,740	6,162
Travelall	....	....	....	136	....	....	....	....	....	....	....	....	....	....	136
Medium, Heavy	272	....	....	....	....	....	....	171	7	....	....	....	....	....	450
TOTAL IH	1,061	5	....	136	....	....	545	864	532	....	968	486	411	1,740	6,748
TRUCK INDUSTRY	5,119	891	54	243	661	8,886	3,895	3,612	889	41	1,116	1,050	11,323	5,625	43,405

U.S. automaker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.
Thomas A. Staudt, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, director of advertising; Robert Wheat, manager of AMC car advertising; Ray Avedian, manager of Jeep advertising; Marvin Klein, Renault ad manager.

AMC and Renault car agency, Grey Advertising; Jeep and Eagle agency, Compton Advertising, New York.

CHRYSLER CORP.
John Naughton, executive vice president of sales and marketing; Jerry H. Pyle, vice president of sales; Thomas R. Gibson, director of marketing operations; Joseph A. Campana, director of marketing plans and programs; John K. Givens, director of sales operations; Bud Liebler, director of merchandising; Jeffrey Elpern, manager of advertising, Chrysler Corp.

CHRYSLER-PLYMOUTH
Jeffrey Elpern, manager of advertising.

DODGE
Jeffrey Elpern, manager of advertising.

Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD MOTOR CO.
Arthur B. Connors, vice president-marketing staff; Raymond Ablondi, director of marketing research; Bernard Restuccia, director of marketing operations; G. M. Heffernan, marketing plans director; John Bowers, director of advertising services, North American Auto Operations; Ronald Reynolds, advertising programs manager, NAO.

FORD DIVISION
Lee R. Miscowski, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gillooly, manager of car advertising; R. O. Davis, manager of truck advertising.

Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION
Joseph E. Cappy, general marketing manager; John B. Vanderzee, advertising manager.

Agency: Young & Rubicam, Detroit.

GENERAL MOTORS CORP.
Gail Smith, general director of advertising and merchandising; Donald J. Teasdale, manager of advertising-marketing staff; George H. Pruette Jr., public affairs ad manager—public relations staff.

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. N. W. Ayer-ABH International, Philadelphia.

BUICK DIVISION
John Dabels, director-market planning and distribution; Harold E. Savage, director of advertising; Thomas M. Edwards, advertising manager—special projects.

Agency: McCann-Erickson, Detroit.

CADILLAC DIVISION
Gordon Horsburgh, director of marketing; Richard Welday, national merchandising manager; Frank Cadicamo, assistant national merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION
E. P. Feely Jr., director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon ad manager; T. R. Chick, car ad manager.

Agency: Campbell-Ewald, Detroit.

OLDSMOBILE DIVISION
David L. Neisch, assistant general sales manager-marketing and dealer activities; Charles Strong, advertising manager; Raymond R. Juracek, assistant ad manager.

Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION
James H. Graham, director of merchandising; Tim Maloney, advertising manager; George Schmidt, sales promotion manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO
Edward Feeley, marketing manager; Peter Wade, advertising manager.

Agency: F. William Free, New York.

BMW
Hans Bartels, vice president of marketing; Brian Richardson, manager of advertising and promotion.

Agency: Ammirati Puris, Inc., New York.

JAGUAR ROVER TRIUMPH
Michael H. Dale, vice president of sales and marketing; Allen Taylor, ad manager.

Agency: Bozell and Jacobs, Inc., New York. Romano, Wollman/Advertising, New York.

DATSUN
Robert Kent, vice president of marketing; Joseph Opre, national ad manager.

Agency: William Esty Co.

FIAT
William Rude, director of marketing and sales planning; Dudley Coan, ad manager.

Agency: Benton & Bowles, New York.

HONDA
C. G. Schmillen, vice president of car sales; Joseph Haight, car ad manager.

Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA
Duane Bowen, marketing manager; E. Ikeda, U. S. national ad manager; Howard Caudle, manager of sales promotion.

Agency: Foote, Cone & Belding & Honig, Los Angeles.

MERCEDES-BENZ
Robert C. Owens Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.

Agency: McCaffrey McCall, New York (cars). Geer Dubois, New York (trucks).

PEUGEOT
Anthony Aldarelli, general manager—sales and marketing; John DeWitt, national ad manager.

Agency: Ogilvy & Mather, New York.

SAAB
Stanley Helling, marketing director; Peter Berla, ad manager.

Agency: Ally & Gargano, New York.

SUBARU
Alan B. Ross, vice president advertising and public relations.

Agency: Levine, Huntley, Schmidt, Papler & Beaver, New York.

TOYOTA
Al Hagen, corporate marketing manager; Barney Brogan, ad manager.

Agency: Dancer - Fitzgerald - Sample, Inc., Torrance, Calif.

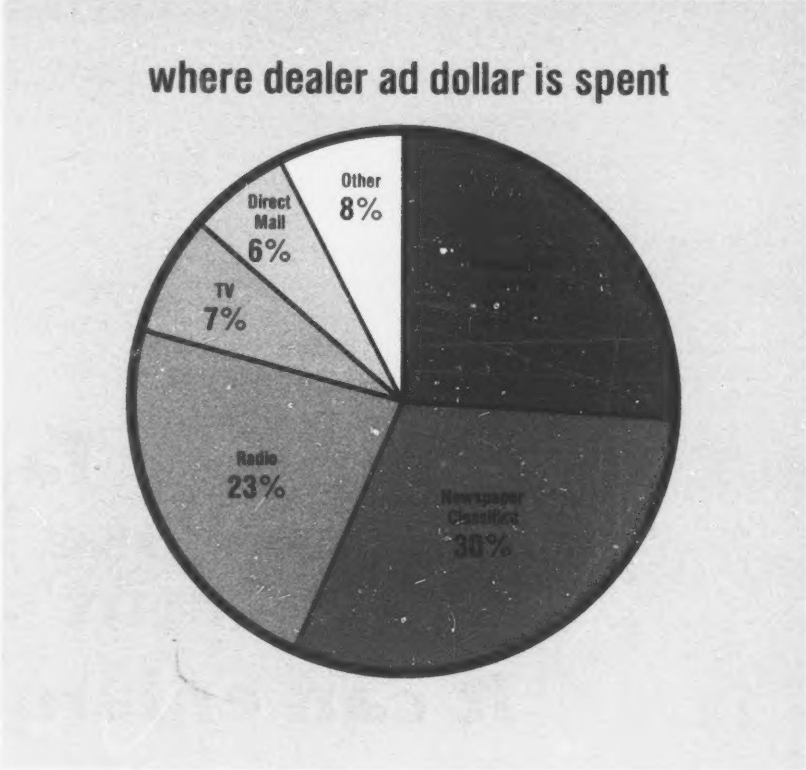
VOLKSWAGEN
John Slaven, manager of Volkswagen marketing; Gary Fisher, VW ad manager; Marvin Gruber, manager—Porsche Audi advertising.

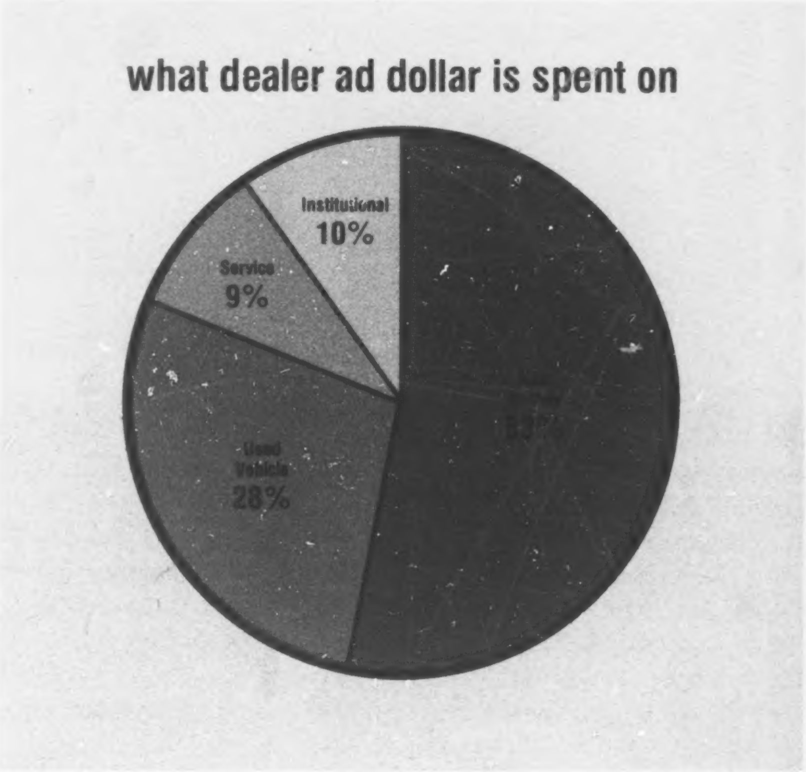
Agency: Doyle Dane Bernbach, Inc., New York.

VOLVO
Milton Gravatt, manager of marketing service.

Agency: Scali, McCabe, Sloves, Inc., New York.

New-Car Dealer Advertising


where dealer ad dollar is spent


what dealer ad dollar is spent on

LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated totals spent by all dealers, 1979 vs. 1978

	1979	1978
By Media Used		
Newspaper Classified	$ 312 million	$300 million
Newspaper Display	269 million	260 million
Radio	233 million	226 million
TV	71 million	68 million
Direct Mail	66 million	64 million
Outdoor (Billboards, Signs)	31 million	30 million
Programs (Theatre, Sports, Schools, etc.)	14 million	14 million
Handouts or Handbills	6 million	6 million
Display and Demonstrations	17 million	17 million
Other	13 million	13 million
TOTAL	**$1,032 million**	**$998 million**
By Types of Advertising		
New Vehicle	$ 542 million	$524 million
Used Vehicle	293 million	283 million
Institutional	102 million	98 million
Service	96 million	93 million
TOTAL	**$1,032 million**	**$998 million**

SOURCE: NADA Economic Analysis Department

All 5 U. S. makers lost money totaling more than $4 billion

1980 was worst financial year ever

By Edward Lapham
Financial Editor

Last year was the worst financial year in the history of the U. S. automobile industry.

All five major U. S. auto makers reported losses for 1980, with the total net loss for the industry in excess of $4 billion, and the immediate outlook for 1981 only marginally better.

There were several problems which, oddly enough, analysts, industry executives and government officials agreed were the main cause of the financial devastation.

First, and most obvious, was the lagging sales which were depressed due to consumer uncertainty about the economy, which did not improve, a larger market share by imported makes and record level interest rates which restricted the availability of credit at non-captive sources.

The second reason, which related to the first, was the massive capital outlays required during the year to not only redesign product lines, build new plants and refurbish older ones, but to meet the requirements of certain regulatory mandates.

Chrysler Corp. during the year arranged for $1.2 billion in federally guaranteed loans, although $400 million was not granted until February, 1981.

For the entire year, the financially beleagured auto maker reported the largest net loss by any U. S. industrial concern, although the new model year sales uptick spurred by introductory sales of the K-cars, did allow the company to briefly experience the long-forgotten thrill of black ink for the month of October.

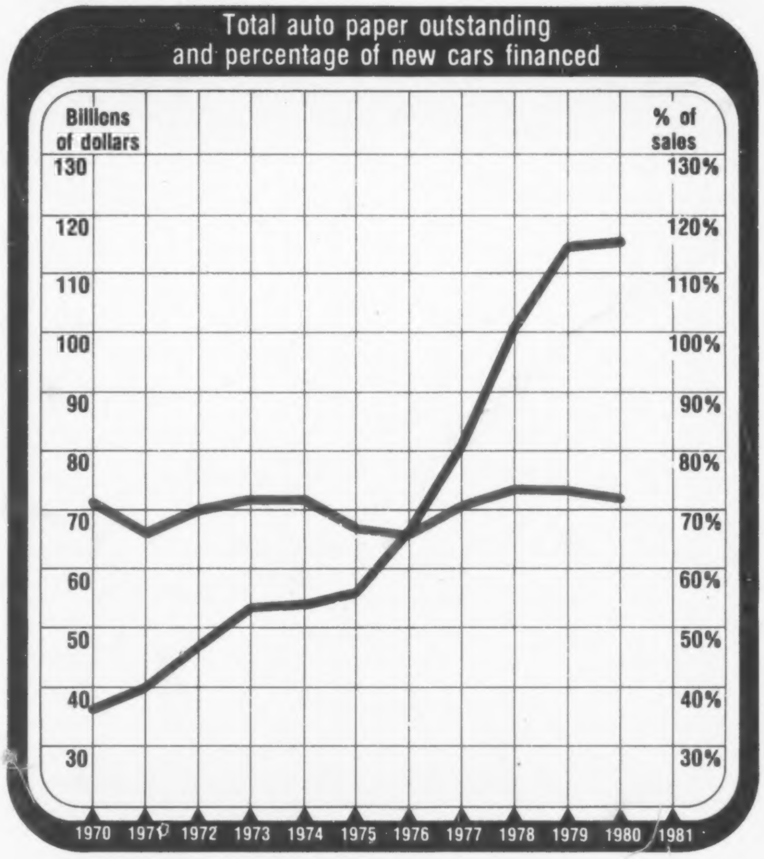
All of the auto makers looked for ways to abate the financial problems, finance capital spending plans and reverse negative cash flow.

The AMC/Renault partnership tightened in 1980 as the French auto maker acquired additional AMC shares, pushing its ownership to nearly 50 percent.

Chrysler continued to search for marriage or joint venture partners. General Motors and Ford looked enviously at the concessions the UAW gave Chrysler in its loan guarantee survival plan and decided they too might like the union to rollback some labor costs won in the last round of collective bargaining.

Several prestigious studies, including one by the Big Eight accounting firm Arthur Andersen, showed that in 1980 the Detroit financial disease spread to the industry's suppliers and that, in fact, the malaise was expected to linger beyond whatever recovery began with the 1982 model year and coincidental benefits of Reagonomics late in 1981.

Said one Wall Street analyst: "This is a watershed period for the auto makers and their suppliers. The only way to survive is for the car makers to find joint ventures and for the suppliers to find countercyclical, non-automotive business to hedge their bets."



Total auto paper outstanding ━━
and percent of total sales financed ━━

ESTIMATED AVERAGE ADVERTISING EXPENSES PER DEALER IN 1979

Dealers Classified by Number of New Vehicles sold in 1979

By Media Used	Average of all dealers	1-149	150-399	400-749	750 or more
Newspapers (Classified)	$10,881	$ 3,615	$ 8,322	$19,656	$ 40,994
Newspapers (Display)	9,435	3,513	7,269	15,799	29,035
Radio	8,170	2,749	7,193	13,994	25,602
TV	2,473	507	1,481	6,279	19,655
Direct Mail	2,328	921	1,658	3,724	7,249
Outdoor	1,074	447	706	1,398	3,868
Programs	488	164	420	896	1,460
Handouts or Handbills	221	118	118	140	566
Display and Demonstrations	611	215	515	1,112	1,710
Other	469	333	318	552	1,421
TOTAL	$36,150	$12,600	$28,000	$63,550	$131,560
Average per New Vehicle Sold	$ 86	$ 90	$ 80	$ 91	$ 88

Source: NADA Economic Analysis Department

NETWORK TV ADVERTISERS, 1980 VS. 1979

AUTOMOTIVE

	1980	1979	% of Change
Ford Motor	$125,701,500	$ 97,016,000	+29.6
General Motors	123,498,900	117,313,700	+ 5.3
Chrysler Corp.	65,289,900	69,589,800	− 6.2
Toyota Motor	22,945,300	21,090,000	+ 8.8
Toyo Kogyo (Mazda)	20,335,100	14,982,800	+35.7
Volkswagen	19,434,700	20,496,600	− 5.2
Nissan Motor (Datsun)	18,150,000	20,690,900	−12.3
American Motors	17,733,900	17,242,900	+ 2.8
Honda Motor*	15,625,000	13,648,600	−14.5
Fuji Heavy Ind. (Subaru)	7,277,500	5,451,400	+33.5
Jaguar Rover Triumph	4,764,500	6,462,600	−26.3
Daimler-Benz (Mercedes)	1,624,700	———	00.0

Figures are compiled by Broadcast Advertisers Reports (BAR), reported by Television Bureau of Advertising.

*—Honda advertising includes car and motorcycle.

FIVE-YEAR SUMMARY OF SALES, PROFITS, LOSSES

Worldwide Sales

(IN MILLIONS)

	1980	1979	1978	1977	1976
General Motors	$57,729	$66,311	$63,221	$54,961	$47,181
Ford Motor	37,086	43,514	42,784	37,842	28,840
Chrysler Corp.	9,225	12,002	13,618	16,708	15,538
American Motors	2,553	3,191	2,740	2,237	2,259

Profits

(IN MILLIONS)

	1980	1979	1978	1977	1976
General Motors	($ 763)	$ 2,893	$ 3,508	$ 3,338	$ 2,903
Ford Motor	(1,543)	1,169	1,589	1,673	983
Chrysler Corp.	(1,710)	(1,097)	(204.6)	163	423
American Motors	(198)	71	61	9	(53)

Profits per Share

	1980	1979	1978	1977	1976
General Motors	($2.65)	$ 10.04	$ 12.24	$ 11.62	$ 10.08
Ford Motor	(12.83)	9.75	13.35	13.08	10.45
Chrysler Corp.	(26.00)	(17.18)	(3.54)	2.71	7.02
American Motors	(6.00)	2.24	2.01	.30	1.76

AUTOMOBILE INSTALMENT CREDIT OUTSTANDING BY MONTH

(IN MILLIONS)

	1980	1979	1978	1977	1976
January	$114,761	$102,890	$ 83,075	$60,349	$53,318
February	115,455	103,780	83,826	60,774	53,519
March	115,459	105,426	87,757	61,840	54,117
April	115,014	107,115	87,747	63,183	55,059
May	114,318	109,161	90,359	64,551	55,484
June	113,174	111,373	93,261	72,459	56,667
July	113,604	111,952	95,289	73,863	57,659
August	114,061	113,351	97,687	75,512	58,665
September	114,334	114,765	99,062	77,207	58,270
October	114,452	114,876	100,159	77,845	59,798
November	116,517	115,121	101,565	78,791	60,002
December	116,327	115,022	102,468	79,414	60,498

Federal Reserve Data

5/12/81 C 2700 -1

Automotive News

Detroit, May 4, 1981

56th year—$35 per year, $1.00 per copy

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Baby Maserati

Luxury in a small package

All-new small Maserati, due out in Europe later this year, is expected to debut in the U. S. by '82 or '83. The 2+2 coupe reportedly will be powered by a V-6. mounted in front and driving the rear wheels. Price is expected to be between $20,000 and $25,000. Unofficial photos were snapped during factory test runs.

Domestic-car dealer total down 221 in 1st quarter

By John K. Teahen Jr.
Managing Editor

There was discouraging news again for the domestic dealer population in the first quarter of 1981. The latest AUTOMOTIVE NEWS census shows a decline of 221 outlets for the January-March period.

The domestic dealer count was 21,551 on April 1, compared with 21,772 on Jan. 1.

The dip of 221 locations was not as bad as the 258-outlet drop in the first quarter of 1980. That was encouraging.

But the falloff was worse than the 173 outlets that left the field in the fourth quarter of 1980. That was *not* encouraging.

Each of the four manufacturers shared in the first-quarter dip. American Motors was down 17 outlets, and the Big Three were about on a par with slips of 63 for Ford Motor Co., 55 for General Motors and 51 for Chrysler Corp.

That amounts to 186. The industry loss was expanded to 221 by a change in the number of intercorporate duals. An intercorporate dual boosts the total for the company involved, but it does not help the overall count because the dealership was already in business before taking on the additional line.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

- The departure of 221 outlets was the second highest for the first quarter in the 20 years AUTOMOTIVE NEWS has been compiling census figures on a quarterly basis. Only last year's 258 was more severe.

The current quarter will tell a lot about what kind of a year it's going to be in the domestic dealer field. Last year, the second quarter brought a staggering loss of 672 outlets (highest ever for a three-month span), and that was followed by a dive of 507 in the third quarter as the industry lost 1,607 for the year.

If the decline moderates a bit this quarter, it will be a heartening sign for the domestic industry. If it approaches last year's figure, another disastrous year could be in store.

In the first quarter, Chrysler Corp. and Ford Motor fared better than in 1980, while GM and AMC had bigger losses than a year ago.

Chrysler's dip of 51 was only one-third as bad as last year's 152, and Ford Motor's 63 was

Continued on Page 8, Col. 1

U. S. CAR OUTLETS

	April 1, 1981	Jan. 1, 1981
American Motors	1,646	1,663
Chrysler Corp.	3,772	3,823
Ford Motor Co.	5,898	5,961
General Motors	11,005	11,060
Totals	22,321	22,507
Minus Intercorporate Duals	770	735
NET OUTLETS	21,551	21,772

Copyright 1981, Automotive News

breaking news

Ford to offer propane option in '82

DEARBORN.—Ford of Canada will offer a factory-engineered propane fuel system for some Granadas and Cougars in the 1982 model year. It is expected the option will be priced at about $600. Ford expects to sell about 20,000 systems in Canada in calendar 1982. Production started last month at Louisville of a propane option for Ford medium/heavy-duty trucks for sale in the U. S. and Canada.

Chevy buildout, startup dates set

DETROIT.—Chevrolet has told its dealers to expect Malibu, Citation, Camaro and Celebrity to be in short supply during the rest of the calendar year because of changes in car-line programs and startup dates. Camaro will build out earlier than usual, July 10, and start up later than usual, Oct. 5. Monte Carlo and Malibu buildouts are scheduled for the week of July 31. Citation buildout is set for Sept. 4, with startup Sept. 14. Celebrity is slated for a late startup on Sept. 28.

J-car to be built in Brazil

SAO JOSE DOS CAMPOS, Brazil. — General Motors do Brasil will begin production of the J-car here this month. At first, total output will be exported. Sales in the domestic market will be held off until 1982. Export models will have four-cylinder gasoline engines of 1.6 and 1.8 liters. Cars for the domestic market will also be available with an alcohol engine running on a 12:1 compression ratio. Eventually, export models may be built equipped with diesels imported from Germany.

Chrysler price hike averages $194

DETROIT. — Chrysler Corp. has raised new-car prices an average of $194, or 2.6 percent, for the average-equipped vehicle. This compares with boosts of $178 for Ford Motor last week and $351 for General Motors on April 13. Chrysler's hikes generally ranged from $91 on the Omni/Horizon four-door to $348 on the Chrysler Cordoba, although the Imperial went up $801. The base K-car two-door was raised $115. Like GM and Ford, Chrysler said it plans no further price increases for the remainder of the 1981 model year.

Issue still very much alive in House hearing

Air-bag rhubarb goes on and on

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The fight over passive restraints — especially airbags — is not yet over, although the standard was a major item on the Reagan Administration hit list and although large cars already have a one-year reprieve.

The action may be in Congress, which has on several occasions taken the matter into its own hands. In fact, the battle has started

The standard is not a "Loosey-goosey/consumer - flaky" issue. So said Rep. Tim Wirth, the Colorado Democrat who heads the new House subcommittee, looking anew at the 10-year-old controversy.

Nor is it "just a minor nuisance regulation, like the height of toilet seats or the temperature at which live animals must be transported." So said Yale Professor William Nordhaus, formerly the member of the President's Council for Economic Advisers in charge of regulations.

"Why can Toyota design something that doesn't strangle my wife and General Motors can't?" So asked Rep. Al Swift, Washington Democrat.

- Sound like 10 years ago, the height of the consumer activist period when Detroit was the target? Well, it was last week.

The scene was the startup of House Energy and Commerce subcommittee hearings on passive restraints in the 97th Congress — just 19 days after the Reagan Administration gave the makers of large cars a one-year reprieve on restraints. It was standing room only and TV lights.

Many of the Congressmen were different, but with the exception of the new NHTSA head Ray Peck, the witnesses were the same ones who have appeared over many years. Joan Claybrook was in there pitching.

Many arguments were the same, although the numbers used for costs and benefits were updated.

The twist added at the end of the last Congress — how to equalize treatment of import companies, most of whose cars are smaller than domestics—was again debated.

The upshot is that even with an Administration devoted to deregulation and sympathetic to Detroit, the issue of air bags is very much alive. Indications are that Congress—as it has in the past—will decide the issue rather than the bureaucrats.

And with that, certainty — which the companies like most, next to profits—is gone.

- Mercedes - Benz, which had planned air bags as well as three-point belts for front seats on all its cars sold in the U. S., has changed its mind. It will not even offer air bags as options.

"Mercedes - Benz has never considered the airbag as the ultimate occupant crash protection solution in the first place," the company said. "The air bag, for us, has always been a supplement for an otherwise actively safe car equipped with three-point belts."

Mercedes-Benz, which had one model affected by the start of the phase-in for large 1982-model cars, added it will "honor the postponement of the passive restraint rule which is based on American social, political and economic considerations."

In Germany, which has mandatory belt use, Mercedes is offering a driver air bag mainly to prevent facial lacerations. It is advertising, "A good idea must not be given up."

Volvo, which had talked of air bags on some 4,000 cars

Continued on Page 45, Col. 1

Profits and

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NEWSPAPER

First quarter results up from $155 million a year ago

GM reports profit of $190 million...

By Edward Lapham
Financial Editor

General Motors reported first quarter 1981 net earnings of $190 million (63 cents a share), up 22.6 percent from $155 million (52 cents a share) in the 1980 period. Sales for the January-March period rose less than one percent to $15.724 billion from $15.713 billion.

GM Chairman Roger B. Smith and President F. James McDonald issued a statement which said the first-quarter results continued the gradual recovery begun in the final quarter of 1980. GM had a fourth-quarter profit of $62 million but suffered a loss of $763 million for the year.

"This improvement is encouraging and reflects intensive efforts to reduce costs," they said.

The two GM executives also said "prospects for a good spring selling season" will be aided by the May 21 introduction of GM's new J-cars.

They also said "the U. S. economy has rebounded considerably" and "the consumer's financial position has improved significantly" since last spring, which should aid the U. S. recovery. They did say, however, that non-North American economies are not recovering as quickly, which will continue to hamper overseas operations.

"Certainly this will be no record year for GM or the auto industry, nor even an outstanding year," they said. "But despite the uncertainties, we do expect 1981 to be a year of improvement and progress."

• GM reported that in the first quarter, worldwide factory sales of all vehicles declined 16.9 percent to 2,034,000 from 1,690,000. In the U. S., factory sales of cars declined 18.1 percent to 957,000 from 1,169,000 while factory sales of trucks fell [illegible] percent to 205,000 from 228,000.

Factory sales of all vehicles manufactured in Canada were off 12.2 percent to 187,000 from 213,000 and overseas factory sales dropped 19.6 percent to 341,000 from 424,000.

The average number of employes worldwide was 758,000 in the first quarter, off 4.9 percent from 797,000 last year. Total worldwide payroll last quarter was $4.81 billion, compared with $4.57 billion in the same period last year.

The total cost of an hour worked by U. S. hourly employes rose 13.5 percent over the past year to $19.70 in January-March this year from $17.35 in the period last year, GM said.

Working capial at March 31 totaled $2.440 billion, down from $3.148 billion at Dec. 31 and $6.256 at March 31, 1980.

GM's income statement for the first quarter listed a combined total of $1.136 billion for depreciation and amortization, compared with $1.056 billion last year.

GM's current assets to current liabilities ratio deteriorated further in the first three months of the year to 1.19 to one from 1.26 to one at Dec. 31 and 1.58 to one at March 31 last year.

Smith and McDonald said the current earnings "are well below the level" needed to fund GM's "aggressive product and facility programs" of the 1980s.

$439 million in red for first 3 months

...But Ford suffers 6th straight loss

By Edward Lapham
Financial Editor

DETROIT. — Ford Motor Co. reported its sixth consecutive quarterly loss for the first three months of 1981.

The company said it incurred a net loss of $439 million ($3.65 a share) in the period, up from the $164 million ($1.36 a share) the auto maker lost in the first quarter of 1980 despite a relative improvement in U. S. operations.

Worldwide sales in the period were off 3.1 percent to $9.3 billion from $9.6 billion.

Ford said that in the U. S. in January-March, it sustained an after-tax loss of $395 million ($3.28 a share) compared with $473 million ($3.94 a share) last year.

A statement by Chairman Philip Caldwell and President Donald E. Petersen said "major reductions in operating costs" were offset by lower sales, a less favorable product mix, spiraling labor and material costs plus higher interest expense.

Ford said its largest year-to-year deterioration of operations was in the overseas markets. The auto maker said it had an after-tax loss of $44 million (37 cents a share) outside the U. S. in the period, including a $61 million loss in Canada. In the year-ago period, the company's non-U. S. operations contributed after-tax earnings of $309 million ($2.58 a share).

The overseas profit decline "reflected principally lower industry volume and lower dealer stocks in Europe because of a cyclical weakening of some economies," the Ford statement said.

• Ford's financial situation did not deteriorate as much as the results might have indicated.

In fact, the auto maker's current assets to current liabilities ratio actually improved slightly to 1.05 to one at March 31 from 1.04 to one at Dec. 31. However, it was well below the 1.19 to one ratio at March 31, 1980.

Working capital increased $10.3 million during the period to $497.3 million at March 31, due to a reduction in dividend payments and other reduced dispositions.

Working capital, which started 1980 at $2.3 billion, decreased by $479.2 million in the first quarter last year and by additional amounts in successive quarters for a total erosion of about $1.8 billion last year.

Ford's statement of operations listed depreciation at $273.7 million in the first quarter compared with $242.3 million last year. Amortization of special tools was listed at $261.2 million compared with $212.5 million.

"A substantial improvement in Ford's operating results" is expected in the second quarter of 1981, the statement said, based on a recovery in industry car and truck sales and dealer inventory expansion in the U. S., as well as "gradual improvement" in vehicle demand in "most major markets."

...And Chrysler drops another $298 million

By Edward Lapham
Financial Editor

Chrysler Corp. reported a net loss of $298.4 million ($4.56 a share) for the first fiscal quarter of 1981. It was a marked improvement over the $449 million ($6.84 a share) net loss reported the year earlier, but generally a bigger loss than Wall Street analysts had anticipated.

In a report to shareholders, Chrysler Chairman Lee Iacocca said the company "is on schedule in its rebuilding program." He also said Chrysler "exceeded the sales objectives established in the operating plan so far in 1981."

Net sales in the January-March period rose slightly to $2.428 billion from $2.347 billion in the 1980 period. Iacocca said that despite "the economic factors which depressed the automobile industry," Chrysler's "costly package of sales incentives and rebates" was successful in giving Chrysler sales momentum.

He said Chrysler's share of the U. S. car market in the quarter was 10.6 percent compared with 9.5 percent in the first three months of 1980. Worldwide factory sales of motor vehicles declined 7.2 percent to 305,133 from 328,917 last year.

"Even though Chrysler incurred a loss for the quarter, operating results improved month by month and approached break-even in March," Iacocca said.

"With a continuation of our sales momentum, the increasing benefits from our restructuring program and a moderation of interest rates, Chrysler's operating results are expected to improve dramatically in the second quarter and the balance of the year."

Chrysler's financial position improved somewhat during the period. Its current assets to cur-

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56th year — No. 4861

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Toyota's new 4WD entry in Europe

Toyota and Datsun are bringing new models in the growing 4WD field in Europe. The Datsun Patrol, and the Toyota Land-Cruiser (above) feature a clean design and they are lower-priced than the American 4WD models AMC Wagoneer and Cherokee. Due to the high value of the U. S. dollar, prices of the U. S. cars are increasing in most European countries.

Chevrolet, Ford launch sales incentive plans

By Joseph Bohn
Marketing Editor

Consumer rebates may have ended, but Chevrolet and Ford are still using cash incentives to move cars and trucks.

Chevrolet launched a sales manager's cash incentive, paying bonuses up to $3,000, to managers, plus a $50 override on each additional light - duty truck once they hit the top objective.

Meanwhile, Ford Division launched a dealer cash incentive, paying up to $200 per Granada, $500 on Thunderbird and $500 on light-duty conventional pickup trucks.

The Ford program is called "Spring Green." It runs from April 27 to June 27.

Dealers are assigned a total car objective. If they hit 0 to 69 percent of it, they receive $100 retroactively for every Thunderbird they sell. Again, 70-99 percent pays $300 on every Thunderbird, retroactively; and 100 percent and above pays $500 per Thunderbird, retroactively.

There is a separate contest on Granada, during the same time frame.

Dealers get a flat $200 for every Granada they sell, beginning with the first unit. However, only Granadas released prior to May 1 and sold from stock are eligible for the money.

• In another phase, Ford has an incentive on light-duty conventional pickup trucks from the F-100 to F-350 series. Broncos, vans and Courier are excluded.

The truck incentive is set up so dealers earn $100 per truck for hitting 20 to 39.9 percent of objective; $150 for 40 to 59.9 percent; $200 per unit for 60 to 79.9 percent; $300 per unit for 80 to 99.9 percent and $500 per unit for 100 percent and above. Payments are non-retroactive.

Ford dealers will carry the load in terms of advertising Thunderbird and Granada values, but Ford Division will do factory advertising to highlight special truck values.

A Ford spokesman said the truck ads encompassed 30-second TV and 60-second radio spots, breaking last Friday, along the lines of "Now's the time to get the jump on prices, and Ford's special incentives to dealers can save you hundreds of dollars." J. Walter Thompson is the agency.

Chevrolet's contest is called "Big Bonus Time."

It covers new '80 and '81 pickups and vans, excluding the LUV and the medium - duty truck series. The contest runs from April 21 to May 31.

Payments vary according to dealership objective.

If a sales manager had an objective to 4 to 10 trucks, he would get a $500 bonus by hitting his objective, plus receiving $50 for each additional unit over 10 that he sells.

If a manager had an objective of 11 to 20 units, he would receive a $1,000 bonus for reaching it, plus the $50 override on every additional sale over 20.

Similarly, objectives of 21 to 30 units pay $1,500; 31 to 40 units, $2,000; 41 to 50 units, $2,500; and 51 and over, $3,000. Managers reaching their objectives in each of these categories get the $50 - per - unit override, once they reach their goal.

Ford is eying a return to ragtop market

DEARBORN. — Ford Motor Co. may be scurrying to catch up to Chrysler Corp. and pass it in one area at least.

Ford is evaluating convertible versions of the EXP/LN7 and Mustang, and, according to one report, a soft top Ford may be available in the fall of 1981.

Earlier this year, Chrysler showed the press a convertible K-car it will put on the market next spring.

Auto makers' first-quarter results

PROFITS (LOSSES) IN MILLIONS

	1981	1980
GENERAL MOTORS	$190	$155
FORD MOTOR CO.	(439.5)	(163.6)
CHRYSLER CORP.	(298.4)	(448.8)
AMERICAN MOTORS	(52.7)	1.3
	($600.6)	($456.1)

Domestic count slips to 21,551

Dealer total down 221 for quarter

Continued from Page 1

down from 97. On the other hand, GM was off 55 this year, compared with 30 a year ago, and AMC's loss of 17 outlets compared with a gain of 36 in 1980.

In the franchise area, totals held rather steady in the first quarter except for Ford Division and Chevrolet. Ford was off 53, and Chevrolet was down 45.

At Chrysler Corp., franchises were down 17 for the Chrysler marque, seven for Dodge car and three for Plymouth. Imperial was up six.

Lincoln has one less franchise than at the beginning of the year, and Mercury is down 11. Cadillac was unchanged for the first quarter, and there were dips of five for Pontiac and 10 apiece for Buick and Oldsmobile.

AMC had 1,646 domestic-car outlets on April 1, compared with 1,663 at the beginning of this year. AMC's duals with Big Three makes of cars climbed to 729 from 706 on Jan. 1. That's a 10-year high for AMC duals.

Chrysler Corp. opened April with 3,772 car locations, a decline of 51 from Jan. 1. As noted, Chrysler showed a big improvement over the first quarter of 1980 when it lost 152 spots.

Franchise totals for April 1 were: Chrysler, 2,651; Plymouth, 2,479, Dodge car, 2,344, and Imperial, 417.

Chrysler Corp. also has 10 dealers that handle only trucks. They are not included in the corporation's car - dealership total or in the Dodge car-franchise total.

Ford Motor's dealership count on April 1 was 5,898, compared with 5,961 at the beginning of January, a drop of 63.

FRANCHISE TOTALS

	April 1, 1981	Jan. 1, 1981
AMERICAN MOTORS	1,646	1,663
CHRYSLER CORP.		
Chrysler	2,651	2,668
Dodge	2,344	2,351
Imperial	417	411
Plymouth	2,479	2,482
FORD MOTOR CO.		
Ford	5,017	5,070
Lincoln	1,476	1,477
Mercury	2,705	2,716
GENERAL MOTORS		
Buick	2,975	2,985
Cadillac	1,605	1,605
Chevrolet	5,630	5,675
Oldsmobile	3,240	3,250
Pontiac	3,110	3,115

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Franchise totals are Ford, 5,017; Mercury, 2,705, and Lincoln, 1,476.

There are 91 dealerships that handle only Ford heavy - duty trucks. They are not included in the company's car-dealership figure or in Ford Division's car-franchise tally.

At GM, the car dealership figure slipped to 11,005 at the beginning of April, down 55 from 11,060 on Jan. 1.

Car franchise totals are: Chevrolet, 5,630; Oldsmobile, 3,240; Pontiac, 3,110; Buick, 2,975, and Cadillac, 1,605.

Looking back a year, the current domestic dealer count of 21,551 is down 1,570 from the 23,121 establishments in operation on April 1, 1980.

The 12-month period has seen declines of 519 for Ford Motor Co., 495 for Chrysler Corp., 390 for General Motors and 91 for American Motors. That's an aggregate drop of 1,495. There are 75 more intercorporate duals than there were a year ago, so the industry's net loss is 1,570 outlets.

But complaints still plague Cadillac engine

Delco stands by V-8-6-4 computer

By Marjorie Sorge

DETROIT. — The Delco Electronics Division of General Motors, sole supplier of the computers for the Cadillac V-8-6-4 engine, is standing behind its product, although some dealers and consumers consider it unreliable and a possible safety hazard.

In last week's AUTOMOTIVE NEWS, numerous consumers interviewed said the car can die on the road without warning. Others said it slows down as if to stall and then jerks forward unexpectedly, while others reported engine fires. A common complaint was the engine light, which consumers say comes on often and then blinks off.

Many dealers questioned said there were some problems at the beginning of the model year but those had been fixed, others called the car a "joke" and still others while indicating they had problems would not make any official comment.

There is currently a class-action lawsuit pending in New Jersey charging that the device is "experimental" and a safety hazard. Adrian I. Karp, originator of the suit, said he has had many calls from customers who want to be part of the action.

The V-8-6-4 and the digital fuel injection, both in the 1981 Cadillacs, are run by a computer and are interrelated, a Cadillac spokesman said. Parts of the DFI are made by the Rochester Products Division of GM.

A spokesman for that division referred any inquiries back to Cadillac, and Cadillac said an engineer could not be questioned about the DFI because of the pending litigation.

Mike Pung, Pung Motors Sales, Alma, Mich., said the two systems, the V-8-6-4 and the DFI offer two separate problems. He said the V-8-6-4 gives a rough ride and passengers can feel the changing modes. He said the stopping may be due to the DFI.

He said the problem began about two years ago. In 1979, GM brought the DFI production in-house, according to a company official.

• The computer which controls the system is one item in question by dealers and consumers. Many say it is too sophisticated for the car and others say dealership mechanics have trouble fixing it.

R. J. McMillin, director of engineering for Delco Electronics, said the computer improves the driveability of the cars and "it's funny people don't notice the improvement." He said Delco has had good success with the computer introduced in 1979.

He compared the computer to having a "spare can of gas in the trunk" because of its fail-safe capabilities. He said the system can change into a backup mode if something fails on the car. Those problems would be indicated by the check-engine light, which he said will remain on even if the computer has switched to the back-up system to correct the failure.

Pung says the light goes off when the computer goes into the back-up mode and he said it doesn't always correct itself and is "too sophisticated for the car."

Some customers also say the check - engine light comes on often. McMillin said the light should be visible only when the engine is started or when there is something wrong with the car.

He suggested that if the warning light comes on, the car should be taken to the dealer.

McMillin said there is a problem at the dealerships because many times the mechanic doesn't have enough training to work with the computer. GM

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LN7s on their way

The first Mercury LN7 sport coupes in Los Angeles were driven to home cities by 35 L-M dealers. Ready to leave the point of departure — the Disneyland Hotel, Anaheim — are, from left: Jan Silletto, University Lincoln-Mercury, West Covina; Bob Rewey, L-M general sales manager; Stan Miller, Western regional sales manager, and Dennis Clements, Los Angeles assistant district sales manager.

News roundup

Boniface succeeds Dial at Ford

PARIS.—Victor Dial, former president of Ford of France who defected to Peugeot in March, has been named commercial director for Europe and North America. A former General Motors executive, Rudolph H. Boniface, who has been with Ford since June, 1978, takes over as head of Ford of France. Boniface is a graduate engineer from Syracuse University. He worked for GM in France, Portugal, Brazil, Germany and Italy for seven years before going to Ford.

Record sales seen for South Africa

JOHANNESBURG, South Africa.—A survey of the South African auto industry conducted by Sigma Motor Corp., predicts that new-car sales this year will reach a record 288,000. Sigma, one of the nation's top two auto producers, warned in its survey that the local market has more models and manufacturers than it can support.

Auto trade deficit rises in Canada

TORONTO.—Canada's auto trade deficit for the first two months of the year rose to $493.1 million from $344.9 million in the year-earlier period, according to preliminary figures compiled by Statistics Canada. It said the main reason for the increased deficit was a sharp decline in the number of completed vehicles shipped to the U. S. Ford Motor Co.'s plant in Oakville was closed for much of this period in preparation for production of the EXP and LN7.

VWoA opens Atlanta HQ

ENGLEWOOD CLIFFS, N. J.—Volkswagen of America held a grand opening of its new Atlanta headquarters for its Volkswagen Atlanta Region and its Porsche Audi Southern Region. The 19,850-square-foot, two-story building will feature a training center for dealership service personnel.

Guardian wins glass-plant suit

NORTHVILLE, Mich. — Guardian Industries Corp. said that its Luxembourg subsidiary has won from the Luxembourg Court a dismissal of a suit by Pilkington Brothers, Ltd., of England. Guardian is the majority owner of Luxguard, S.A., which is building a float-glass plant in Luxembourg. Pilkington had sought to enjoin completion of the Luxguard plant. Production is expected to begin in the fourth quarter, supplying glass to the automotive and construction industries in Western Europe.

Hinrichs named to Mercedes board

STUTTGART, West Germany. — Hans J. Hinrichs has been elected a deputy member of the board of management of Daimler-Benz AG, effective July 1. Hinrichs, 48, is vice president for passenger-car sales and marketing for Mercedes-Benz of North America, with headquarters in Montvale, N. J. Hinrich's primary responsibilities with Daimler-Benz will also be in the areas of sales and marketing. Heinz C. Hoppe, the member of the management board in charge of these areas, will become 65 next February.

Virginia probes Mid-Atlantic Toyota

WASHINGTON.—The State of Virginia has joined the list of those investigating Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md. Its president, Frederick R. Weisman, and his port-handling agent, Carecraft Industries, Ltd., and approximately 102 Mid-Atlantic Toyota dealers for allegedly coercing customers to buy "protection package" add-ons for their new cars. Maryland, Delaware, Pennsylvania, West Virginia and Washington, D.C., have already filed suit against the parties, who maintain they have done nothing wrong and that the protection package was like any other option.

GM honors Hamill for quality

WASHINGTON, Mich. — Hamill Mfg. Co. has been honored by Fisher Body Division of General Motors for the high quality of seat belts manufactured by Hamill during 1980. GM gave Hamill a quality index rating of 140, which qualifies Hamill for GM's "140 Club."

New Chevy deal in Detroit zone

NOVI, Mich.—Construction has begun on Marty Feldman Chevrolet here, which Chevrolet said will be the first completely new dealership in its Detroit zone since 1971. The dealership is scheduled to open this fall. It is headed by Marty Feldman, formerly a partner in James-Martin Chevrolet, Detroit.

MVMA recalls when cars carried 2 spares and 58 tools

15-mile oil changes in good old days

DETROIT. — Americans have had a lifelong love affair with the automobile, and, like most love affairs, the road has often been a rocky one, the Motor Vehicle Manufacturers Assn. reports.

Today's cars are expected to run reliably and efficiently. And they usually do. When they don't, thousands of service outlets across the country are available to put them back in shape.

This was not true in the "good old days" when the infatuation with the motorcar was put to the most rigorous tests. Cars were temperamental and demanded constant attention.

A popular book of the day, Diseases of the Gasoline Automobile and How to Cure Them, sternly admonished would-be owners that the servicing of a horseless carriage was no trifling matter.

"When you buy an automobile, there is formed an unwritten agreement between you and the machine," the book said. "You expect to receive certain benefits from its possession. It, likewise, exacts a penalty from you in direct proportion to your own demands."

This sage advice, designed to bring the love stricken back to earth, was rooted in the harsh reality involved in the care and feeding of the early flivvers.

• The average 1981 car requires an oil change about every 7,500 miles. This is a far cry, noted James W. Wren, manager of the MVMA Patent Library, from 1905 when the Pierce Motorette demanded an oil change every 15 miles.

"Few cars risked more than 200 miles without new oil," he said.

Today's tires give many maintenance-free miles and are designed to last for years. But tires of yesteryear punctured at the slightest provocation.

"Motorists didn't dare venture out without at least two spares and a tire repair kit," Wren said. "When they were stuck without spares, many drivers stuffed the punctured tire with rags."

Gas stations? No such places back then. "Autoists," as they were called, bought fuel in tin drums from retail stores. While funneling it into their tanks, they poured it through chamois or gauze to filter out impurities. Many manufacturers recommended draining the tank and refiltering the gasoline before every trip.

Modern electronic ignition systems start engines instantly at the flick of a key. The hand crank was the common method of persuading engines to kick over in the early cars.

• A stubborn and merciless implement, the crank often kicked backward wihout warning, causing injury to hapless operators. Broken forearms and jaws were common maladies among misusers of the tool.

"The few dealerships that existed in the pioneer days of automobiling were located mainly in the big cities," Wren said.

"For the buyer who lived in less-populated areas the car was shipped in a crate aboard a freight train and dumped off at a siding. It was left to the ingenuity of the purchaser to unpack it, fuel it and get it home."

One of the "pleasures" of driving was a jaunt in the country. But these could be turned into nightmares. Many early cars had no tops or windshields. Sudden downpours soaked the occupants and turned the country roads into seas of mud.

Even if the weather was clear and sunny, breakdowns were likely to occur. Extra tires had to be stacked on and a tool box secured to the running board. The owner's manual for the 1904 Chadwick Roadster recommended no less than 58 different tools and spare parts to be carried at all times aboard the car, Wren said.

Many a budding romance ended in tears and recriminations because of breakdowns. An advertisement in The Horseless Age, a popular magazine of the day, depicted a comely damsel standing alongside an automobile while her frowning swain stared dejectedly at a punctured tire. The caption read:

Miss Commonsense: "I'll never ride with you again until you use Swinehart Clencher Tires."

Charley Wokeup: "I will forward my wheels to their nearest branch tomorrow."

If these hardships weren't enough, motorists also had to be wary of angry farmers who saw these new-fangled machines as urban invaders intent upon scaring their horses and livestock and ruining their quiet way of life.

Some farmers were devious and greedy. They deliberately flooded roads, causing cars to be mired in the muck. Then they innocently arrived with a team of horses and offered to pull the cars out—for a reasonable fee, of course.

Model breakdown

Auction Averages

	April	March	February
1981	$8,014	$8,432	$7,138
1980	5,872	5,698	5,704
1979	4,807	5,001	4,773
1978	3,748	3,681	3,705
1977	2,866	2,888	2,997
1976	2,144	2,226	2,265
1975	1,605	1,525	1,663
1974	1,358	1,347	1,205
Overall Average	$4,116	$4,076	$4,076

Used car sales

Auction Averages

April	$4,116
Months ago	$3,904
Year ago	$3,178

For high-altitude standards in 1982, '83

EPA approves self-certification

WASHINGTON. — Auto makers have been given the OK by the EPA to self-certify that their vehicles meet 1982 and 1983 high-altitude emission requirements and to sell such vehicles without prior EPA approval.

The change in procedures, made in "response to unanticipated delays some manufacturers are experiencing," is part of the Administration's effort to reduce the testing and regulatory burden on the auto companies.

Previously, EPA had sought to ease the time burden by exempting certain proportions of manufacturers' light-truck fleets from the high-altitude emission requirements. Low-performance vehicles that would not be sold in high altitude areas also got exemptions.

While eliminating these vehicles from the test requirements helped, delays are still occurring, EPA said. It decided that allowing makers to self-certify would be prudent.

The agency said it will re-evaluate the whole of its high-altitude compliance testing regimen as part of its development of 1984 high-altitude regulations.

These are supposed to require that all cars meet the low-altitude emission standards at high altitudes, but the EPA has said it wants this changed because of the expense and questionable practicality.

Moss resigns from White; finance man Askins at helm

Continued from Page 10

F. Seminatore, a Cleveland attorney whom the bankruptcy court in Cleveland named examiner to oversee White's reorganization plans.

Seminatore said he was "pleased with (the directors') decision," and that he would withdraw his request for appointment of a trustee. "Sometimes a new face is the best medicine for a company attempting to come out of Chapter 11," he said.

• In explaining the reason for his resignation, Moss said he felt that appointment of a trustee would impede progress in White's negotiations for a merger or some other arrangements.

Moss declined to name firms with which White has been negotiating, but one of them is Volvo of Sweden.

Volvo trucks have been distributed in the U. S. by Freightliner Corp., and this tieup is expected to end when and if Daimler-Benz of West Germany completes plans to buy Freightliner from the latter's parent firm, Consolidated Freightways.

White also had been talking with Daimler-Benz, but talks were discontinued — although not terminated—when Daimler-Benz and Consolidated Freightways announced an agreement in principle for the sale of Freightliner.

Consolidated Freightways had been discussing a deal with White prior to the announcement of the agreement with Daimler-Benz.

Sales, income at peak for Subaru of America

PENNSAUKEN, N. J. — Subaru of America reported record sales and net income for the first fiscal quarter ended Jan. 31, 1981.

Sales for the quarter were $222.3 million, an increase of 17 percent over $190.1 million in the first quarter of the prior fiscal year. Net income was $5,908,000 (98 cents per share), up 64 percent from $3,596,000 (60 cents per share) in the 1980 period.

Portland dealer ordered to pay in block switch

SALEM, Ore.—Punitive damages against a Portland automobile dealership that put a rebuilt instead of a new engine block in a service customer's car have been restored by the Oregon Court of Appeals.

The appellate court restored $5,500 in punitive damages in the Multnomah County Circuit Court case against Mike Salta Pontiac.

The jury awarded Richard Abrams $2,500 in actual damages, $5,500 in punitive damages and $5,000 in lawyer's fees for breach of contract and for violation of the Unlawful Trade Practices Act.

The Circuit Court had struck the punitive damages award but the Court of Appeals, in an opinion by Judge William Richardson, restored them.

The appellate court said the plaintiff had gone to the automobile dealer in May, 1978, to have a new engine placed in his 1972 Pontiac Grand Prix. He was told new engines were not available. The court said he therefore asked Salta employes to install a new short block. The court said Abrams specifically said he did not want a rebuilt block.

The court said a rebuilt engine block was installed, apparently without the knowledge of the employe who wrote out the order and without telling Abrams. The court said Abrams had "immediate and continuing problems" with the car.

Mazda Wins
at Riverside—April 26

Manufacturers' points now stand at:
Mazda 73
American Motors 55
Buick 18
BMW 5
Chevrolet 4
Oldsmobile 2

Upcoming races:
May 25—Lime Rock, CT
May 31—Lexington, OH

Champion Spark Plug Challenge

IMSA

CHAMPION

Champion Spark Plug Company • Toledo, OH 43661

CHAMPION
CAR WARS

Lunn and Sehn to speak at Automotive News seminar

4WD, robots World Congress topics

Future of four-wheel drive in the U. S. market will be the topic of Roy Lunn, vice president, product engineering for American Motors, and Francis J. Sehn, chairman of Robogate Systems, Inc., and Robogate Machine Tool Group, Detroit, will talk about the use of robots in the automotive industry at the sixth annual Automotive News World Congress to be held at the Hyatt Regency Hotel, Dearborn, July 19-22.

Automotive News World Congress opening night speakers are Donald E. Petersen, president and chief operating officer, Ford Motor Co., and William M. Agee, chairman of Bendix Corp.

Lunn, 46, who was born and educated in England, studied engineering at Kingston College, Leeds and Birmingham universities. He graduated with degrees in mechanical and aeronautical engineering.

Lunn began his automotive career in 1946 after serving in the Royal Air Force. His creative talents in design credited him for the DB2 sports car at Aston Martin and for the Jupiter series at Jowett Car Co.

In 1954, Lunn joined Ford of England and established the Birmingham car research facility where he directed the development of the 105E Anglia. In 1958, Lunn moved to the U.S. and joined Ford Motor Co. in Dearborn, where eventually he was responsible for design and development of various vehicles including the 12M Taunus, Mustang I, the Super Highway Truck and others.

In 1963, Lunn helped create the Ford GT series of vehicles which won world championships at LeMans, Sebring, and later developed the MK11 sports car and the Presidential Limousine.

Roy Lunn

Francis J. Sehn

In 1971, Lunn moved to American Motors where he has been partly responsible for development of Jeep vehicles and the Eagle series of 4WD automobiles.

• Sehn's career in the automobile industry began in tool and die work with Fisher Body Division of General Motors. During World War II, Sehn was chief die engineer at Fisher Tank Division.

Subsequently, he joined E. W. Bliss Co. and then founded Press Automation Systems, Inc., and Coilfeed Systems, Inc. Later, the two merged into U. S. Industries, P.A.S. Artco Stamping and Body Assembly Group where he served as group executive.

Since 1971, Sehn has been chairman of Robogate Systems, Inc. and Robogate Machine Tool Group, Detroit, chairman of Di-Dro Systems, Inc., and chief executive of Fran Sehn Co., an international consulting service, Bloomfield Hills, Mich.

Sehn serves on various international professional, educational and institutional boards. He was honored by the Society of Manufacturing Engineers in 1975 for development of the society's Die Design Handbook.

The Automotive News World Congress will present 34 speakers in a four-day symposium. Registration includes a comprehensive workbook, three dinners, two lunches and three scheduled cocktail receptions. Turn to pages. 48-49, in this issue for detailed information on the Automotive News World Congress.

The registration fee is $425. In the event a registrant's plans change, the name of another individual can be substituted at any time prior to the World Congress. There is a service charge for complete cancellation. All cancellations must be submitted in writing.

Information about the Automotive News World Congress can be obtained by contacting Cynthia Radom, director of special projects, 965 E. Jefferson Ave., Detroit, Mich. 48207. To register by phone, call collect (313) 567-9520.

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AN '81

Professor sees imports as most threatening to recovery

U. S. auto's home at depression low

LANSING, Mich. — A cyclical drop in auto sales, import-car competition and inflation have combined to plunge Michigan into the most severe economic depression in 40 years, according to the University of Michigan Finance Department chairman.

"Even for those who can recall the miseries of the 1930s, this is a new experience, for the 1930s represented a depression which extended over the length and breadth of the U. S.," Thomas G. Gies told the Michigan Chapter of the American Assn. of University Professors here.

"But today's depression, the most severe in the modern history of Michigan, is largely a regional affair, concentrated heavily in this state and in four sister states—Ohio, Indiana, Illinois and Pennsylvania. Traveling through the rest of the nation, it is difficult to find evidence of serious recession."

The regional depression, according to Gies, "represents a combination of three forces, independent of each other, but running concurrently."

"The first," he said, "is the most prolonged, extensive inflation in the history of the U. S. The second is the intrusion of an extremely vigorous foreign competitor for what we have long regarded as our local monopoly — the U. S. automobile market. The third is a cyclical drop in the demand for automobiles.

• "The cyclical recession problem is the least of the three, although at the moment it appears to be the most serious," Gies continued. "Without diminishing the problem of periodic unemployment, the majority of automobile industry forecasts anticipate that automobile sales will rebound from the depressed 1980 level around 9 million units.

"The current year is expected to be substantially higher—around 9.9 million units—and, further, it is expected that sales will return to 11.5 to 12 million annual rates by mid-1982, one year from now. "So much for cyclical declines; they are followed by cyclical recovery in the normal course of events.

"The second problem, new aggressive foreign competitors, is something else," Gies said. "If foreign-car penetration continues to enlarge, or even remain stable at present levels, Michigan has a serious problem.

"Here is the way it shapes up: For 1982-83, with 73 percent of an 11.5-million-car market, we will sell less than 8.5 million automobiles. By comparison, we sold more than 9 million domestic cars in 1977-78, our best recent model year.

"Combine this statistic with the nearly certain probability that there will be a decrease in labor per unit of car in coming years, and it is clear that employment in autos is not going to return to the levels of three to four years ago. Those jobs are gone," he said.

5 district offices for Ford Division, FPSD to close

DEARBORN. — Ford Motor Co. plans to close five district offices housing both Ford Division sales and Ford Parts and Service Division (FPSD) parts/service representatives.

The district offices are those located in Davenport, Ia.; Lansing; New York; Richmond, Va., and Salt Lake City. Earlier, Ford announced the closing of the parts distribution center in Cleveland.

Ford Division said its Richmond district sales office will be absorbed by Washington, Charlotte and Cincinnati, while the New York office will merge with Newark. Absorption plans for the others have not been finalized.

FPSD said the Davenport office will be absorbed by those in Chicago, St. Louis and Omaha; Salt Lake City by Denver; Lansing by Cleveland and Detroit; Richmond by Washington and Charlotte, N. C.; and New York by Philadelphia, Boston and Newark.

The closings, according to a Ford spokesman, affects 170 positions, including 24 at the Cleveland parts center. Some of these positions will be transferred to other district offices.

Toyota leads with $30 million for 1980

Spot TV advertising rises for autos

By Joseph Bohn
Marketing Editor

Spot TV advertising among auto companies was up in 1980, with importers dominating this form of the medium.

While many industry observers have felt that imports were shifting away from spot into network TV as their market and volume have grown, the opposite is actually true.

Importers increased their spot expenditures during 1980 as a portion of their TV ad budgets and reduced reliance on network.

Toyota took a quantum leap in 1980, increasing spot TV advertising by 55.3 percent to $30,364,400.

Ford Motor was the second heaviest spot user, with expenditures of $28,146,500, up 19.8 percent.

General Motors' spot advertising declined 25.8 percent to $16,877,400.

With increased activity at Chevrolet this year, however, GM is expected to show a gain for 1981. Chevrolet has had special truck marketing programs in Florida and Texas.

It reduced its list of top markets for spot truck advertising to about 30 or 40 last year, pulling back to concentrate only on markets where it felt it had the greatest potential.

Other GM divisions, like Oldsmobile and Cadillac, have been fairly consistent, if not overly heavy, users of the medium.

• Dodge dealer association advertising, which doesn't show up in the report on the major automotive spot advertisers is expected to increase sharply this year.

Dodge began a heavy dealer association effort on cars in the 21 DDAs in April. It runs for six weeks and is reportedly about 80 percent TV.

Among dealer groups, only Ford and Toyota associations made it into the top nine automotive users. Ford dealer groups spent about $6,865,800, up 4.8 percent; Toyota dealers about $6,580,900, up 3.0 percent.

Last year, many car dealer groups reduced their advertising after facing high money costs and low sales.

The spot advertising numbers are compiled by Broadcast Advertiser Reports (BAR) for 75 markets which it monitors on a monthly basis.

BAR adjusted its figures for 1979 and 1980 and has gone to a different system whereby it more closely approximates the level of dollars reported by the Federal Communications Commission.

BAR has had problems in previous years trying to differentiate between advertising run by dealers, dealer associations and the car divisions, sometimes confusing them in its reports.

It is seeking greater accuracy with the revised numbers and new procedure.

VW veteran

Robert Holbert, right, dealer at Holbert's Volkswagen, Warrington, Pa., receives an award in recognition of his 25 years as a VW dealer from Thomas Dietzlen, Valley Forge regional manager.

Spot TV expenditures by top auto advertisers

	1980	1979	Pct.of change
Toyota Motor	$30,364,400	$19,551,800	+55.3
Ford Motor	28,146,500	23,501,200	+19.8
General Motors	16,877,400	22,738,300	−25.8
American Motors	13,908,000	13,333,000	+4.31
Nissan Motor	13,840,500	9,277,300	+49.2
Volkswagenwerk A. G.	11,673,600	7,180,000	+62.6
Chrysler Corp.	10,405,800	10,410,700	− 5.3
Ford Auto Dealers Assn.	6,865,800	6,549,100	+ 4.8
Toyota Auto Dealers Assn.	6,580,900	6,388,600	+ 3.0

Note: These groups made it into the list of the top 100 spot TV advertisers nationally.

Data is based on Broadcast Advertiser Reports. The spot TV figures for 1979 and 1980 were adjusted by BAR to closely approximate the level of Federal Communications Commission spot dollars for the 75 monitored BAR markets. They are not comparable to previously published data and reflect the new method to be used in the future.

EXP for briefing and driving

Dealers from Washington, Oregon and Idaho, numbering more than 100, gathered for an orientation session on Ford's new EXP. Participants had hoped to form an impressive 105-EXP caravan as they left the center, but rain and staggered departure times thwarted their plan.

Volvo to study building complete buses in U. S.

GOTHENBURG, Sweden. — America's interest in European bus design and construction has reached Volvo, which is responding by undertaking a major study aimed at building complete buses in the U. S.

The study group will be headed by 58-year-old Rolf Soderhielm, who engineered the explosive rise in production as chief of the Bus Division since 1973. He leaves this post to set up a new office in the U. S. on July 1, at his own request, which emphasizes the importance he attaches to this market.

He will make recommendations to the board and prepare detailed plans for both production and marketing. Soderhielm has been with Volvo since 1944.

The new boss of the Bus Division is Stig Arne Olson, who is currently serving as managing director of Volvo Trucks (GB), Ltd. in the UK. Olson is 52, a graduate engineer with long experience in Swedish industries. After an early start with Volvo, he left to work for Forss-Parator AB, and returned to Volvo in 1975 to take charge of truck and bus production at Irvine in Scotland, a plant that makes special models for the British market (8-wheel trucks, double-decker buses).

Volvo sold 600 buses in Sweden in 1980, 850 in the other Scandinavian countries, and 1,005 in the rest of Europe. Other markets accounted for 1980's remaining 1,500 units, with the most important increases coming in Brazil, Singapore and Pakistan.

IRS loses on investment tax credit issue

Tax court decision favors leasing

By Francis J. Gawronski

The automotive leasing industry received some encouraging news when the U. S. Tax Court in San Francisco ruled in favor of Swift Leasing Co., a subsidiary of Swift Dodge, Sacramento, in the case where the lessor appealed a decision by an Internal Revenue Service (IRS) examiner involving the lease vs. conditional sales issue.

The issue for decision in the Swift Leasing case was whether, for the calendar years involved in the IRS audit, the lessor is entitled to the investment tax credit with respect to vehicles acquired by the lessor for use by other persons pursuant to the terms of an agreement entitled "Lease Agreement."

In its argument, Swift Leasing contended the lease was valid and cited several tax case decisions as precedent.

The court ruled that Swift Leasing "retained sufficient investment and ownership benefits and burdens to resolve the issue in its favor"—namely that the transaction was a lease and not a sale.

In a newsletter to its members, the American Automotive Leasing Assn. (AALA), Milwaukee, noted that several of its members have been examined by the IRS, and further action in their cases has been held up until the decision in the Swift Leasing case was filed.

AALA also cautioned the industry to treat the information on the Swift Leasing case with discretion "because there is no way at this time that anybody can predict the plans of the government in relation to any appeal effort that may be mounted."

The Swift Leasing decision is important to the leasing industry. Many leasing companies have set aside thousands of dollars to cover back taxes in the event the IRS eventually wins the case.

AALA said the tax court, in its decision, made some "very telling arguments, which explain the leasing business quite well," particularly the type of leasing business engaged in by AALA members. The association cited the following excerpts to prove the point:

"In considering the economic substance of the transactions in dispute, we are of the opinion that petitioner was in fact a lessor and that the users were lessees.

"Petitioner's leasing operations were encouraged by the economic realities of business. By transacting business through lease arrangements, petitioner was able to make larger profits in the years in issue than if it had operated solely as a sales business.

"Reasons for this profit structure included payments made to petitioner by Chrysler Corp. under a lease incentive program, the profit structure built into the 'Lease Agreements,' and the ability to make profitable sales on the cars formerly covered under the 'Lease Agreements.'

"On the basis of this record we conclude that the petitioner retained risks and responsibilities commensurate with the status of a lessor. Petitioner was responsible for the monthly repayments on its loans from the banks regardless of whether vehicle users timely paid petitioner or whether the users defaulted.

- "In the years in issue petitioner maintained contingent bodily injury and property damage insurance with respect to the leased vehicles, and during the last three months of 1975 it also maintained contingent physical damage insurance. Petitioner would not have purchased this insurance had it not had an interest in the vehicles.

"Petitioner assumed the risks attributable to default by users, namely non-recovery of the owed monies in the event of insolvency of the lessee, and, in addition the risk of a negative cash flow in default occurred within the first half of the lease. Petitioner also assumed the risk [illegible]ving at termination of the lease a vehicle not subject to resale at the previously anticipated retail price."

The court also said that, as in the cases cited by Swift Leasing, the petitioner's bookkeeping procedure "supports our determination."

"Petitioner's separate records for the sales and Swift Leasing Co. divisions, method of paying its personnel, and detailed separate records on each of the leased cars indicates that the leasing operations of Swift Leasing Co. had economic substance," court said.

"Finally, in making this determination we also have noted such factors as: The reasonableness of the monthly rental payments in light of the market and the type of property leased, the lease provision that no title passed to the lessee, the lease provision allowing petitioner to assign to third parties the right to receive rents from the leased vehicles, and the fact that in 29 instances the terms of the original lease were extended.

"The contract provisions utilized by petitioner were an attempt to minimize its business risks. While some of the ownership burdens were shifted to the vehicle users, this shift does not raise the presumption of a sales instead of a lease," the court said.

The court said it was of the "opinion that the petitioner retained sufficient investment and ownership benefits and burdens to resolve the issue in its favor."

Rohrer Chevy closes doors after 52 years

CAMDEN, N. J. — Rohrer Chevrolet, new car dealership which has been an institution on the city's Admiral Boulevard for 52 years and the first Chevrolet dealership in the Camden area, went out of business on April 24.

William G. Rohrer, owner, told his 68 employees that the dealership was a victim of the decline in the automobile business and of Camden's urban problems.

Operation of the dealership was turned over to a general manager years ago. Mr. Rohrer said the decision to close was made because a buyer for the dealership, which had been up for sale for more than a year, could not be found. Rohrer Chevrolet has also been regional distributor for Chevrolet parts, a function which will have to be turned over to another dealership in the area.

Rohrer's father, William G. Rohrer Sr., founded the dealership in 1929 and operated it until his death in 1935. His son took it over then and operated it until he became president of the First Peoples National Bank of New Jersey. Rohrer also is the mayor of Haddon Township and, in addition to the dealership, heads a variety of business enterprises.

Court tosses out efforts to ease, tighten them

Bids to alter diesel rules fail

Continued from Page 2

granted in the case of General Motors, Mercedes-Benz, Volkswagen of America, Peugeot and Volvo, the NRDC said. It argued that their diesel technology cannot meet two of the statutory criteria for the waiver: "The public health standard and the air quality benefit standard."

The court decided with EPA, however. It ruled "the NOx waiver was not intended as an opportunity to decide the ultimate fate of diesel technology, but rather meant to offer temporary encouragement to further development of diesels, so long as the public interest would not be unduly endangered."

In deciding to grant NOx waivers to the diesel makers, the EPA balanced less NOx control for more particulate control (at the present state of development exhaust gas recirculation, necessary for NOx control, tends to increase diesel particulate emissions).

Given that the NRDC itself has stressed the respiratory and carcinogenic dangers of particulates, "We cannot say that the EPA was arbitrary in concluding that the benefits of reducing particulate levels outweighed the dangers of slightly increased NOx levels," the court said.

GM, Mercedes-Benz, VWoA and Peugeot had argued before the court that EPA's particulate standard for 1985 was unreasonable, since the necessary trap-oxidizer technology had not been developed. As a result, the makers said, "Any particulate standard which contemplates use of a regenerative trap-oxidizer must be judged premature [illegible] not technologically feasible."

But the court rejected [illegible] argument, too, noting that "EPA is not obliged to provide detailed solutions to every engineering problem posed in the perfection of the trap-oxidizer and that it need only identify the major steps necessary for development of the device, and give plausible reasons for its belief that the industry will be able to solve those problems in the time remaining before 1985."

EPA has done that, Judge Abner Mikva said in writing for the majority of the three-judge panel.

Circuit Judge Roger Robb, in dissent, said "EPA's exhortations to the manufacturers, and its vaguely articulated faith that a design can be optimized to control particulate emissions soon, do not amount to plausible reasons for believing that each of the necessary steps can be completed in the time available.

"Pious hope and speculation cannot take the place of evidence," he said.

Ironically, the decision by the Appellate Court may become a moot point, since the Reagan Administration wants to take another look at diesel particulate standards.

Chrysler drops $298 million in first quarter

Continued from Page 3

rent liabilities ratio at March 31 pulled very close to even, at 0.99 to one compared with 0.94 to one at Dec. 31 and a devastating 0.83 to one at the height of the company's liquidity crisis last March 31.

The auto maker's working capital actually increased in the period by $142.9 million due to the receipt of federally guaranteed loans and smaller operational losses. In the first quarter last year, working capital decreased by $464.5 million.

Chrysler's statement of operations listed depreciation of plant and equipment at $60 million in the first quarter compared with $52.8 million last year. It listed amortization of special tools at $44.4 million compared with $65.6 million last year.

Creech marks 25

Edison D. Creech, right, president of Creech Chevrolet-Oldsmobile, Inc., Cumberland, Ky., celebrates his silver anniversary as an Oldsmobile dealer and accepts a plaque from Chuck Fisher, Cincinnati zone manager.

GM appoints two

DETROIT.—The General Motors Manufacturing Staff, has named William J. O'Keefe director of real estate, facilities development and dealer identification leasing. George G. Fox, was appointed manager of real estate.

U. S. makers schedule 163,050 cars

Week's output is 14-month high

By Patricia Hoffman
Staff Writer

U. S. auto production last week reached its highest point in over a year, and output for the week rose considerably above the comparable 1980 week. Last year, there was downtime at seven Ford and two General Motors assembly plants.

Production last week was slated at 163,050, up 1.90 percent from the 160,006 units assembled in the previous week and up 29.07 percent from 126,331 completed in the comparable 1980 week. Output was also the most for any week since the 164,799 units built in the week ended Feb. 23, 1980.

So far this year, the auto makers have completed 2,254,906 units, down 6.87 percent from 2,421,162 assembled in the comparable period last year.

Breakdown for the week by company is: General Motors, 63.39 percent; Ford, 21.24 percent; Chrysler, 11.41 percent; Volkswagen of America, 2.55 percent, and American Motors, 1.41 percent.

Checker Motors, down since April 6, will resume operations today (May 4).

Last Friday, (May 1) production of the 1981 Dodge Diplomat, Chrysler LeBaron and Plymouth Caravelle ended at the Chrysler St. Louis assembly plant for changeover into the 1982 model front-wheel-drive Chrysler and Dodge Super K-cars. The plant is scheduled to resume operations at the end of August.

Overtime was scheduled last week at 11 assembly plants.

Ford's Kansas City point worked 10 additional hours for the week on each of two shifts, and assembly at the Ford Atlanta point was increased to 10 additional hours on one shift.

Also working overtime last week at Ford were Wayne, Metuchen, Louisville and Wixom.

Chrysler slated overtime last week at its Newark and Belvidere assembly plants, which operated on daily nine-hour schedules. Both plants will remain on overtime schedules this week.

General Motors slated Saturday overtime last week at its Pontiac, Lakewood and Willow Run points.

This week, overtime is slated at Chrysler's Jefferson assembly plant. The point will work two daily-nine-hour shifts.

AMC pins financial hopes on new front-drive '83s

By Edward Lapham
Financial Editor

DETROIT.—American Motors new line of '83 front-drive models developed in conjunction with Renault will allow AMC to capitalize on the coming auto market rebound, Chairman Gerald C. Meyers told shareholders at the 65th annual meeting held here last week.

At a press conference following the 79-minute annual meeting, Meyers told reporters the company is on an uphill track, but that losses should subside over the next two years, allowing "sustained profitability" in 1983.

Meyers told the sparsely-attended annual meeting that he prefers to emphasize the present, not the past or the future. He said the 10 percent price rollback has been a "great success" in boosting floor traffic and sales.

However, Meyers and W. Paul Tippett Jr., president, broadly hinted the company may be forced to raise prices in the near future, perhaps as soon as the May 15 termination date of the price rollback.

Meyers said "the time has come" for reopening the AMC-UAW contract. He said he believes that paid personal holidays, upcapped cost-of-living adjustments and "maybe COLA itself" are likely areas of negotiation. Even levels of supplemental unemployment benefits and the annual improvement factor are not sacrosanct, he indicated.

Meyers said the company has not contacted the union but said he thinks "it's got to happen" before the next regular contract talks. AMC will "have an open mind" about what its concessions might have to be, he said.

- On the subject of the new family of front-drive cars, Tippett said it will obviously be "an American car of Renault parentage." He said it will be a version of a world car. The French version will be built in the plant currently building the Renault R-14, although Tippett stopped short of confirming it is the replacement for the venerable R-14.

Meyers, who seems more relaxed with each successive annual meeting he chairs, had very few difficult questions posed to him by the 200 shareholders who attended the meeting.

All of the directors nominated by management were elected, and Touche Ross & Co. was ratified as independent auditor.

The shareholder proposal made by Harry Korba, which would have required cumulative voting for members of the board of directors, was defeated. It received 3.48 percent of the votes cast. The shareholder proposal submitted by Evelyn Y. Davis, which would have required disclosure of additional information about legal fees and outside law firms retained by the corporation, also was defeated.

Truck production rises for week to 33,703 units

U. S. truck production last week fared better than the previous week, but output fell below that of the comparable 1980 week.

Last week, truck production was slated at 33,703 units, up 7.91 percent from 31,232 completed in the previous week, but down 13.15 percent from 38,804 built in the comparable week last year.

Year-to-date, the truck makers have completed 600,042 units, a drop of 5.19 percent from the 632,876 trucks assembled in the comparable 1980 period.

Downtime was slated last week at General Motors Flint point (Line Two) and at GMAD's St. Louis truck point and Lordstown van plant.

Also down last week was International Harvester's Springfield truck plant.

Overtime was slated last week at Chrysler's Warren truck assembly point. The plant will remain on overtime this week (May 4).

Ford scheduled overtime last week at it's Lorain and Kentucky truck plants.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 2, 1981	Week Ended May 3, 1980	Week Ended April 25, 1981	April Est.	Jan. 1 to May 3, 1980	Jan. 1 to May 2, 1981
CHEVROLET	8,164	7,965	5,392	46,408	206,227	197,278
DODGE/PLYMOUTH	2,500	3,700	2,792	9,771	50,838	28,691
FORD	15,086	17,336	15,424	61,566	240,320	212,660
GMC	2,823	5,012	1,433	12,769	62,902	67,120
INTERNATIONAL	600	564	1,688	6,256	1,890	25,697
VOLKSWAGEN	1,040	625	1,013	4,349	9,875	16,165
MACK	....	600	....	....	9,940	....
JEEP	2,000*	1,680*	2,000*	8,220*	29,540*	30,986
AMC CORP.	90*	284*	90*	373*	3,531*	1,445*
WHITE	....	138	....	....	2,753	....
MISCELLANEOUS	1,400*	900*	1,400*	5,940*	15,060*	20,000*
Total Trucks, U. S.	33,703	38,804	31,232	155,652	632,876	600,042

CANADIAN TRUCK PRODUCTION

	Week Ended May 2, 1981	Week Ended May 3, 1980	Week Ended April 25, 1981	April Est.	Jan. 1 to May 3, 1980	Jan. 1 to May 2, 1981
CHRYSLER CORP.	1,992	1,040	1,912	7,819	13,288	23,632
FORD MOTOR	3,360	3,024	4,049	14,818	68,850	58,842
GENERAL MOTORS	6,532	6,058	6,499	24,167	101,224	105,182
AMERICAN MOTORS	....	....	....	....	9,377	....
INTERNATIONAL	234	440	246	1,026	4,636	4,263
MACK	....	60	....	....	994	....
WHITE	....	65	....	....	1,116	....
Total Trucks, Canada.	12,118	10,687	12,706	47,830	199,485	191,919
N. American Trucks	45,821	49,491	43,938	203,482	832,361	791,961

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended May 2, 1981	Week Ended May 3, 1980	Week Ended April 25, 1981	April Est.	Jan. 1 to May 3, 1980	Jan. 1 to May 2, 1981
AMERICAN MOTORS	2,300*	2,978*	2,300*	9,920*	65,046*	35,154*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	18,600	16,250	21,754	83,255	225,389	279,303
Plymouth Total	9,600	6,650	10,913	41,514	103,272	138,774
Horizon	3,800	3,200	4,608	17,463	56,175	52,472
Reliant	5,600	....	6,019	22,517	....	76,628
Volare	....	2,800	....	....	37,475	....
Caravelle	200	300	286	968	1,732	2,226
Gran Fury	....	350	....	566	7,890	7,448
Chrysler Total	1,200	2,900	1,595	6,228	29,284	21,941
LeBaron	1,200	2,100	1,595	6,083	21,688	17,079
Chrysler	....	800	....	145	7,596	4,862
Dodge Total	7,800	6,700	9,246	35,513	92,833	118,588
Omni	2,700	2,900	3,150	12,450	50,268	39,429
Aspen	....	2,000	....	....	26,429	....
Aries	4,400	....	5,075	18,797	....	62,488
Diplomat	700	1,400	1,021	3,930	9,708	12,989
St. Regis	....	400	....	336	6,428	3,682
FORD MOTOR	34,626	20,360	34,563	141,681	481,665	474,101
Ford Division	23,916	15,779	23,939	98,050	350,233	329,020
Escort	6,478	....	6,841	29,034	....	131,710
Pinto	....	3,387	....	....	35,366	....
Fairmont	5,597	6,417	5,722	22,892	97,069	67,102
Must./Must. II	4,476	5,975	4,382	17,454	96,859	50,447
Granada	2,899	....	2,913	11,608	26,284	27,134
Thunderbird	2,371	....	2,351	9,524	58,317	23,726
Ford	2,095	....	1,730	7,538	36,338	28,901
L-M Division	10,710	4,581	10,624	43,631	131,432	145,081
Mercury Total	8,865	4,581	8,984	36,635	118,288	123,989
Bobcat	....	628	....	....	7,494	....
Lynx	2,336	....	2,499	10,777	....	45,572
Capri	1,533	1,726	1,508	5,662	28,130	15,285
Zephyr	1,428	2,227	1,324	5,595	32,238	18,224
Cougar/Monarch	1,428	....	1,449	5,404	7,793	12,919
XR-7	845	....	889	3,626	20,978	9,672
Mercury	1,295	....	1,315	5,571	21,655	22,317
Lincoln Total	1,845	....	1,640	6,996	13,144	21,092
Lincoln	924	....	820	3,498	4,826	10,097
Mark VI	921	....	820	3,498	6,875	10,995
Versailles	....	....	....	....	1,443	....
GENERAL MOTORS	103,364	82,283	97,243	401,519	1,577,910	1,399,473
Buick Division	21,256	16,889	22,516	90,439	311,715	327,275
Skylark	5,484	4,183	5,232	22,679	82,212	89,472
Century	4,973	4,379	5,231	20,062	66,148	67,162
Regal	6,143	3,741	6,881	27,250	79,173	91,900
Buick	3,275	3,604	3,847	15,076	65,499	58,173
Riviera	1,381	982	1,325	5,372	18,683	20,568
Cadillac Division	6,398	3,647	4,018	20,828	85,485	99,514
Cimarron	89	....	80	164	....	182
Seville	756	515	508	2,840	15,419	10,955
Eldorado	1,340	1,042	1,314	5,808	21,316	22,858
Cadillac	4,213	2,090	2,116	12,016	48,750	65,519
Chevrolet Division	35,995	34,341	31,327	135,966	653,361	487,918
Chevette	8,289	8,910	8,338	34,188	161,223	109,758
Cavalier	1,632	....	1,029	3,113	....	3,517
Monza ('80)	....	3,677	....	....	57,466	....
Camaro	2,574	3,849	2,693	12,170	50,001	44,339
Citation	7,759	8,844	8,561	35,285	167,998	125,475
Malibu	6,974	4,440	6,542	25,057	99,141	90,027
Monte Carlo	3,567	1,421	3,764	13,961	46,576	46,708
Chevrolet	4,800	2,400	....	10,512	54,455	56,326
Corvette	400	800	400	1,680	16,501	11,268
Oldsmobile Division	26,021	18,094	25,646	100,616	305,789	335,118
Omega	3,741	2,264	3,185	14,746	43,110	54,178
Cutlass	13,927	11,183	14,178	51,937	146,952	160,987
Oldsmobile	7,097	3,842	7,045	28,804	99,280	102,305
Toronado	1,256	805	1,238	5,129	16,447	17,648
Pontiac Division	13,694	9,312	13,736	53,670	221,560	149,648
Acadian†	470	650	476	2,607	9,134	8,065
J2000	1,367	....	1,044	3,598	....	4,274
Sunbird ('80)	....	3,103	....	....	53,592	....
T1000	2,718	....	2,723	10,942	....	17,980
Firebird	1,506	1,917	1,366	4,992	34,999	18,270
Phoenix	2,509	2,764	2,967	11,495	47,947	40,892
Grand Prix	3,115	....	3,097	11,456	23,968	34,288
LeMans	1,783	530	1,837	7,071	21,410	20,750
Pontiac	226	354	226	1,509	30,510	5,129
VOLKSWAGEN	4,160	4,375	4,146	17,618	69,991	66,242
CHECKER	....	85*	....	30*	1,161	633*
Total Cars, U. S.	163,050	126,331	160,006	654,023	2,421,162	2,254,906

CANADIAN CAR PRODUCTION

	Week Ended May 2, 1981	Week Ended May 3, 1980	Week Ended April 25, 1981	April Est.	Jan. 1 to May 3, 1980	Jan. 1 to May 2, 1981
AMERICAN MOTORS	720	....	726	3,042	....	10,559
CHRYSLER CORP.	1,800	....	1,797	4,774	23,001	10,490
FORD MOTOR	6,492	4,606	7,049	28,818	86,488	63,987
GENERAL MOTORS	13,064	12,016	13,135	55,524	195,017	192,870
VOLVO	225	225	225	945	3,925	3,656
Total Cars, Canada	22,301	16,847	22,932	93,103	308,431	281,562
N. American Cars	185,351	143,178	182,938	747,126	2,729,593	2,536,468
N. American Trucks	45,821	49,491	43,938	203,482	832,361	791,961
North American Cars and Trucks	231,172	192,669	226,876	950,608	3,561,954	3,328,429

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Canadian output drops for week but tops 1980

Canadian auto production last week rose above the comparable 1980 week's level, but the total fell below the previous week's output.

Last week, the auto makers slated production at 22,301 units, a drop of 2.75 percent from the 22,932 cars assembled in the previous week, but up 32.37 percent from the 16,847 completed in the comparable week last year.

So far this year, the auto makers have completed 281,562 units, down 8.71 percent from 308,431 assembled in the comparable 1980 period.

Canadian truck production last week also showed a drop from the previous week's level.

Truck output for the week was 12,118 units, down 4.63 percent from 12,706, but up 13.39 percent from 10,687 trucks assembled in the comparable 1980 week.

Year-to-date, the truck makers have completed 191,919 units, down 3.79 percent from 199,485 built in the comparable 1980 level.

5/13/81 C 2700-1

Automotive News

Detroit, May 11, 1981

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Meet the 'J' family

New GM subcompact available in four body styles

Chevrolet Cavalier, Pontiac J2000 and Cadillac Cimarron—GM's 1982 front-wheel-drive subcompacts — will bow at dealerships around the country May 21. The Cavalier (shown) and J2000 are offered in coupe, four-door sedan, two-door hatchback and four-door wagon models. The Cimarron is offered only as a four-door sedan. Standard powertrain is a 1.8-liter inline four and four-speed transmission. Other stories on Pages 2 and 38; pictures on Page 38.

New system will tell driver when to shift

VW shoots for 50-MPG Rabbit

WASHINGTON.—Volkswagen of America, in an effort to stay ahead in the fuel economy derby, will try to market in 1982 special versions of its gasoline and diesel Rabbit that will tell the driver when to shift, either by a warning light or possibly by a taped voice command.

According to reliable sources, the company is now trying to get EPA to approve the system as a fuel economy device and allow its use during the EPA fuel economy test cycle.

Should EPA give VW the go-ahead, it is expected that fuel economy in the blinking or talking diesel Rabbit should improve by as much as 15 percent, bringing its city fuel economy number into the 50-MPG range. The gasoline version would experience a somewhat smaller increase.

Other manufacturers have used devices of this nature previously, but none has utilized a system designed specifically to have the operator keep the engine operating in its most efficient range. The signal VW plans to use would be keyed by certain engine parameters, primarily engine load and air-fuel ratio, but would not be so keenly attuned to maximum engine efficiency that a reserve for acceleration would not be available.

EPA's decision on whether to allow the device is expected soon. One of the issues it has yet to decide is what percentage of drivers will obey the shift command.

• VW has yet to decide whether to go with a signal light or voice command. It is concerned that drivers might pay more attention to the signal light than the roadway, thereby creating a safety hazard. The voice command would eliminate that worry, but there are cost considerations.

Volkswagen has been producing the Rabbit since 1975 and hopes to get at least three more years out of it before bringing on its successor. Continued boosts in fuel economy of the vehicle will allow it to do that.

There had been speculation Volkswagen would turbocharge the Rabbit diesel in 1982—it has a critical waiver from the EPA that would allow it to do so — but it has delayed that approach in favor of the shift-signal device and also to keep from competing with itself.

In 1982 the company wants to introduce its redone Dasher and offer a turbocharged diesel engine as an option. Turbocharging the diesel Rabbit is a move that would likely boost its fuel economy near to, and possibly in excess of, 60 MPG in city driving, and would steal the thunder of the new Dasher, or more accurately, the Quantum.

Announcement of the Quantum is expected at the Frankfurt Auto Show this fall.

Turbocharged diesel Rabbits remain in VW's plans but likely will not make an appearance in the U. S. until 1983 at the earliest.

Chevrolet may join Pontiac and drop big cars in 1982

By Richard A. Wright
Assistant Managing Editor

Chevrolet will drop the B-body—its full-sized Impala and Caprice lines — from its lineup, probably during the 1982 model run.

Chevrolet would not comment officially on the report, but sources at General Motors confirmed that Chevrolet and Pontiac will both get out of the big-car business.

Pontiac will not have a 1982 B-body entry (Catalina and Bonneville), but will retain the Bonneville name this fall on a revised version of the current rear-wheel-drive LeMans four-door and wagon. The LeMans two-door will be dropped, as will the LeMans name. Replacing it will be a downsized front-drive car called the A6000.

It is necessary to use the body designations used within the corporation because some of the names will be changed and others, such as Bonneville, will be used on smaller cars.

Chevrolet will reportedly drop the B-body during the '82 model run. It will retain its current Malibu four-door and wagon. The name Caprice may be used on a luxury version of the downsized front-drive A-body to be called Celebrity.

• GM calls its intermediates A-bodies, and its Grand Prix, Monte Carlo, Regal and Cutlass Supreme are designated A-special. The downsized front-drive A-bodies to be introduced this fall as '82 models will continue to carry the designation A-body, but the current A-body and A-special, which will not be downsized until '84, will be called G-bodies.

B-bodies are Impala, Caprice, Bonneville, Catalina, Olds 88 and Buick LeSabre, while C bodies are the larger Olds 98, Buick Electra and Cadillac deVille.

Toronado, Riviera, Eldorado and Seville are called E-bodies, while Chevette and the Pontiac T-1000 are T-bodies.

The X-bodies are, of course, GM's front-drive compacts and their introduction marked the emergence of the factory designations on the public consciousness. Last week, GM introduced its J-cars, which are front-drive high-line subcompacts.

Chevrolet still sells well in the B-body class and there is speculation that the decision to drop the B-body was a corporate one, not Chevrolet's.

The product moves may be tied in with reported intentions of GM to revamp its franchise agreements. There has been speculation that Chevrolet dealers would be offered Oldsmobile B-cars and Pontiac dealers could get Buick B-cars.

NADA officials warn GM of dealer unrest

NEW YORK. — At a meeting here last week, NADA warned General Motors officials of growing dealer concern about pricing practices and worsening dealership cash-flow problems.

NADA President Wendell H. Miller led a delegation from the association which told GM President F. James McDonald, Marketing Vice President Robert D. Burger and Dealer Relations Director William J. Atkinson that dealers specifically need help in the following areas:

1. Additional floorplan assistance to cover the high costs of dealership inventories.
2. Extension of price protection to all units on preference.
3. Rapid payment of 5-percent carryover allowance on all 1981 models as soon as the 1982 replacement is introduced.

The NADA representatives told GM officials that GM dealers, particularly Chevrolet dealers, are increasingly concerned that GM must be extremely sensitive to the needs and problems of dealers in the current market.

They added that this top-level meeting was initiated to communicate these dealer concerns directly to senior GM management.

In addition to Miller, NADA representatives attending the meeting at the GM Building in New York were First Vice President George W. Lyles, Industry Relations Committee Chairman Joseph A. Barry, GM Line Group Chairman Anthony Ursomarso, and Executive Vice President Frank E. McCarthy.

breaking news

Common market to seek limit on Japanese cars

BRUSSELS, Belgium. — Protectionist fever regarding Japanese automobiles is spreading. The Common Market Commission, meeting here, has decided it must seek an agreement with Japan on limiting exports of Japanese cars to Europe. Several European countries already limit the number of Japanese cars allowed to enter their countries.

Ford sells New York office building

NEW YORK.—Ford Motor Co. last week sold a 19-story office building on W. 57th St. to two real estate investors for a reported $40 million. Manhattan Ford-Lincoln-Mercury, a company-owned dealership, will continue to occupy eight floors of the building.

Volvo to buy White truck business

FARMINGTON HILLS, Mich. — White Motor Corp. and AB Volvo have reached preliminary agreement for the sale of White's heavy-duty truck business to Volvo. The proposed sale includes White's manufacturing facilities in three states and parts and branch distribution facilities and inventories. Bankruptcy Court must approve the sale.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

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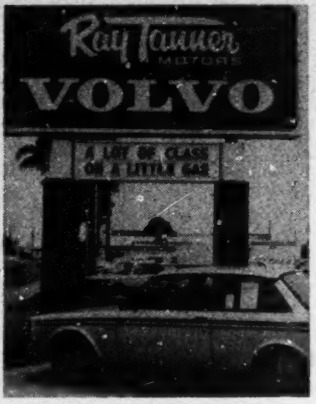

Tanner's trick

Ray Tanner Motors (Volvo) Phoenix, grabs the attention of motorists on busy Camelback Road in Phoenix with snappy signs plus a well-designed area of circular concrete plateaus and artificial lawn.

letterbox

Continued from Page 8

is that importers sell unemployment and export dollars and jobs.

Some misguided souls feel buying an import will get back at Detroit. True to a point, but when the unemployment goes full circle the import buyer may one day be unemployed because he bought the foreign car in the first place.

Remember, 29 percent of the cost of an American car is tax. Only 2.9 percent of the cost of an import here is tax. No wonder imports put more in for the same price, they have a 26.1 percent price/tax advantage, thanks to Uncle Sam.

Here we are with unemployment, arguing pro-con among ourselves about Japanese imports while the Japanese sit back and laugh at us, merrily doing overtime while we are preoccupied fighting among ourselves.

The misguided import people have no pride in their country, so they sell someone else's products — keeping a tight grip on the benefits of being an American.

One of the reasons the Japanese and Germans put so much pride into their work is their society. Their way of life and the people of their country all show up in their industries. The Japanese and Germans are races of people. Here in America we have loads of ethnic groups, some don't get along, many don't even speak English. We're trying to drive this country with a tower of Babel under the hood, sans harmony.

Japan in particular survives on exporting and their work life depends on exporting with quality, cooperation and aggressiveness. Their gasoline has always been imported and expensive so the automobiles had to be fuel efficient for home and for export.

No yen for apathy.—**Andrew H. Klein**, Colorado Springs, Colo.

Reply to Holden

In response to the very comprehensive and articulate article of John S. Holden, of Dearborn, in your March 30 issue, I am going to try and answer as concisely as possible.

1. There is no cheap labor in Japan. The employes are very productive.

2. Our domestic auto industry had ample time to attune to the wants and needs of the motoring public.

3. In my opinion, the crux of the problem may be the labor leaders. I believe that they should meet with their members and remind them that they are paid well and that they in turn should reciprocate by being more productive and also produce a quality product, which they are capable of doing.—**M. Bass**, Midwest Toyota, Chicago.

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1981	$8,471	$8,014	$8,432
1980	5,876	5,872	5,698
1979	4,790	4,807	5,001
1978	3,905	3,748	3,681
1977	3,042	2,866	2,888
1976	2,141	2,144	2,226
1975	1,682	1,605	1,525
1974	1,442	1,356	1,347
Overall Average	$4,264	$4,116	$4,076

Used car sales

Auction Averages

May to date	$4,264
Month ago	$3,986
Year ago	$3,116

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Industry tallies 750,977, up slightly over last year

Import sales reach '81 high; domestic total dips

By Jenny L. King
Staff Writer

New-car sales in April were again unspectacular in terms of numbers for the domestic auto industry, while the imports pushed ahead of their year-ago total by 7.56 percent and captured 28.93 percent of the April market, highest yet this year.

U. S. auto makers reported sales of 533,724 new cars for the month, down a scant 1.29 percent from last year's depressed total of 540,680. Foreign companies combined forces to sell 217,253 units, up 7.56 percent from 201,980 a year ago. The domestic four-month total was 2,266,193, down 5.17 percent from 2,389,830 last year; import sales year-to-date numbered 861,080, down 0.33 percent from 863,942.

Grand total for the industry in April was 750,977, up 1.12 percent from 742,660 in 1980. The year-to-date cumulative was 3,127,273, down 3.89 percent from 3,253,772 a year ago.

While several of the imports were notching record April sales, the domestic auto makers were exchanging market shares as Chrysler Corp. and Ford Motor Co. reported important sales increases for the month, with General Motors, American Motors and Volkswagen of America all down.

Chrysler had the best growth news of the five: Its sales zoomed 51.34 percent, to 71,843 from 47,470 last year, and Chrysler's third-period sales leaped 69.48 percent, to 31,183 from 18,399. It was the company's fourth consecutive monthly increase this year and its 13.64-percent share of the domestic market was its largest monthly share in 1981. Chrysler has been on a monthly winning streak since last October and claims the K-car is largely responsible for its success.

Ford Motor Co. boasted its first monthly increase of the year, and first such increase since February of 1979 — 26 months ago.

Ford April sales totaled 123,807, up 10.69 percent from 113,682 last year. Ford's Escort was the best-selling nameplate for the month and the newly introduced front-drive EXP is credited with bringing more buyers into Ford showrooms.

General Motors sales tumbled 10.71 percent. to 309,666 from 346,812 last year. VWoA reported sales of 13,894 U. S.-built Rabbit sedans, down 21.35 percent from 17,666, and AMC sold 14,514 units in April, down 3.56 percent from 15,050.

GM's sales decline cost the corporation eight percentage points in the domestic market. Its April share was 58.02 percent, down from 64.14 percent. Ford improved its position, going to 23.20 percent from 21.03 percent. Chrysler earned its highest monthly percentage of the year in April, expanding to 13.46 percent from 8.78 percent. AMC dipped to 2.72 percent from 2.78 percent, and VWoA slipped to 2.60 percent from 3.27 percent.

The imports' sales increase included records for BMW, Peugeot and Saab plus healthy gains for Audi (up 35.65 percent), Mazda (up 40.01 percent), Volvo (up 67.22 percent) and Toyota (up 17.15 percent).

Japanese-built cars accounted for 77.74 percent of the import total and 22.49 percent of the industry total. Last April, the Japanese auto makers captured 81.10 percent of the import segment and 22.06 percent of the grand total.

The 28.93-percent share of the market earned by imports was highest thus far in 1981 and the largest since 28.98 percent in August of 1980. Imports plus U. S. subcompacts and compacts accounted for 64 percent of the market for the month.

• Seven of the U. S. makes reported increased sales this April compared with the month a year ago. Plymouth was up 88.42 percent, Dodge was up 59.40 percent, Cadillac was up 35.55 percent, Mercury was up 23.16 percent, Buick was up 12.92 percent, Ford was up 5.85 percent and Oldsmobile was up 3.73 percent.

Behind the number-one-selling Ford Escort's sales of 27,473 were Chevrolet Malibu at 24,178, Chevrolet Chevette at 23,531, Oldsmobile Cutlass at 19,945 and Chevrolet Citation at 19,487. A year-ago the top five for April were: Citation, Chevette, Ford Fairmont, Malibu and Cutlass Supreme.

Domestic third-period sales were up 5.46 percent, to 218,383 from 207,071. With nine selling days both years, the daily rate climbed the same amount, 5.46 percent, to 24,265 from 23,008.

For the April 21-30 span, GM was down 4.66 percent, Ford was up 19.86 percent, Chrysler was up 69.48 percent, VWoA was down 28.65 percent and AMC was down an estimated 18.00 percent.

GM earned 58.46 percent of the third-period market, Ford had 22.54 percent, Chrysler cornered 14.28 percent, VWoA had 2.84 percent and AMC earned 1.88 percent.

Where Auto Market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	117,786	15.68
COMPACT	147,323	19.62
INTERMEDIATE	150,903	20.10
STANDARD	79,170	10.54
LUXURY	38,542	5.13
IMPORT	217,253	28.93
TOTAL	750,977	100.00

U. S. CAR SALES BY MARKETING UNITS

	Apr., 1981	Apr., 1980	Jan. 1-Apr. 30, 1981	Jan. 1-Apr. 30, 1980
Chevrolet	107,696	146,213	549,056	657,437
Ford	93,629	89,316	383,829	421,092
Oldsmobile	72,610	70,002	301,982	290,709
Buick	66,706	59,072	257,086	241,798
Pontiac	41,454	55,885	190,866	224,095
Toyota	51,366	43,846	217,098	217,922
Datsun	46,537	55,961	169,945	196,129
Honda	33,960	30,228	136,276	121,641
VW of America	27,742	28,252	105,048	113,878
Plymouth	36,117	23,432	150,295	119,405
Dodge	35,042	24,924	142,589	125,428
Mercury	29,857	24,243	118,347	122,405
Cadillac	21,200	15,640	72,736	75,825
AMC-Renault	17,615	17,239	66,456	64,400
Mazda	14,119	10,084	62,221	48,245
Subaru	12,509	11,547	51,476	48,496
Chrysler	9,201	11,252	37,962	53,977
Volvo	6,836	4,088	24,202	19,957
Jaguar-Rover-Triumph	2,518	1,908	7,467	7,574
Mercedes-Benz	5,882	3,789	21,080	17,739
Lincoln	5,393	5,774	22,793	25,534
BMW	3,705	2,622	12,591	12,296
Fiat	4,135	4,912	12,407	17,461
Saab	1,443	1,106	5,011	4,789
Peugeot	1,633	1,043	5,309	4,511
Isuzu	1,881	....	2,684	....
Alfa Romeo	191	282	461	1,029
TOTAL	750,977	742,660	3,127,273	3,253,772

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	April, 1981	April, 1980	Jan. 1-Apr. 30, 1981	Jan. 1-Apr. 30, 1980
Alfa Romeo	191	282	461	1,029
Audi	4,239	3,125	15,321	15,221
BMW	3,705	2,622	12,591	12,296
Challenger	1,033	1,138	5,136	5,534
Champ/Arrow	3,144	5,582	18,164	27,396
Colt Hatchback/Colt	3,248	4,488	18,674	25,421
Datsun	46,537	55,961	169,945	196,129
Fiat	4,043	4,681	12,060	16,779
Fiesta	5,072	5,651	23,534	26,963
Honda	33,960	30,228	136,276	121,641
Isuzu	1,480	....	2,283	....
Jaguar	339	181	1,240	950
Lancia	92	231	347	682
Mazda	14,119	10,084	62,221	48,245
Mercedes-Benz	5,882	3,789	21,080	17,739
MG	515	866	1,690	3,404
Peugeot	1,633	1,043	5,309	4,511
Porsche	1,226	737	3,927	3,975
Renault	3,101	2,189	14,756	8,417
Rover	79	3	283	3
Saab	1,443	1,106	5,011	4,789
Sapporo	1,092	930	5,400	4,252
Subaru	12,509	11,547	51,476	48,496
Toyota	51,366	43,846	217,098	217,922
Triumph	1,585	858	4,254	3,217
Volkswagen	8,383	6,724	27,940	28,974
Volvo	6,836	4,088	24,202	19,957
TOTAL	216,852	201,980	860,679	863,942

DOMESTIC CAR SALES

	April 21 to April 30, 1981	Same Period 1980	April, 1981	Same Month, 1980	Jan. 1 to April 30, 1981	Same Period, 1980
Spirit	....	....	3,698	5,142	14,284	19,788
Concord	....	....	6,347	7,313	20,513	23,979
Pacer	....	....	16	212	73	1,119
Eagle	....	....	4,453	2,383	16,830	11,097
AMERICAN MOTORS*	4,100†	5,000†	14,514	15,050	51,700	55,983
Horizon	2,456	1,875	6,423	5,000	30,838	28,292
TC3	2,166	1,347	5,390	3,832	18,861	23,816
Reliant	8,072	....	16,880	....	66,578	....
Volare	556	2,600	1,145	6,538	5,783	30,342
Plymouth	639	508	2,043	1,550	4,671	5,307
Total Plymouth	13,889	6,330	31,881	16,920	126,731	87,757
LeBaron	1,939	2,249	4,748	5,672	18,440	24,507
Cordoba	1,055	1,535	2,490	3,636	11,274	17,274
Chrysler	530	947	1,422	1,944	6,405	12,196
Total Chrysler	3,524	4,731	8,660	11,252	36,119	53,977
Total Imperial	229	....	541	....	1,843	....
Omni	2,023	1,475	5,496	4,148	23,762	22,945
024	1,975	1,109	4,792	3,424	16,168	19,499
Aries	6,597	....	13,341	....	51,726	....
Aspen	588	1,929	1,113	4,483	5,095	22,172
Diplomat	1,271	1,210	3,027	2,872	11,720	12,066
Mirada/Magnum	701	992	1,610	2,487	6,547	10,774
Dodge	386	623	1,382	1,884	3,761	7,017
Total Dodge	13,541	7,338	30,761	19,298	118,779	94,473
CHRYSLER CORP	31,183	18,399	71,843	47,470	283,472	236,207
Pinto	318	4,462	959	11,878	8,149	51,946
EXP	2,423	....	5,955	....	5,955	....
Escort	10,804	....	27,473	....	107,856	....
Mustang	4,949	7,572	13,262	20,778	63,332	86,663
Fairmont	6,455	9,189	17,066	24,863	71,130	115,908
Granada	3,410	2,100	8,840	5,564	37,670	25,307
LTD II	....	113	....	350	....	1,716
Thunderbird	2,099	2,396	4,737	7,276	29,099	80,157
Ford	4,131	4,433	10,265	12,956	37,104	52,432
Ford Division	34,589	30,265	88,557	83,665	360,295	394,129
Bobcat	70	1,012	187	2,752	1,871	11,353
LN7	817	....	1,944	....	1,944	....
Lynx	3,911	....	10,121	....	34,809	....
Zephyr	1,697	2,529	4,307	6,943	20,206	33,939
Cougar/Monarch	1,411	626	3,258	1,942	14,573	9,471
XR-7	839	1,241	1,878	3,168	10,640	24,563
Capri	1,741	1,858	4,303	5,478	17,823	23,648
Mercury	1,569	1,422	3,859	3,960	16,481	19,431
Total Mercury	12,055	8,689	29,857	24,243	118,347	122,405
Versailles	....	151	....	431	....	2,105
Lincoln	1,255	919	2,631	2,591	10,818	10,424
Mark VI	1,334	1,052	2,762	2,752	11,975	13,005
Total Lincoln	2,589	2,122	5,393	5,774	22,793	25,534
L-M Division	14,644	10,811	35,250	30,017	141,140	147,939
FORD MOTOR	49,233	41,076	123,807	113,682	501,435	542,068
Skyhawk	....	266	....	645	....	3,452
Skylark	8,017	6,311	16,841	15,138	75,403	61,478
Century	6,556	5,911	16,488	13,316	49,154	48,379
Regal	7,340	6,208	15,810	15,413	74,461	62,879
Le Sabre	3,409	2,955	7,567	7,107	25,511	32,244
Electra	2,388	1,999	5,313	4,443	17,711	19,770
Riviera	2,132	1,306	4,687	3,010	14,846	13,596
Buick Division	29,842	24,956	66,706	59,072	257,086	241,798
Cimarron	4	....	4	....	....	4
Seville	932	901	2,323	2,792	8,624	13,423
Cadillac	5,556	3,210	13,674	8,944	46,584	45,229
Eldorado	2,119	1,207	5,199	3,904	17,524	17,173
Cadillac Division	8,611	5,318	21,200	15,640	72,736	75,825
Chevette	10,057	11,476	23,531	33,274	156,535	149,179
Cavalier/Monza	232	4,662	775	12,631	12,265	51,760
Citation/Nova	8,464	13,513	19,487	33,818	117,211	139,575
Camaro	3,574	3,840	9,337	10,461	39,087	43,299
Malibu	7,795	9,303	24,178	22,922	82,873	93,281
Monte Carlo	4,391	4,924	9,887	12,625	62,296	56,984
Chevrolet	6,972	6,265	17,261	17,099	66,969	110,565
Corvette	1,223	1,253	3,240	3,183	11,820	12,794
Chevrolet Division	42,708	55,236	107,696	146,213	549,056	657,437
Starfire	....	225	....	570	....	3,866
Omega	3,473	3,277	8,406	7,881	40,658	30,895
Cutlass	7,969	7,900	19,945	19,404	72,238	75,028
Supreme	8,105	8,858	18,124	22,595	98,104	88,879
Olds 88	6,203	4,728	14,957	11,699	50,999	54,460
Olds 98	3,193	2,043	7,693	5,091	27,647	24,238
Toronto	1,504	977	3,485	2,762	12,336	13,343
Oldsmobile Division	30,447	28,008	72,610	70,002	301,982	290,709
T-1000	2,546	....	5,668	....	5,914	....
J-2000/Sunbird	401	3,506	1,476	12,910	23,669	48,547
Phoenix	2,538	2,852	6,167	8,571	34,046	35,146
Firebird	1,577	3,221	4,852	8,548	22,313	31,932
LeMans	2,519	3,173	7,349	7,012	27,011	29,145
Grand Prix	3,540	4,000	8,534	9,821	47,821	39,065
Pontiac	2,930	3,625	7,408	9,133	30,408	40,260
Pontiac Division	16,051	20,377	41,454	55,885	190,866	224,095
GENERAL MOTORS	127,659	133,895	309,666	346,812	1,371,726	1,489,864
VOLKSWAGEN	6,208	8,701	13,894	17,666	57,860	65,708
DOMESTIC TOTAL	218,383	207,071	533,724	540,680	2,266,193	2,389,830
IMPORT TOTAL	....	....	217,253	201,980	861,080	863,942
INDUSTRY TOTAL	....	....	750,977	742,660	3,127,273	3,253,772

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

Chrysler names 4 vice presidents

DETROIT. — Chrysler Corp. last week elected four new vice presidents. They are:

E. O. Grote, 57, president and chief executive of Chrysler Financial Corp.

M. J. Closs, 53, president and chief executive of Chrysler Canada, Ltd.

Charles J. LaBelle, 41, named vice president marketing. He had been executive director, marketing, since March. Labelle joined Chrysler last September, coming from Ford of Europe.

Charles T. Cudlip, 40, was named vice president, Washington office. Cudlip joined Chrysler in April after serving five years in government positions and on the staff of the Republican National Committee.

Best month since October

April auto production tops last year

By Patricia Hoffman
Staff Writer

U. S. auto production last month rose above the 1980 April total. Output for the month was the highest since 1979, and the most for any month since October, 1980.

In April, the auto makers completed 653,863 units, up 12.57 percent from 580,855 in the comparable 1980 month. In 1979, the makers assembled 723,248 cars in April, and in October of 1980, output was 675,001.

Auto production last week was slated at 163,800 units, up 1.53 percent from 161,331 the previous week, and up 32.58 percent from the 123,551 assembled in the comparable 1980 week.

Production for April by company was: General Motors, 398,644 cars, up 8.27 percent from the 368,185 completed in April, 1980; Ford Motor, 142,077, up 13.47 percent from 125,216; Chrysler Corp., 83,540, up 67.26 percent from 49,947; Volkswagen of America, 17,590, down 17.09 percent from 21,125, and American Motors, 11,957, down 25.18 percent from 15,981.

Checker Motors, working only the first three days in April, produced 55 units, down 82.32 percent from 311 last year. Checker resumed full production last Monday (May 4).

Breakdown from last week by company is: GM, 64.42 percent; Ford, 19.85 percent; Chrysler, 11.23 percent; VWoA, 2.79 percent; AMC, 1.65 percent, and Checker, 0.06 percent.

Ford scheduled 10-hour work days last week at its Kansas City, Atlanta, Louisville and Wixom assembly points. Saturday overtime was also scheduled last week at Kansas City, Atlanta and Louisville.

Chrysler has scheduled nine-hour daily shifts for six days this week at all of its front-wheel-drive facilities. They are Jefferson, Newark and Belvidere.

General Motors has slated overtime this week at Flint, Oklahoma City and Tarrytown.

GM also scheduled downtime this week for one shift at its Detroit (Cadillac) plant.

It's Penske Cadillac

DOWNEY, Calif. — The name of Bob Spreen Cadillac has been changed to Roger Penske Cadillac. Roger Penke purchased the dealership in November, 1979, but kept the Spreen name until February of this year.

Pontiac says J-car orders run ahead of X-car pace

Continued from Page 2

supply situation. Pontiac's 3,200 dealers will divide a total of about 5,500 cars at introduction day, almost half of what was originally planned. As of the middle of last week, Lordstown had built about 4,600 of the J2000 models.

- The low production, as well as the two-week postponement of the introduction day, were the result of Pontiac's desire to build the J-car right, Hoglund said. Cars and components that did not meet tolerances were rejected, he said.

"In the short run, we have not met our production schedules on the J-car because we have held to the discipline that the car will not go unless it's right," he said.

Hoglund said he expected 35 percent of total J2000 sales to be sedan models, 30 percent to be hatchbacks, 20 percent to be wagons and 15 percent to be coupes.

"I think the coupe will be a bit higher than that, but we have good flexibility in our assembly plant to meet whatever the market demands," he said.

The EPA has classified the subcompact J2000 as a compact, based on its average interior volume of over 100 cubic feet. The J2000 base drivetrain — a 1.8-liter four and four-speed transmission — earned an EPA mileage rating of 26 city, 43 highway. Automatics are rated at 25 city, 41 highway.

A specially certified federal car without air conditioning was rated at 30 city, 47 highway. Hoglund said that during a recent 2,000-mile engineering trip, the J2000 yielded "real-world" mileage of 32-34 MPG.

The J2000, Hoglund said, fits Pontiac's new strategy of going after a more youthful market, similar to the market Pontiac excelled in during the '60s.

"What we decided is that we have to get back to the audience we had when we were strong, the buyers under 44 years old," he said.

Truck production for April rises 18 pct. above '80

U.S. truck production in April rose above the comparable 1980 month, and truck output last week jumped above the totals for the previous week and the 1980 week.

The truck makers completed 153,941 units in April, up 18.66 percent from the 129,728 assembled in the comparable 1980 month. Truck output for April was the most for the month since the 256,090 units completed in 1979, and the total was the highest for any month since the 179,888 units built in October, 1980.

Truck output for the week was slated at 36,923, up 11.67 percent from 33,064 the previous week, and the total was a substantial jump of 60.22 percent from the 23,045 trucks assembled in the comparable period last year.

So far this year, the truck makers have completed 636,236 units, down 4.36 percent from the 665,314 trucks assembled in the comparable period last year.

Ford Motor scheduled overtime last week at its Ohio truck point. The plant worked 10-hour days.

Chrysler has slated overtime this week at its Warren truck point. It is the third consecutive week of overtime at the plant.

International Harvester's Springfield assembly point, down since April 27, will remain idle until May 11.

Also at International, the A-line at Fort Wayne, which closed May 4, will remain idle this week. Operations will resume May 18.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
CHEVROLET	11,244	8,332	8,292	46,805	217,364	208,650
DODGE/PLYMOUTH	3,700	3,800	2,457	9,716	54,726	32,348
FORD	14,293	2,271	15,225	61,672	242,165	227,092
GMC	3,487	3,189	2,486	12,380	65,640	70,270
INTERNATIONAL	65	2,820	586	6,358	6,631	25,748
VOLKSWAGEN	1,144	687	1,028	4,338	10,578	17,297
MACK	....	620	....	....	10,520	....
JEEP	1,500*	....	1,500*	6,359	35,833	31,986*
AMC CORP.	90*	284*	90*	373*	3,002*	1,535*
WHITE	....	142	....	....	2,895	....
MISCELLANEOUS	1,400*	900*	1,400*	5,940*	15,960*	21,400*
Total Trucks, U. S.	36,923	23,045	33,064	153,941	665,314	636,326

CANADIAN TRUCK PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
CHRYSLER CORP.	2,000	1,040	2,006	7,829	14,341	25,646
FORD MOTOR	3,538	4,868	2,843	14,557	74,227	61,863
GENERAL MOTORS	6,539	5,946	6,686	24,251	107,242	111,875
AMERICAN MOTORS	....	....	....	....	9,377	....
INTERNATIONAL	245	440	248	1,087	5,067	4,522
MACK	....	50	....	....	1,020	....
WHITE	....	65	....	....	1,186	....
Total Trucks, Canada.	12,322	12,409	11,783	47,724	212,460	203,906
N. American Trucks	49,245	35,454	44,847	201,665	877,774	840,232

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

April car output in Canada climbs to 3-year high

Canadian auto production for April jumped ahead of the 1980 level. April output was the highest for the month since 1978 and the highest for any month since May, 1979.

The auto makers assembled 94,298 units in April, up 24.11 percent from 75,977 built in 1980, and the most for that month since the 106,210 units completed in 1978. It was the highest for any month since the 99,878 cars built in May, 1979.

Auto production last week was slated at 24,117 units, up 2.90 percent from 23,438 completed in the previous week, and up 5.12 percent from 22,943 units assembled in the comparable 1980 week.

Canadian truck production for April totaled 47,724, a drop of 3.80 percent from the 49,607 trucks assembled in the comparable 1980 month.

The truck makers slated 12,322 units last week, up 4.57 percent from the 11,783 units completed in the previous week, but down slightly from the 12,409 trucks assembled in the comparable period last year.

So far this year, the truck makers have built 203,906 units, down 4.03 percent from the 212,460 trucks completed through May 10, 1980.

U. S. CAR PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10, 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
AMERICAN MOTORS	2,700*	2,978*	2,300*	11,957	71,497*	37,854*
AMX	....	....	....	....	....	....
Spirit	....	....	....	4,522	....	....
Concord	....	....	....	4,489	....	....
Eagle	....	....	....	2,946	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	18,400	16,100	18,577	83,540	241,533	297,680
Plymouth Total	10,700	7,200	9,303	41,441	110,923	149,177
Horizon	4,300	3,300	3,633	17,475	59,513	56,605
Reliant	6,400	....	5,557	22,477	....	82,985
Volare	....	2,950	....	....	40,487	....
Caravelle	....	450	113	901	2,284	2,139
Gran Fury	....	500	....	588	8,639	7,448
Chrysler Total	....	2,400	1,357	6,587	31,201	22,098
LeBaron	....	1,900	1,357	6,499	23,345	17,236
Chrysler	....	500	....	88	7,856	4,862
Dodge Total	7,700	6,500	7,897	35,512	99,409	126,385
Omni	3,200	2,800	2,959	12,552	53,050	42,888
Aspen	....	2,250	....	....	28,920	....
Aries	4,500	....	4,583	18,965	....	67,171
Diplomat	....	1,000	355	3,662	10,487	12,644
St. Regis	....	450	....	313	6,952	3,682
FORD MOTOR	32,516	24,197	34,899	142,077	505,865	506,890
Ford Division	21,837	17,058	23,922	98,365	367,681	350,863
Escort	6,759	....	6,645	29,229	....	138,636
Pinto	....	3,455	....	....	38,676	....
Fairmont	6,059	6,453	5,629	22,892	103,575	73,193
Must./Must. II	4,183	3,801	4,528	17,552	101,142	54,682
Granada	225	3,349	2,717	11,441	29,633	27,177
Thunderbird	2,175	....	2,385	9,700	58,317	25,915
Ford	2,436	....	2,018	7,549	36,338	31,260
L-M Division	10,679	7,139	10,977	43,712	138,184	156,027
Mercury Total	8,629	5,623	9,132	36,684	123,524	132,885
Bobcat	....	544	....	....	8,187	....
Lynx	2,333	....	2,317	10,650	....	47,886
Capri	1,907	1,655	1,557	5,622	29,341	17,216
Zephyr	1,926	2,187	1,440	5,628	34,333	20,162
Cougar/Monarch	130	1,237	1,644	5,595	9,030	13,265
XR-7	1,041	....	855	3,658	20,978	10,723
Mercury	1,292	....	1,319	5,531	21,655	23,633
Lincoln Total	2,050	1,516	1,845	7,028	14,660	23,142
Lincoln	1,025	613	922	3,513	5,439	11,120
Mark VI	1,025	689	923	3,515	7,564	12,022
Versailles	....	214	....	....	1,657	....
GENERAL MOTORS	105,508	75,382	101,367	398,644	1,655,451	1,502,984
Buick Division	20,628	14,206	21,426	91,451	325.922	348,073
Skylark	5,675	4,931	5,568	22,749	87,133	95,231
Century	2,606	4,411	4,347	19,845	70,685	69,142
Regal	7,284	3,709	6,785	27,947	82,821	99,826
Buick	3,698	....	3,269	15,462	65,370	61,865
Riviera	1,365	1,155	1,457	5,448	19,913	22,009
Cadillac Division	6,487	1,700	6,139	20,642	87,181	105,742
Cimarron	137	....	107	178	....	337
Seville	735	675	443	2,597	16,079	11,377
Eldorado	1,375	1,025	1,455	5,906	22,403	24,348
Cadillac	4,240	....	4,134	11,961	48,699	69,680
Chevrolet Division	41,980	36,516	34,781	135,769	689,434	528,684
Chevette	8,430	9,096	7,849	33,783	170,164	117,748
Cavalier	2,175	....	1,644	3,312	....	5,704
Monza ('80)	....	3,590	....	....	61,133	....
Camaro	2,955	3,960	2,549	12,128	53,833	47,769
Citation	8,830	10,535	7,400	35,669	178,471	133,946
Malibu	10,560	4,905	6,588	24,782	103,803	100,201
Monte Carlo	3,830	1,230	3,540	13,871	47,938	50,511
Chevrolet	4,800	2,400	4,811	10,544	56,792	61,137
Corvette	400	800	400	1,680	17,300	11,668
Oldsmobile Division	22,900	13,752	25,279	97,418	322,546	357,276
Omega	3,290	2,622	3,744	14,174	46,145	57,471
Cutlass	12,104	10,305	13,203	49,904	157,242	172,367
Oldsmobile	6,336	....	6,993	28,259	101,828	108,537
Toronado	1,170	825	1,339	5,080	17,331	18,901
Pontiac Division	13,513	9,208	13,742	53,364	230,374	163,209
Acadian†	400	680	404	2,521	9,774	8,399
J2000	1,688	....	1,384	3,636	....	5,979
Sunbird ('80)	....	2,810	....	....	56,256	....
T1000	2,378	....	2,757	10,879	....	20,397
Firebird	1,777	1,800	1,502	5,000	36,619	20,043
Phoenix	2,960	3,238	2,462	11,646	51,267	43,805
Grand Prix	2,445	....	3,221	11,164	23,968	36,839
LeMans	1,605	680	1,774	6,962	22,007	22,346
Pontiac	260	....	238	1,556	30,483	5,401
VOLKSWAGEN	4,576	4,809	4,188	17,590	74,952	70,846
CHECKER	100*	85*	....	55	1,161	733*
Total Cars, U. S.	163,800	123,551	161,331	653,863	2,550,465	2,416,987

CANADIAN CAR PRODUCTION

	Week Ended May 9, 1981	Week Ended May 10 1980	Week Ended May 2, 1981	April Total	Jan. 1 to May 10, 1980	Jan. 1 to May 9, 1981
AMERICAN MOTORS	840	....	684	3,014	....	11,363
CHRYSLER CORP.	1,800	3,200	1,858	4,817	26,201	12,348
FORD MOTOR	7,696	7,550	7,419	29,635	94,429	72,810
GENERAL MOTORS	13,556	11,968	13,252	55,887	206,954	206,614
VOLVO	225	225	225	945	4,150	3,881
Total Cars, Canada	24,117	22,943	23,438	94,298	331,734	306,816
N. American Cars	187,917	146,494	184,769	748,161	2,882,199	2,723,803
N. American Trucks	49,245	35,454	44,847	201,665	877,774	840,232
North American Cars and Trucks	237,162	181,948	229,616	949,826	3,759,973	3,564,035

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

5/20/81 C 2700-1

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1.3 million new cars on hand

Stockpile rises to 66 days

By Jenny L. King
Staff Writer

Increasing production levels coupled with flat April sales left the domestic industry with a slightly bloated 66-day supply of new cars as of May 1, up dramatically from the spartan 44-day supply on hand April 1. It was an improvement over the year-ago 76-day level, however.

The industry had 1,348,836 new cars in its domestic stockpile May 1, compared with 1,236,074 a month earlier and 1,584,804 a year earlier. The bigger year-ago May 1 count represented a 76-day supply at the then-current selling rate.

Of the U. S. makers, only American Motors managed to trim its inventory in terms of days-supply figures from the April 1 level, although in raw numbers it had more cars on hand at the beginning of May than a month earlier. Volkswagen of America had slightly fewer cars in inventory the first of the month but a larger days-supply figure because of the slowed selling rate of Rabbits in April.

AMC had a 48-day supply on May 1, down from 49 days a month earlier. Eagles, with strong April sales, were down, while Spirit and Concord increased. VWoA jumped to 72 days from its month-earlier 44-day supply.

Table on Page 62

Chrysler Corp. watched its supply climb to 58½ days from 45 days. Imperial and Mirada were in heaviest supply; K-cars stayed at fighting weight, about 55 days combined average, but up from 35 days a month earlier.

Ford Motor Co. opened May with a 68-day stockpile, up considerably from 44 days the first of April. Ford's Thunderbird and its Mercury twin, XR-7, nearly tripled their days-supplies to over the 100-day mark while the corporation's other lines grew during the month but managed to stay at healthier levels.

General Motors presented a mixed bag of nameplate days-supplies as of May 1, with some of its best-sellers in heavy supply, perhaps in anticipation of a late-spring selling boom. The corporation's days-supply figure shot up to 67 days from just 39 days a month earlier.

GM, assisted by an extensive rebate program in March, enjoyed sales that month which brought its inventories to the 39-day level. Its April sales failed to show the same kind of growth. GM's total May 1 days-supply includes early-production J-cars not yet on sale.

The May 1 domestic inventory was divided this way: GM, 58.78 percent; Ford Motor Co., 24.38 percent; Chrysler Corp., 11.98 percent; VWoA, 2.86 percent, and AMC, 2.00 percent.

A month earlier, the new-car inventory was divided as follows: GM, 57.54 percent; Ford, 24.27 percent; Chrysler, 12.91 percent; VWoA, 3.18 percent, and AMC, 2.10 percent.

- By size class, three segments of the market were in much heavier supply May 1 while two—standard-size and luxury—were down slightly. The great disparity that has persisted, that is, an imbalance between numbers of smaller cars and big cars on hand, was smoothed out by May 1.

At the beginning of this month, the industry had a 78-

Continued on Page 62, Col. 1

No new rules, and no nit-picking, Lewis vows

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — If the auto industry needed any reassurance that the Reagan Administration is on its side in the battle against government regulations, Transportation Secretary Drew Lewis gave it straight last week.

Lewis told a House Government Operations subcommittee that he will not "nit-pick" the industry and "I don't see any regulations coming out of my department in the next four years."

This followed assurances that there would be further deregulation after more cost-benefit studies are completed. This, in turn, prompted a remark from California Rep. John Burton, who was chairing the hearing, that like the Red Queen in Alice in Wonderland, the Administration might be arriving at the verdict first and then looking at the evidence.

But Lewis, as head of the Auto Task Force which announced sweeping deregulation moves in April claiming no significant adverse safety or health effects, said the most important thing was the "spirit of letting the industry know we're here to work with them, not against them."

However, Lewis repeated that there will be "no more Chryslers." Pressed to comment on a recent article recommending a merger of Ford and Chrysler (authored by the former head of the Chrysler Loan Guarantee Board and a staffer for the Senate Banking Committee), Lewis refused comment although he said he could look into it and give advice if requested by the companies.

In general, the Administration position remains the same — no bailouts, no special help aimed directly at the auto industry like refundable tax credits or special depreciation or tax credits for buying domestic cars. Lewis admitted, however, that 10-5-3 depreciation schedule was of limited help to the industry and still under consideration is a proposal to allow longer carry-forward and carryback provisions to help companies that are losing—not making—money.

The thrust is still on improvement in the total economy, on getting high interest down. It was admitted that deregulation helps imports as well as domestics and that car prices may rise, but it was also asserted that consumers will benefit because the companies have said they will pass along savings from deregulation to the marketplace.

As for wage and price restraints, that is up to the companies and the union.

breaking news

DeLorean to realign

NEW YORK.—DeLorean Motor Co. plans to organize its auto-making operations under a new corporation to be named DeLorean Motor Holding Co. The new firm plans to offer shares to the public for cash and to offer shares in exchange for shares in DeLorean Motor Co. held by DeLorean dealers. It will also offer shares and notes in exchange for certain limited partnership interests in a partnership that owns technology related to the DeLorean auto.

Support for IH

CHICAGO.—International Harvester said last week that lenders accounting for about 90 percent of the funds involved in forming new $3.4 billion revolving credit facilities have approved in principle their participation.

See BREAKING NEWS, Page 8, Col. 1

Tricycle

Kit car for commuting

The three-wheeled XK-1 commuter vehicle, from Kobel Enterprises, San Antonio, has a top speed of 55 MPH and claims fuel economy of up to 50 MPG. The body kit comes as a preassembled unit with hinged canopy, bulkheads and interior panels bonded in place, standard rear louver, integral wheel wells and air inlets for engine cooling. It uses parts from the Honda Civic and Toyota Celica. The vehicle can be registered in most states as a motorcycle, according to Kobel Enterprises.

Service Index climbs to high point for year

By Francis J. Gawronski
Service Editor

With three of the five indicators registering good increases and the other two just missing the plus side, new-car dealers' service and parts business rebounded in March to make its best showing of the year.

As measured by the Automotive News Service Index, March service and parts business amounted to 104.9 percent of the volume in the same month a year ago.

In February, dealers' shop volume dipped to 96.5 percent of the service and parts business recorded the year before.

March's showing was the best since December, 1979, when the Service Index showed service and parts business during that month was 108.6 of the volume done in the like month of 1978.

The leading indicator among the three showing increases in March was gross profit on all labor, parts and F&A sales — the most important factor from the dealers' viewpoint. This indicator was up 8.9 percent above the profit registered in the same month a year ago.

Total labor sales, both customer-paid and warranty, increased 7.1 percent, while sales of all parts and accessories in March topped the total from last year by 6.0 percent.

Indicators on the down side were shop parts sales, those used in the dealer's shops on both customer-paid and warranty jobs, down 0.5 percent, and repair orders written, down 1.6 percent. Repair orders in March made their best showing since July, 1980, when the volume was 0.8 percent below the year-ago orders.

However, March marked the 14th consecutive month that repair orders written in the nation's new-car dealerships failed to show a gain over the like month the year before.

Figures used in the Service Index are averages compiled from reports on backshop operations from a cross-section of the nation's new-car dealerships.

The March upturn also brought a rise in the figures for the first three months of the year. The Service Index showed that the volume for this period amounted to 101.3 percent of the business done in the corresponding period a year ago. The two-month index amounted to 99.4 percent.

For the three-month period, gross profits was the top indicator with an increase of 7.0 percent, followed by sales of all parts and accessories, up 5.2 percent. Shop parts sales were up 1.2 percent.

On the down side for the first three months, repair orders dipped 9.7 percent and labor sales declined 0.2 percent.

SERVICE INDEX
104.9*

	Mar., '81 vs. Mar., '80	3 mos., '81 vs. 3 mos., '80
Gross Profit on All Labor and P&A Sales	+ 8.9%	+ 7.0%
Repair Orders Written	— 1.6%	— [illegible]
Total Labor Sales (Customer & Warranty)	+ 7.1%	— 0.2%
Shop Parts Sales (Customer & Warranty)	— 0.5%	+ 1.2%
Sales of All P&A	+ 6.0%	+ 5.2%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1981, was 104.9 percent of business in March, 1980. Service business in the three months of 1981 was 101.3 percent of business in the corresponding period in 1980.

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truck industry news

Gains achieved in all three market segments

April sales highest since last July

April sales of new trucks in the U. S. were up 4.2 percent over a year ago, marking the first time since February 1979 that the monthly domestic total was higher than that for the corresponding month the previous year.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed an estimated 211,536 units, compared with 202,969 a year ago.

The April count also was the highest for any month since last July, when 233,687 units were sold.

Sales for the first four months, however, were off 14.6 percent from a year ago. The total through April was 778,846 units, compared with 912,003 in the same period in 1980.

There were increases in all three market segments in April, with light trucks achieving the largest unit gains and the big trucks scoring the greatest percentage improvement.

Retailers sold 186,070 light vehicles during the month, including the non-captive imported pickups, an increase of 2.8 percent over last year's 181,033.

Medium-truck sales were 16.7 percent higher than a year ago, rising from 7,577 units in 1980 to 8,841. Heavies sold during the month totaled 16,625, an increase of 15.8 percent over the year-ago 14,359.

Sales of the imported compact pickups, which have been hurting since the increase in the tariff last year, were down slightly in April from a year ago.

Dealers retailed 41,882 of these vehicles during the month, off 0.09 percent from the year-earlier 41,921. But sales of the non-captive units—Toyota, Datsun and Mazda—were up 1.6 percent, from 20,862 a year ago to 21,190.

For the four months, sales of the compacts were down 11.2 percent from the corresponding period in 1980. The total was 170,211, compared with 191,789 last year. The non-captives were off 7.3 percent, from 95,469 to 88,532.

Four-month sales were down from a year ago in all three market segments.

The light-truck total through April was 695,766, off 15 percent from last year's 818,343. Mediums were down 14.4 percent,

Continued on Page 56, Col. 4

Volvo eyes assembly of its trucks in the U.S.

DETROIT.—Volvo and White trucks could be assembled in the same U. S. plant if White Motor Corp. and AB Volvo of Sweden can complete the proposed sale of White's truck-manufacturing operations to the Swedish builder of cars, trucks and buses.

When the two companies announced preliminary agreement on the acquisition, Sten Langenius, Volvo Truck Corp. president, called White's New River Valley (Va.) facility one of the most modern truck-assembly plants in the U. S., and added:

"In addition to being well-suited for manufacture of White trucks, it would make a fine facility for assembly in the U. S. of Volvo trucks."

Volvo's Class 6, 7 and 8 trucks sold in the U. S. now are imported from Sweden and distributed by Freightliner Corp. through its nationwide dealer network.

Volvo's move to acquire White's truck-building facilities followed a bid by Daimler-Benz AG of West Germany to purchase Freightliner Corp. from Consolidated Freightways, Inc.

Daimler-Benz and Consolidated Freightways earlier this month signed a contract finaliz-

Continued on Page 58, Col. 4

Calif. certifies IH's 9.0-liter mid-range diesel

CHICAGO. — The California Air Resources Board (CARB) has certified the International 9.0-liter diesel engine for use on that state's highways.

The mid-range diesel, in a 175 HP version, met CARB's rigorous emission standards of six grams per-brake horsepower-hour, or less, of nitrous-oxide and carbon-monoxide in a 125-hour emission test, according to A. A. Ambrosini, product marketing manager, for International Harvester's Engine Division.

The engine previously had met all federal standards, which demand a total of 10 or less grams per brake horsepower-hour of the two basic air-pollution emissions, and has been available in the other 49 states for more than a year.

Ambrosini said the California engine design incorporates modifications in the fuel-injection system and timing to meet the CARB standards.

The 9.0-liter diesel is designed primarily for city and suburban pickup and delivery service, with its heavy traffic, start-and-stop, low mileage, and high idling time characteristics.

"This engine has found particularly strong acceptance among such vocations as parcel delivery, beverage and grocery route operators, refuse collection, and similar applications," said George D. Aravosis, Engine Division marketing vice president.

The engine also is available in 165 and 180 HP configurations for 49-state use, and features a regrindable, forged steel crankshaft, a highly sophisticated fuel-injection system, cross-bolting of main bearing caps for greater bottom-end strength and rigidity, and other design features normally found only in big-bore diesel engines.

'Fine tuning' helps Paystars get Wisconsin job done

How mixers meet stiff weight law

MADISON, Wis. — Because of proper planning and setup of its trucks, Wingra Redi-Mix, Madison, is able to operate 72,500-pound GVW concrete mixer trucks within that state's complex and strictly enforced truck weight limits.

Wisconsin law specifies a maximum of 73,000 pounds for straight trucks, and Wingra's five new International Paystar 5000 concrete mixers come in at 72,500 pounds when fully loaded.

Wisconsin's bridge laws include complex formulas to determine distances between front and rear axles, then specify how weight is to be distributed on auxiliary/quad rear axles — pusher, tag or air-bag actuated auxiliary axles.

Working with East Side International Corp., International truck dealer in Madison, Wingra set up the Paystar trucks with two air-bag actuated auxiliary axles, properly spaced in front of, and behind, the tandem rear axle, to meet Wisconsin formulas for carrying loads on state highways.

As a result, the Wingra units can operate 500 pounds under the limit, said Rush Watson, Wingra sales and production manager. When loading in the Wingra yards, the Paystar 5000 auxiliary axles are lifted and the trucks are driven on high-floation "super single" tires.

The auxiliary axles are dropped for movement on the highways to construction sites. Once at the job, the auxiliaries are lifted again and concrete delivered from 10-cubic-yard concrete mixers. When running empty, the trucks operate with the auxiliaries lifted to minimize tire wear.

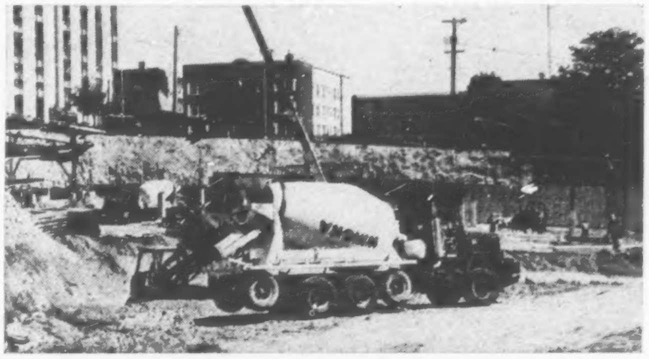
• Watson said the Paystar mixers are equipped with 335-HP diesel engines and eight-speed (dual range) transmissions.

"Some people say a concrete mixer with the 10-yard drum turning in transit is running the engine and drive train at about three times the miles that show on the speedometer," Watson said. "Yet these International trucks get almost 5 MPG with an average local haul of 10 miles."

At the Wingra Redi-Mix plant a few miles south of Madison, the mixers take on their 10-yard load of concrete and 125 gallons of water to maintain consistency and spray down the equipment after the wet cement has been poured.

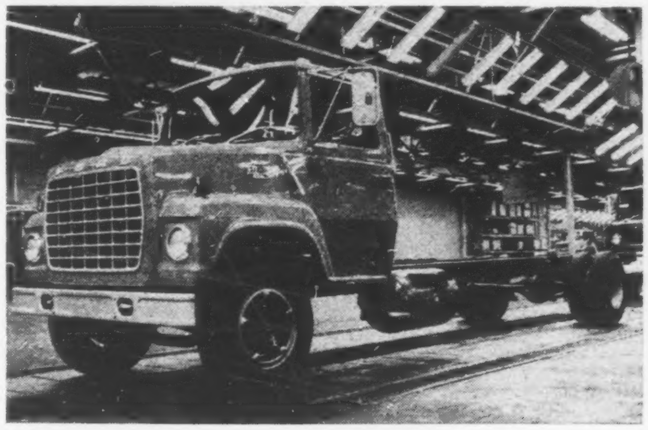
Moving across town and pouring for construction requires close supervision, and continued

Continued on Page 39, Col. 5



Auxiliary axles 'at rest'

Once on the construction site, the auxiliary axles of this International Paystar concrete mixer are lifted, and the truck maneuvers to proper pouring position on its high-flotation "super single" tires.



Propane-powered Ford rolls off line

The first Ford truck built with a complete factory-installed propane or LPG fuel system rolls off the line at Ford's Kentucky Truck Plant. The 59-gallon LPG tank is mounted to the frame of an LN-600 directly behind the cab. The system is available on all Ford gas-powered medium and heavy trucks.

Ford's big trucks get factory-installed LPG

DEARBORN. — Medium and heavy Ford trucks are now available with a complete factory-engineered and installed liquid petroleum gas fuel system. Previously, trucks with an LPG power plant had to be sent to a modification center for installation of the fuel tank.

James A. Capolongo, general manager, Ford Truck Operations, cited these advantages for propane: There's an ample supply in North America, the cost is about a third less than diesel fuel or gasoline, and the LPG system costs about 70 to 80 percent less than a typical mid-range diesel engine.

"Small fleet operators or rural users, the truckers who drive about 15,000 miles or less a year and buy their fuel in bulk, will be the largest beneficiaries of the LPG fuel system," he said. "This group represents a large chunk of the medium/heavy-truck business."

With the addition of a factory-installed 59-gallon LPG tank, Capolongo said, Ford will be able to deliver complete, ready-to-roll, LPG-powered units direct from the assembly plant in Kentucky.

Besides the special pressurized tank, LPG units differ in several ways from conventional gasoline-powered trucks.

• Ford-built Lima 370 and 429-cubic-inch gasoline engines include a unique distributor, design changes to the intake manifold, hard-faced alloy valve-seat inserts, low-temperature thermostats and special piston rings for better seating.

"Because propane vaporizes at atmospheric pressure, a simple mixing device replaces the conventional carburetor," Capolongo said. "With the fuel under pressure within the sealed system, the need for a fuel pump is eliminated.

"In addition," he continued, "LPG's inherent clean-burning characteristics eliminate the need for emissions-control equipment and reduce maintenance costs.

"Clean burning also reduces carbon deposits, engine-oil contamination and spark-plug deposits," he said. "Maintenance costs are reduced further by the relative simplicity of the LPG's carburetion and fuel-flow system."

Ford has been building LPG engines since the mid-1960s on a special-order basis. The availability of the factory-installed tank eliminates the customer-modification requirement.

To help customers determine which fuel is best for their needs—LPG, diesel or gasoline—Ford's computerized Value Analysis program has been modified to examine the benefits of all three fuels.

A description of the customer's duty-cycle is phoned to a Dearborn computer for an analysis of the after-tax annual cost savings, cash flow, payback period and the return on investment which can be expected with each fuel.

Kennard sets targets for J-car

Cimarron: Cadillac import fighter

By Jim Plegue
Staff Writer

MILFORD, Mich. — "A new kind of Cadillac for a new kind of Cadillac buyer," is how Edward Kennard, Cadillac general manager, described his division's new J-body car, the Cimarron, at the national press preview here.

But it also represents a new kind of challenge to Cadillac dealers, long accustomed to selling large luxury cars to traditional Cadillac buyers.

The Cimarron, which debuts May 21 at 242 select Cadillac dealerships, is aimed directly at the upscale import buyer, the young and affluent customer who normally would purchase a BMW 320i, an Audi or a Datsun 810 Maxima.

It's an entirely new market for Cadillac and its dealers, which might explain why officials were somewhat reluctant to issue solid sales targets.

"We're not starting with a predetermined number," Kennard said.

Kennard said Cadillac can build about 15,000 Cimarrons through the '81 model year. Cimarrons are assembled at the Southgate (Calif.) plant, where Cadillac currently receives about 11 percent of total production it shares with Chevrolet and its J-car, the Cavalier.

By the end of July, Kennard said, Cimarron output will be boosted to about 50 percent of total Southgate output, or about 4,000 to 4,500 cars per month. A second shift may be added at Southgate in October.

Cimarron is available only as a four-door sedan, in one well-equipped model. Standard drivetrain is a 1.8-liter four-cylinder engine and four-speed manual transmission. An automatic three-speed transmission with lock-up torque converter is optional.

Kennard said Cadillac may eventually replace the 1.8-liter engine with a 2.0-liter powerplant equipped with throttle-body fuel injection, and that a diesel engine — either turbocharged or supercharged — may be added as an option.

• Kennard said each Cimarron dealer will have two cars on introduction day. The 242-member Cimarron dealer body is comprised of single-line Cadillac dealers and some duals who are not offering a car equal in size or smaller than GM's X-body compact. They are large dealers, accounting for 60 percent of Cadillac's annual sales volume.

Another, 1,300 Cadillac dealers will receive the Cimarron franchise at the start of the '82 model year, according to Chuck Chynoweth, assistant general sales manager-East for Cadillac. Chynoweth said a small number of Cadillac dealers, including some single-line dealers, have elected not to accept the Cimarron franchise because they feel the car is not marketable in their areas.

Kennard said public acceptance of Cimarron "depends on the kind of job our dealers and our salesmen do in explaining the car to customers."

To that end, Kennard said Cadillac is conducting an "extensive" sales/service training program for Cimarron, and that 1,300 of the 1,600 Cadillac dealers have already opted to buy the sales/service tools and participate in the training.

Initially, Kennard said, Cadillac is building 90 percent of its Cimarrons with automatic transmissions, but the division is encouraging dealers to have at least one manual transmission model on the showroom floor.

"We think the dealer will take care of his oldtime customers first," he said, referring to existing Cadillac owners looking for a second car with an automatic transmission. "We believe that's where the first demand is."

But when the Cimarron sales push begins this summer, Kennard said he expects 50 percent of Cimarron sales to be conquest sales, mostly from potential import buyers. Average age of the Cimarron buyer is expected to be 35 to 40, as opposed to mid-50s for the traditional Cadillac customer.

Cadillac has no plans to build Cimarron in other countries, Kennard said. He added that engineering work for export versions has not been done, though there is desire by overseas franchises to sell the car.

Weight cutters have busy time on Cimarron

MILFORD, Mich. — Weight-saver engineers at General Motors pulled all the stops when it came to getting the weight out of Cadillac's new little car, the Cimarron.

"The content of the car is so high weight is a critical thing," said Robert J. Templin, Cadillac's chief engineer.

Even the front armrests had to go and that popular item was something that had become synonymous with luxury and a standard in plush cars. One story making the rounds is that with the armrest Cimarron missed its EPA inertia weight category by 0.7 kilograms.

Templin said every item in the car was important as efforts were made to keep weight as low as possible while retaining Cadillac's luxury.

Everything used selectively on any of the J-car versions is 100 percent on Cimarron, Templin told AUTOMOTIVE NEWS.

Those J-car weight-savers used selectively on various Chevrolet and Pontiac versions, include aluminum wheels, hoods and deck lids.

Of course, it takes an exception to prove any rule and the 100 percent rule with Cimarron can bend a little.

When the car is ordered with a luggage rack, the deck lid is of steel. Aluminum tends to flutter when the luggage rack is attached, so steel is used, Templin said.

Runs by burning gaseous methanol

The six-cylinder pancake M 407 hGO engine burns gaseous methanol, with heat for evaporation recuperated from the cooling and exhaust systems. It delivers 200 HP at 2,200 RPM from a displacement of 11.4 liters, giving the Mercedes-Benz bus equal performance with a diesel engine of the same size.

In Mercedes-Benz test

Diesel engine changed to methanol

STUTTGART. — Mercedes-Benz is demonstrating a new type of methanol-gas engine in a city bus, using fuel about 10 percent more efficiently than previous methanol-burning spark-ignition engines.

This engine is based on a production-type diesel engine, converted to spark ignition.

Methanol evaporates at temperatures as low as 65°C (149°F), and this fact gave rise to the idea of burning evaporated fuel (gasified methanol) in a diesel-type engine, with high compression, so as to obtain some of the diesel engine's advantages.

The energy required for evaporation is derived from the engine heat, which normally is dissipated via the radiator and the exhaust system to the environment, without being used. Even more energy is saved because the fan consumes less power than that of a diesel engine.

Depending on the engine temperature, one of three different energy sources is used for evaporating the alcohol in the Mercedes-Benz methanol-powered bus. For cold-starting, the required heat is supplied by the heater unit for the bus's passenger compartment which also runs on methanol.

Even at temperatures as low as —20°C (—4°F), pure alcohol can be used without any one of the cold-starting additives usually required. Warming up only takes a few minutes.

During the warmup period, a heat exchanger extracts the necessary energy from the exhaust gas in the exhaust pipe. This also happens when the heat dissipated by the engine cooling water is required for heating the passenger compartment.

When the engine has warmed up, the heat required for evaporation is extracted from the engine's coolant.

The new alcohol-gas engine is based on the M 407 hG, a gas engine developed by Daimler-Benz some time ago from a six-cylinder diesel engine. It was designed for natural gas, propane or butane.

Several components from the original diesel engine, such as the pistons, cylinder heads, valves and the exhaust manifold, as well as the combustion chambers have been redesigned for gaseous fuels, with spark ignition.

The ignition unit has also been adapted to allow combustion of gaseous methanol. Its output is similar to that of the diesel engine.

Combustion does not produce any smoke and is particularly quiet over the whole engine speed range. Due to the gas engine principle, emission levels are very low.

In contrast to conventional methanol-powered vehicles, the new engine does not need an exhaust gas catalyst.

In Predicasts' forecast of 15-year world market

U. S. projected as No. 1 car maker through 1995

CLEVELAND.—The U. S. will regain its position as the world's largest vehicle producer and will continue to be the largest market for motor vehicles during the next 15 years, according to Predicasts, Inc., the market research firm here.

Although the U. S. was overtaken in vehicle production during 1980 by Japan, Predicasts projects a relative strengthening of the U. S. against Japan in vehicle output during the 15-year period.

It forecasts imported vehicles will comprise only 15 percent of the U. S. market by 1995, chiefly because of fuel-efficient cars that are being developed by domestic makers.

The U. S. will take a smaller share of the world market by 1995—26 percent, compared with the 36-percent share during the 1976-78 study period, Predicasts says.

But its population, economic maturity and sophisticated road network will keep the U. S. as the world's biggest car buyer.

As an exporter, Predicasts projects the U. S. will fall from fifth position to seventh by 1995, overtaken by the U.S.S.R. and Brazil, the latter to become a major Latin American supplier because of its alcohol-car program.

• Predicasts expects Japan to remain the biggest exporter, with more than 6 million vehicles shipped out in 1995. But a sluggish world economy, uncertain oil situation and competition from fuel-efficient U. S. cars will all be barriers.

"The low wages, inexpensive raw materials, extremely favorable exchange rates and other factors responsible for the earlier phenomenal growth in Japanese exports are now gone," Predicasts says in its 162-page report, World Motor Vehicles.

It expects the U. S. will become the site of many foreign firms' vehicle manufacturing operations. The Germans and Japanese are expected to be the most likely, because of the strength of their currencies relative to the dollar.

Meanwhile, European firms are expected to continue to seek joint ventures to defray capital investments. There will be fewer but larger firms building vehicles, Predicasts says.

Although the world cars being brought out by Ford Motor Co. and General Motors are meant to capitalize on economies of scale, their cost advantage is sliced by their cost of development, Predicasts says.

LEADING VEHICLE PRODUCERS & EXPORTERS

(000 omitted)

PRODUCERS

1976/78		1995	
U. S.	12,367	U. S.	16,600
Japan	8,542	Japan	14,075
W. Germany	4,054	W. Germany	5,335
France	3,473	France	5,020
U.S.S.R.	2,088	U.S.S.R.	4,770
Canada	1,745	Brazil	3,680
U. K.	1,676	Canada	3,170
Italy	1,611	Spain	2,495
Spain	1,047	Italy	2,415
Brazil	989	U K.	2,105

EXPORTERS

1976/78		1995	
Japan	4,221	Japan	6,221
France	2,218	France	2,990
W. Germany	2,018	W. Germany	2,750
Canada	1,277	Canada	2,280
U. S.	912	Brazil	1,685
Italy	724	U.S.S.R.	1,490
U. K.	653	U. S.	1,300
U.S.S.R.	418	Italy	1,195
Spain	308	Spain	1,195
Belgium-Lux.	256	U. K.	900

Source: Predicasts, Inc., Cleveland

5 branch managers appointed by GMAC

NEW YORK.—General Motors Acceptance Corp. has appointed five branch managers. They are:

Dillard C. Robison, Springfield, Mo.; Don E. Echols, East Birmingham, Ala.; Ronald L. Johnson, Maywood, Ill.; Billy L. Peters, Greenwood, Miss., and Jimmy A. Tilger, Waco, Tex.

Chrysler and AMC improve share

Registrations skid to 62-month low

U. S. new-car registrations in January slumped to a 62-month low, according to figures compiled by R. L. Polk & Co.

The tally was 636,488, the lowest monthly total reported since November, 1975, when the count was 632,639.

The January total compared with 710,821 a month earlier and 753,106 a year earlier. It was the smallest tally recorded for a January since 1975, when the figure was 570,392.

In the 62 months since November, 1975, there have been only three months to show fewer than 700,000 registrations. January, 1981, was one of them. January and February, 1976, were the other two.

Chrysler Corp. and imports improved their market shares in January, as compared with the year-earlier month. Chrysler rose 2.30 percentage points to a share of 9.10 percent. Imports were up 0.38 points to 27.38 percent.

Chrysler's market share was the best compiled by that corporation since November, 1979.

Imports' market share was the highest recorded since last September.

• Ford Motor Co.'s market share in January declined 0.09 percentage points to 17.55 percent. American Motors had an identical loss of 0.09 points, settling to 1.80 percent.

The big loser was General Motors, which fell 2.49 points to 44.14 percent. It was GM's shallowest penetration since September, 1977.

Market share table, Page 44

Although both Ford and AMC saw shares eroded from year-earlier levels, both held above their month-earlier figures.

Excluding imports, domestic-only new-car registration shares in January were: GM, 60.78 percent; Ford Motor, 24.17 percent; Chrysler Corp., 12.52 percent; AMC, 2.49 percent, and miscellaneous domestic, 0.04 percent.

A year earlier, domestic-only registration shares were: GM, 63.90 percent; Ford Motor, 24.14 percent; Chrysler Corp., 9.31 percent; AMC, 2.59 percent, and miscellaneous, 0.06 percent.

By market segment, smaller cars and imports demonstrated the greatest strength. As compared with year-earlier shares, subcompacts increased their share 2.89 points to 15.11 percent and compacts rose 0.57 points to 21.10 percent. Imports were up 0.54 points to 27.38 percent.

Luxury cars saw their share trimmed by 1.05 percentage points to 4.71 percent. Intermediates were off 1.22 points to 20.01 percent. Standard cars fell 1.73 points to 11.69 percent.

• The top 20 domestic nameplates in January registrations were:

1—Chevrolet Chevette	27,098
2—Chevrolet Citation	24,412
3—Ford Escort	23,238
4—Olds Cutlass Supreme	18,153
5—Ford Fairmont	18,127
6—Chevrolet Malibu	17,453
7—Standard Chevrolet	16,330
8—Olds Cutlass	15,259
9—Standard Oldsmobile	15,217
10—Buick Regal	14,395
11—Buick Skylark	13,786
12—Ford Mustang	13,095
13—Chevrolet Monte Carlo	12,107
14—Plymouth Reliant	11,624
15—Buick Century	10,110
16—Standard Buick	10,066
17—Cadillac	9,919
18—Plymouth Horizon	9,543
19—Dodge Aries	9,316
20—Pontiac Grand Prix	8,952

Horizon joined the Top 20 in January, ousting standard Ford.

Chevette, as the best-seller, succeeded Citation, which had held the No. 1 spot a month earlier. Chevette had ranked first two months earlier.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JANUARY '81 vs. JANUARY '80

	1981 Jan.	1980 Jan.
AMC Spirit	2,925	4,433
Concord	3,264	4,558
Concord Sta Wgn	1,481	1,533
Eagle 4 WD	788	1,458
Eagle Sta Wgn	1,471	1,845
Eagle SX4 4 WD	1,555	
Pacer		123
Pacer Sta Wgn		284
TOTAL AMC	11,484	14,234
Chrysler Le Baron	4,187	4,453
Le Baron Sta Wgn	827	649
Cordoba	3,114	4,228
Newport	818	1,331
New Yorker	1,038	1,900
Imperial	476	
Total	10,460	12,561
Horizon	9,543	10,907
Reliant	8,500	
Reliant Sta Wgn	3,124	
Volare	1,556	5,571
Volare Sta Wgn	335	1,511
Gran Fury	456	400
Total	23,514	18,389
Omni	7,803	8,738
Aries	6,718	
Aries Sta Wgn	2,598	
Aspen	1,214	4,871
Aspen Sta Wgn	297	1,246
Diplomat	2,467	1,940
Diplomat Sta Wgn	523	342
Mirada	1,707	2,037
St. Regis	584	1,055
Total	23,911	20,229
Total Chrysler Corp.	57,885	51,179
Escort	14,130	
Escort Sta Wgn	9,107	
EXP	1	
Pinto	2,532	9,928
Pinto Sta Wgn	833	3,183
Fairmont	13,897	18,581
Fairmont Sta Wgn	4,230	5,348
Granada	7,724	7,513
LTD II		645
LTD	3,727	9,384
LTD Crn Victoria	3,098	1,754
Ford Sta Wgn	1,538	2,846
Mustang	13,095	19,450
Thunderbird	6,753	13,793
Total	80,665	92,425
Lincoln Town Car	2,110	3,616
Cont Mark	2,454	5,117
Versailles		669
Total	4,564	9,402
Mercury Lynx	4,213	
Lynx Sta Wgn	2,603	
LN7		
Bobcat	591	2,233
Bobcat Sta Wgn	133	550
Zephyr	4,699	5,940
Zephyr Sta Wgn	1,058	1,197
'81 Cougar/Monarch	3,125	3,148
Marquis	556	1,531
Marquis Brougham	987	1,395
Grand Marquis	1,719	1,941
Marquis Sta Wgn	531	831
XR7	2,565	6,751
Capri	3,720	5,540
Total	26,500	31,057
Linc Merc Div. Total	31,064	40,459
Total Ford Motor Co.	111,729	132,884
Buick Skyhawk		950
Skylark	13,786	12,723
Century	9,008	7,851
Regal	14,395	15,063
Century Sta Wgn	1,102	1,484
Le Sabre	1,688	2,003
Le Sabre Limited	3,239	5,297
Electra 225	4,370	6,166
Buick Sta Wgn	769	1,008
Riviera	3,250	3,837
Total	51,607	56,382
Buick Div. Total	51,607	56,382
Cadillac de Ville	7,120	11,741
Cimarron		
Fleetwood & Chassis	2,799	3,287
Eldorado	4,235	4,510
Seville	2,487	4,350
Total	16,641	23,888
Chevrolet Chevette	27,098	31,752
Camaro	6,185	10,904
Monza	6,579	10,481
Cavalier		
Cavalier Sta Wgn		
Citation	24,412	30,714
Malibu	13,261	15,838
Malibu Sta Wgn	4,192	5,520
Monte Carlo	12,107	15,171
Impala	4,586	9,434
Caprice	7,960	14,611
Chevrolet Sta Wgn	3,784	6,711
Corvette	2,347	2,818
Total	112,511	153,954
Oldsmobile Starfire		1,106
Omega	6,464	5,260
Cutlass Salon	13,053	11,823
Cut. Supr/Calais	18,153	20,496
Cutlass Sta Wgn	2,206	2,506
Delta 88	994	1,695
Delta 88 Royale	8,237	9,478
98	5,986	6,385
Oldsmobile Sta Wgn	1,183	2,110
Toronado	2,717	3,406
Total	58,993	64,265
Pontiac T1000		
Sunbird	8,098	7,525
J2000		
J2000 Sta Wgn		
Phoenix	6,773	7,457
LeMans	4,386	4,949
LeMans Sta Wgn	1,655	2,379
Catalina	723	1,441
Bonneville	3,293	4,616
Bonne. Brougham	2,560	3,553
Pontiac Sta Wgn	693	1,474
Grand Prix	8,952	10,901
Firebird	4,070	8.397
Total	41,203	52,692
TOTAL GM CORP.	280,955	351,181
(Checker)	168	280
Misc. Domestic	193	326
Domestic Station Wagon Total	46,273	44,707
Domestic Grand Total	462,246	549,804
Import Total	174,242	203,302
Grand Total All Registrations	636,488	753,106

Registrations not available for Oklahoma, delayed for Maine, New Hampshire and Hawaii.

GMAC income climbs 67 pct. in first quarter

NEW YORK. — General Motors Acceptance Corp. said its first quarter consolidated net income rose 67.1 percent to $64.5 million from $38.6 million last year.

Retail and lease receivable acquired in the period were up 21 percent to $5.8 billion from $4.8 billion in the year-ago period, the financing unit of General Motors said.

Total retail and lease receivables outstanding at the end of the period were $26.9 billion, up 12.1 percent from $24.0 billion at March 31, 1980.

Wholesale receivables outstanding, primarily GM dealer floor planning, were off 12.8 percent to $8.9 billion at March 31 compared with $10.2 billion one year earlier.

GMAC said income from finance operations rose 88.1 percent to $50.6 million from $26.9 million in the January-March period last year.

Income from insurance operations rose 18.8 percent to $13.9 million from $11.7 million a year earlier.

Robert F. Murphy, GMAC president, said the improvement in financing income and retail and lease receivables outstanding "primarily reflects the withdrawal by many banks from automotive financing in the United States."

In the January-March period, GMAC financed about 25 percent of all new passenger cars sold by GM dealers. The normal penetration is generally closer to 20 percent.

35 years for Dyer

DYER, Ind.—Dyer Auto Auction observed its 35th anniversary May 15. A birthday luncheon was served at that day's sale, and $2,150 in cash prizes were given away.

To Presidential Task Force

NADA suggests list of regulations to kill

WASHINGTON. — NADA has submitted a series of further recommendations for regulatory relief to franchised dealers to the Presidential Task Force on Regulatory Relief.

The NADA recommendations were supplemental to a list of 13 regulatory issues submitted to DOT Secretary Drew Lewis on Feb. 24.

On regulatory issues, NADA made the following recommendations:

1. The FTC used-car rule, as approved in concept, continues to be unnecessary and unworkable, particularly provisions for disclosure of "known defects in components of major systems."

2. Provisions of the proposed FTC credit practices rule, which require "fair market retail value" of repossessed collateral to be credited to satisfy the outstanding debt should be withdrawn.

3. The NHTSA passive-restraint standard should be eliminated.

4. EPA hazardous waste regulations should be amended to establish exclusionary limits which exempt small business concerns such as franchised dealers.

5. The NHTSA proposal for crashworthiness rating should be withdrawn.

6. The OSHA lead standard should be amended to replace blood testing with a more economical and less intrusive test to eliminate costly work practice and engineering control compliance standards.

The NADA submission is part of a continuing effort to work with the Administration to "free the industry from the stranglehold of federal regulation."

"We are encouraged by Administration efforts to ease regulation, but feel that much more need be done to provide truly significant relief to both franchised dealers and consumers," NADA said.

NEW-CAR MARKET SHARES IN U. S.

JANUARY

	Regis., Jan., 1981	Percent Share of Market	Regis., Jan., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	112,511	17.68	153,954	20.44	− 2.76
Ford	80,665	12.67	92,425	12.27	+ 0.40
Oldsmobile	58,993	9.27	64,265	8.53	+ 0.74
Buick	51,607	8.11	56,382	7.49	+ 0.62
Pontiac	41,203	6.47	52,692	7.00	− 0.53
Mercury	26,500	4.16	31,057	4.12	+ 0.04
Dodge	23,911	3.76	20,229	2.69	+ 1.07
Plymouth	23,514	3.70	18,389	2.44	+ 1.26
Cadillac	16,641	2.61	23,888	3.17	− 0.56
AMC	11,484	1.80	14,234	1.89	− 0.09
Chrysler	10,460	1.64	12,561	1.67	− 0.03
Lincoln	4,564	0.72	9,402	1.25	− 0.53
GENERAL MOTORS	280,955	44.14	351,181	46.63	− 2.49
FORD MOTOR CO.	111,729	17.55	132,884	17.64	− 0.09
CHRYSLER CORP.	57,885	9.10	51,179	6.80	+ 2.30
AMERICAN MOTORS	11,484	1.80	14,234	1.89	− 0.09
IMPORTS	174,242	27.38	203,302	27.00	+ 0.38
MISCELLANEOUS	193	0.03	326	0.04	− 0.01
TOTAL	636,488		753,106		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Maine, New Hampshire and Hawaii.

EPA rule change helps dealers of high-altitude cars

WASHINGTON.—Car dealers in higher-altitude areas of the country are going to get a break from the EPA.

Under a ruling issued last week, they will be allowed to sell vehicles that meet high-altitude requirements for 1982-83 to all customers, not just to those who will use the vehicles in high-altitude areas.

The change will benefit primarily those dealers in the "fringe elevations" who sell to customers in both high and low altitudes. Previously, EPA had banned the sale of high-altitude cars to low-altitude customers because the use of such vehicles at lower altitudes causes substantial increases in NOx emissions, a major component of smog.

As a result of the rule change, "fringe-elevation" dealers will no longer need to stock both high- and low-altitude vehicles.

Ford Motor Co. had petitioned EPA for the rule change, saying the ban was an unwarranted hardship, particularly in the present economic atmosphere.

Given that relatively few of these types of sales occur, the economic hardship the regulations had imposed on "fringe-elevation" dealers and the limited impact that the regulation had on air quality, EPA decided to change its rule, effective immediately.

Japanese ship fewer autos to U.S. and Europe

TOKYO.—Despite lower shipments to the U. S. and Europe, exports of automobiles from Japan reached a record high in March.

The Japanese Automobile Manufacturers Assn. said exports for the month totaled 536,411, including 334,720 passenger cars, 193,207 trucks and 8,484 buses.

Passenger-car shipments to the U. S. numbered 127,699, down 24.7 percent from the year-earlier total. Shipments to Europe fell 4.5 percent.

Shipments to developing nations around the world made up for losses in the U. S. and Europe.

Exports to South America were up 93.1 percent; to Africa, 82.5 percent, and to Southeast Asia, 42.0 percent.

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letterbox

Continued from Page 10

injury is indeed material and whether it was inflicted by less-than-fair-value pricing will be raised at that time. The investigation and the arguments presented during the final injury determination will be more rigorous than in the preliminary ITC investigation.

With respect to the data concerning the decline in commercial shipments by U. S. trailer axle manufacturers, it is incorrect to imply that the ITC found that this decline was due to the imported axles. Specifically, for example, the ITC staff reported that "the decline in demand for truck/trailers has been a major factor contributing to the sharply curtailed shipments of domestic trailer axles" and that ". . . the large decline (in trailer axle shipments) is largely attributable to a 'depression' in the truck/trailer market." 1980 was an abnormally poor year for the trailer industry and the transportation industry as a whole.

The 1980 sales of Hungarian-made trailer axles represents less than 5 percent of the domestic trailer axle consumption in a normal production year, and any impact of these sales on the 1980 performance of the domestic trailer axle industry has certainly been overwhelmed by the impact of the 45-percent reduction in trailer sales suffered from 1978 to 1980. — **James C. Pruneski,** General Manager, Brake Divison, Eaton Corp., Galesburg, Mich.

Used car sales

Auction Averages

May to date	$4,351
Month ago	$4,068
Year ago	$3,230

Rates not comparable

I read with concern the letter to the editor (AUTOMOTIVE NEWS, April 20) by a GM dealer who questioned the difference between the GMAC floor-plan rate and the GMAC commercial paper rate.

The dealer asked why the GMAC floor-plan rate was 18.00 percent to 19.00 percent when the GMAC 30-day commercial paper rate was 11.50 percent to 12.50 percent; this spread of 6.50 percentage points (plus flat charges) led the dealer to conclude that this represented a 40 percent gross profit to GMAC.

GMAC's need for new funds fluctuates from day to day, therefore, on any particular day, the rates GMAC is willing to offer for new funds are not necessarily representative of general money market conditions.

For example, when additional operating funds are required, GMAC's commercial paper rates are competitive with other commercial paper issuers; conversely, when GMAC's needs diminish, the company will offer lower rates.

Using March, 1981 (the period cited by the dealer in his letter) as an example, the average daily cost to GMAC of new commercial paper borrowings ranged from a low of 12.93 percent on March 24, to a high of 16.51 percent three days later. The average rate paid for the entire month was in excess of 14.50 percent.

The true cost of the funds supporting wholesale financing is calculated by computing the average rate being paid on all short-term borrowings then outstanding, not by using the rates offered for new funds. In March, the average cost of GMAC commercial paper outstanding was approximately 15⅝ percent. Thus, what appeared to be a spread of 6.50 percentage points was, in reality, a difference of about 3.00 points.

This demonstrates that it is not meaningful to compare GMAC's wholesale financing rates and the rates offered for new commercial paper sales at any particular time.

GMAC's practice is to adjust wholesale financing rates on the 1st and 16th of the month. We believe that the semi-monthly adjustment of wholesale financing rates is a fair and reasonable approach considering the cyclical nature of short-term borrowing costs.

To provide equitable treatment both to dealers and GMAC, we adjust wholesale rates in the same manner for both increases and decreases in the prime rate.

I trust this demonstrates that GMAC does not achieve a gross profit of 40 percent on its wholesale financing service to dealers.—**Charles A. Krauss, Jr.,** director of public relations, General Motors Acceptance Corp., New York.

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1981	$7,545	$8,014	$8,432
1980	5,560	5,872	5,698
1979	4,889	4,807	5,001
1978	3,845	3,748	3,681
1977	3,047	2,866	2,888
1976	2,219	2,144	2,226
1975	1,630	1,605	1,525
1974	1,448	1,358	1,347
Overall Average	$4,351	$4,116	$4,076

Silver anniversary

Hubert H. Hill, left, president of Hill Ford-Mercury, Inc., Portage, Wis., is presented a plaque commemorating 25 years as a Ford dealer by Pat Snook, district sales manager for the Milwaukee district, Ford Division.

Gallagher Buick builds

NEW BRITAIN, Conn. — Gallagher Buick has started construction of new sales and service facilities on a 3½-acre site at Columbus Blvd. and Pearl St. The 10,000-square-foot building is expected to be completed by early September.

used-car auction directory

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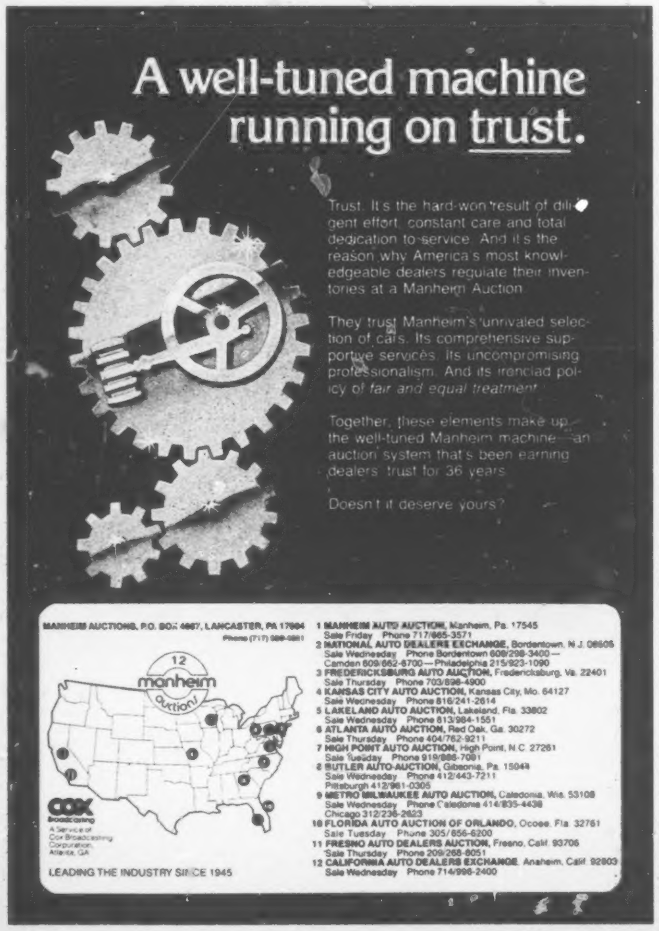

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Big Three April, year-to-date truck sales

	1981	1980	Year to date 1981	Year to date 1980
Ford				
Vans	9,076	11,977	32,504	38,609
Club Wagon	2,400	2,738	8,615	9,426
Courier	5,377	6,346	24,174	29,028
Bronco	2,556	2,228	11,480	12,896
Conventional Pickups	36,557	39,925	147,547	171,121
Mediums	4,030	4,968	13,712	18,217
Heavies	850	1,287	2,891	5,465
Chevrolet				
Vans	8,610	7,653	29,371	35,723
Sportvan	1,367	1,512	4,968	6,990
LUV	7,888	7,756	29,191	35,454
El Camino	3,363	3,273	11,729	15,263
Blazer	2,431	1,538	7,558	9,701
Suburban	2,120	1,508	7,377	8,660
Conventional Pickups	39,120	33,803	142,767	158,878
Mediums	2,309	2,541	8,105	11,796
Heavies	7	223	18	946
Chrysler				
Vans	4,800	5,927	15,637	26,212
Voyager	527	615	1,794	2,570
Ram Wagon	2,133	1,815	6,451	7,574
Arrow	1,071	1,372	4,138	7,689
Ram D-50	3,032	2,807	12,140	15,862
Trail Duster	187	337	735	1,677
Ramcharger	605	514	2,125	3,676
Conventional Pickups	6,942	6,396	24,102	30,393
GMC				
Vans	2,823	1,934	7,666	9,000
Caballero	464	371	1,673	1,595
Jimmy	518	288	1,686	2,016
Suburban	480	290	1,766	1,589
Conventional Pickups	10,496	7,249	36,479	36,114
P models	444	405	1,186	1,449
Mediums	2,561	2,461	7,581	10,322
Heavies	1,498	1,875	4,973	7,606

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

New-truck sales during April are highest since last July

Continued from Page 18

from 33,155 units in 1980 to 28,376, while the heavies dropped from 60,505 a year ago to 54,704, off 9.6 percent.

• Big Three truck builders reported that their dealers and factory outlets retailed 166,642 units in April, an increase of 1.7 percent over last year's 163,932.

The four-month total, however, was down 16.5 percent, from 733,517 units in 1980 to 612,139.

Chevrolet moved ahead of Ford in April for the first time since January, outselling the latter by almost 6,400 units in April. Through April, the Chevrolet total was 241,084, compared with 240,923 for Ford.

In April, Chevrolet dealers retailed 67,215 units, an increase of 12.4 percent over the year-earlier 59,807. The tital included 7,888 LUV compact pickups, up slightly from the year-ago 7,756.

For the four months, the Chevrolet total of 241,084 units was down 14.9 percent from last year's 283,411. LUV sales dropped from 35,454 in 1980 to 29,191.

Ford sales during the month were off 12.4 percent, from 69,469 last year to 60,846. Courier deliveries were down more than 1,000 units, from 6,346 in 1980 to 5,377.

The four-month Ford total of 240,923 sales was 15.4 percent lower than the previous years' 284,762. The Courier count dropped from 29,028 a year ago to 24,174.

• Chrysler-Plymouth and Dodge dealers retailed 19,297 trucks during the month, off 2.5 percent from the year-ago 19,783 units. The total included 3,032 Ram 50 compact pickups and 1,071 Arrow compacts, compared with 2,807 and 1,372 a year ago.

The four-month Chrysler total was 67,122, a decline of 29.8 percent from the year-earlier 95,653. Ram 50 sales dropped from 15,862 to 12,140, and the Arrow count was down from 7,689 to 4,138.

April was the best month for GMC in the last 19 with sales totaling 19,284 units, an increase of 29.7 percent over last year's 14,873. The four-month total, however, was off 9.6 percent, from 69,691 in 1980 to 63,010.

Jeep dealers retailed 5,696 of the four-wheel-drive vehicles in April, an increase of 4.4 percent over last year's 5,455. Through April, the total was 18,444 units, down 37.5 percent from the year-ago 29,494.

Volkswagen's April sales were almost 20 percent higher than a year ago, rising from 2,778 to 3,324. The four-month count was up 45.3 percent, from 8,281 units in 1980 to 12,036.

Mercedes-Benz dealers retailed 336 of the mid-range diesel trucks during the month, a decline of 8.2 percent from last year's 366. The four-month total was off 1.4 percent, from 1,246 a year ago to 1,229.

• Sales of the Toyota and Mazda compact pickups were higher for the month, while the Datsun total was down from a year ago.

Toyota dealers retailed 9,974 units in April, up 1.4 percent from last year's 9,837. But the four-month total was down 18 percent, from 51,161 units last year to 41,161.

Datsun's April total was off 6 percent, from 10,483 units a year ago to 9,853. Through April, however, the count was 41,794 units, an increase of almost 2 percent over the year-earlier 41,031.

Mazda sales were up for both the year and the month. During the month, 1,363 units were retailed, a gain of 151.5 percent over last year's 542. The four-month total of 4,763 units was 45.3 percent higher than the year-ago 3,277.

Makers should share dealers' risks, he says

Mullane urges 60-day free flooring

STOWE, Vt.—In the face of escalating interest rates, Ed Mullane, president of the Ford Dealers Alliance, has called for 60-day free floor planning by manufacturers for dealers to solve the increasing problem of interest rates and inventory.

Speaking at a meeting of the Vermont Automobile Dealers Assn. here, Mullane stressed that he was calling for "true 60 - day free floor - planning by camouflage, without Mickey Mouse options and without any leveraging of our money."

Mullane said this type of free flooring would force the manufacturer to accept responsibility for the product.

"If he's built the car the market wants and priced it right, he has no problem," Mullane said. "If he hasn't . . . isn't it right that he, not the dealer, gets stuck with the turkey?"

In giving his rationale for the proposal, Mullane said "the full threat of that sword of Damocles hanging over our head has been revealed . . . the high cost of money—18 to 20 percent interest rates."

The industry economics, he said, was based in part on 6-percent interest. "We can't survive at 20 percent interest—not under the present franchise system," he said.

Record numbers of dealers, confronted with dropping sales, are going out of business, he said, forcing a change in the way business is conducted.

It will mean more affiliations between auto companies, and the retail sector will also undergo change, he said.

He stressed that dealers have no voice in pricing or the product.

Mullane said that under the Ford sales agreement, the company has the obligation to make available marketable, competitively priced products.

"When the company imposes a responsibility for sales upon a dealer," he said, "the law implies a correlative obligation upon the company to provide competitive products in a timely fashion to enable the dealer to meet his obligations. We think we're entitled to redress . . . in a number of ways."

With the 60-day free floor planning, Mullane said the factory would assume its responsibility for product.

"After all," he said, "the dealer has no input into the styling, the product quality, the model mix or the pricing. Why should we have to gamble? If the manufacturer wants to make these decisions, then let him take the risk."

Mullane said there are precedents for 60-day free flooring. White Motor Corp. tractor dealers, he said, get their products on consignment for eight months.

"Ford heavy-duty dealers get 120 days' floorplan assistance and General Electric sells refrigerators and ovens with a 90-day free consignment. How come these are affordable?" he asked.

Mullane said these examples counter what he assumed would be the factory argument—that it could not afford this concept.

Early-May car sales plunge to 23-year low

By Jenny L. King
Staff Writer

In the first 10 days of May, the domestic auto makers recorded their lowest daily selling rate since early January, and sales for the period were lowest in 23 years.

First-period May sales totaled only 134,823 units, down 5.29 percent from the year-ago count of 142,352, and the poorest since the 123,345 new cars sold during the period back in 1958.

There were eight selling days this year compared with nine a year ago, yielding a daily selling rate of 16,853, up 6.55 percent from 15,817 last year. For this year, the 16,853 topped only the 16,005 average for Jan. 1-10.

Two of the domestic auto makers reported sales increases on a year-to-date basis; there were three increases on a daily-rate basis. Chrysler kept up its forward movement with a sales jump of 23.38 percent, to 15,662 from 12,694 in 1980. That was an increase of 38.87 percent on a daily-rate basis.

Ford, too, enjoyed improved sales, climbing 8.87 percent, to 33,356 from 30,638 last year (up 22.50 percent on a daily-rate basis). The company's Escort was the top-selling nameplate for the period, and its recently introduced EXP and LN7 sport coupes were beginning to pull their weight. The EXP outsold Dodge Aries for the period. EXP sales were 2,101 compared with Aries' 1,799.

Estimated sales of American Motors passenger cars totaled 3,600, off 7.69 percent from 3,900 a year ago, but up 3.93 percent on a daily-rate basis.

- General Motors sales plunged 13.19 percent, to 79,600 from 91,695 last year. They were off 2.34 percent on a daily-rate basis. Volkswagen of America reported a 23.94-percent decline, to 2,605 from 3,425 (down 14.44 percent daily-rate).

GM's share of the early-May market slipped back to 59.04 percent from 64.41 percent last year. Ford climbed to 24.74 percent from 21.52 percent. Chrysler earned 11.62 percent, up from 8.92 percent. AMC sales accounted for 2.67 percent of the market, down from 2.74 percent, and VWoA had 1.93 percent, down from 2.41 percent.

On a year-to-year basis, seven U. S. makes were up for the period. Plymouth was 45.54 percent ahead of last year; Mercury was up 28.98 percent; Oldsmobile was up 25.08 percent; Dodge was up 22.49 percent; Cadillac was up 7.99 percent; Ford was up 3.87 percent, and Lincoln was up 1.70 percent.

Chevrolet reported a 32.01-percent decline from a year ago. Pontiac was down 24.07 percent; Chrysler dipped 18.99 percent, and Buick fell 16.85 percent.

The top five nameplates for the period were: Ford Escort at 7,057, Oldsmobile Cutlass at 6,526, Chevrolet Chevette at 6,157, Cutlass Supreme at 6,125, and Chevrolet Citation at 4,849.

Year-to-date sales totaled 2,401,016, down 5.18 percent from 2,532,182 in 1980.

DOMESTIC SALES

	May 1-10, 1981	May 1-10, 1980
AMERICAN MOTORS	3,600†	3,900†
Chrysler	2,308	2,849
Imperial	188	....
Plymouth	6,989	4,802
Dodge	6,177	5,043
CHRYSLER CORP.	15,662	12,694
Ford	23,616	22,737
Mercury	8,061	6,250
Lincoln	1,679	1,651
FORD MOTOR	33,356	30,638
Buick	15,142	16,985
Cadillac	5,056	4,682
Chevrolet	25,301	37,215
Oldsmobile	23,376	18,689
Pontiac	10,725	14,124
GENERAL MOTORS	79,600	91,695
VOLKSWAGEN	2,605	3,425
INDUSTRY TOTAL	134,823	142,352

†—Estimate.

Auto history post goes to Sandula

DETROIT. — Margaretta Sandula has been named curator of the National Automotive History Collection of the Detroit Public Library, succeeding the late James Bradley.

Sandula joined the library staff in 1965 and most recently served as first assistant in the Sociology and Economics Department.

GMAC appoints

NEW YORK.—David W. Molenaor has been appointed regional manager for General Motors Acceptance Corp. with headquarters in Lexington, Mass. He formerly was president of GMAC of Canada, Ltd.

Longo 500
Beauty Contest
SAT. • MAY 2nd

Longo 500 queen and her court

Longo Toyota, El Monte, Calif., is graced by the winner and runners-up of its Miss Longo 500 Queen promotion, plus a Formula race car complete with race theme decorations. Miss Longo 500 for 1981 is Jammie Schreck, center, Orange, Calif. With her are, from left: Dianna Varie Valdez, El Monte; Loretta Giese, Los Angeles; M Jay Jefferson, Los Angeles, and Judi Evans, Monterey Park.

Volvo contemplates assembly of its trucks in U. S. plants

Continued from Page 18

ing the agreement in principle reached in March.

Under the Volvo proposal, it would acquire White's manufacturing facilities at New River Valley, where White and White Western Star trucks have been assembled; Ogden, Utah, where the Autocar is built, and Orrville, O., where the cabs and other components are produced.

Terms of the transaction were not announced, but a White spokesman noted that the contemplated price is "significantly below" the book value of the assets.

White earlier disposed of its farm-equipment operations worldwide and its truck operations in Canada and Australia. It will continue, through subsidiaries, the operations of the finance companies in the U.S. and Canada.

"Completion of this sale will assure a continuation of the White family of heavy - duty trucks in the marketplace and strengthen White's distribution network," said Wallace B. Askins, White chairman. "It will be another very important step in White's Chapter 11 reorganization proceedings."

The sale is subject to negotiation of definitive contracts, approval by directors of both firms and approval by the U. S. bankruptcy court in Cleveland, where White has been in Chapter 11 proceedings since last September.

Volvo's Langenius said it is anticipated that a contract will be signed by early June and that the purchase will take place after its approval by the bankruptcy court.

- Under the terms of the Freightliner sales contract, the amounts to be paid by Daimler-Benz, on closing and in future installments, have an estimated current value of more than $260 million, with the exact amount subject to a detailed audit by representatives of both companies.

Originally, the amounts to be paid by Daimler-Benz had been placed at about $225 million.

The CF companies being sold to the West German firm are Freightliner, headquartered in Portland, Ore., and its subsidiaries—Freightliner Market Development Corp., Portland, and Freightliner of Canada, Ltd., Vancouver, B. C.; Freightliner Financial Services, Ltd., Vancouver, and Freightliner Credit Corp. and Consolidated Metco, Inc., both of Portland.

Not included in the transactions are Road Systems, Inc., CF trailer-building subsidiary in Fontana, Calif., and the Freightliner factory at Chino, Calif., which ceased production in July 1980.

Cadillac V-8-6-4 problem diagnosed by chief engineer

Continued from Page 3

said the three-way catalyst feedback control system used on the vehicle cannot meet the CO emissions standards during the transition stages when the engine switches modes. The company said that granting the waiver would have given it time to further refine the electronic controls and the catalyst technology for the fuel-efficient variable displacement concept so it would meet the 3.4 gpm standard in the future.

The EPA refused the request and, according to a GM spokesman, recalibrations were made in the amount of fuel economy gain the engine would provide to bring it to the 3.4 gpm. Originally, GM had projected the V-8-6-4 engine would provide a 7 percent increase in fuel economy, but some customers and dealers report no increase in fuel economy.

- According to Templin, the EPA is supposed to reply to a waiver request within 60 days, but did not respond to the Cadillac question for 101 days. He said the EPA verbally OK'd the waiver, but when the letter came in June, 1980, it was not granted.

Cadillac then decided to produce a new engine for the 1982 model year which would be fuel-efficient. According to sources, the new engine is an aluminum-alloy small V-8 that may be turned into a V-6 in the future.

With the rough ride complaints about the V-8-6-4, customers have said some dealers are telling them how to unhook the system, allowing the cars to run on all eight cylinders eliminating the change in modes.

According to a Cadillac spokesman, "disabling any design feature in the Cadillac is construed as a vehicle alteration. Altered vehicles as such are not warranted by Cadillac."

However, he said Cadillac would judge each vehicle in question to see if the alteration had affected the car or if workmanship or something else caused the problem for which the customer was seeking warranty coverage.

Dodge-Mazda deal fined in Washington

OLYMPIA, Wash. — Doug's Lynnwood Dodge/Mazda has been fined $300 for two violations of state law, according to John Gonsalez, director of the State Department of Licensing.

Ikegami Enterprises, Inc., doing business as Doug's Lynnwood Dodge/Mazda, was cited on two counts of failure to promptly transfer vehicle titles to retail buyers and for not having the title to one of the vehicles sold. State law requires that dealers transfer title to retail buyers within 10 days.

1.3 million new cars in stock

Inventory rises to 66-day supply

Continued from Page 1

day supply of domestic subcompacts, up from 37 days a month earlier. The 66-day supply of compacts compared with a 39-day figure on April 1, while intermediates jumped to 74 from 46½. Standards dropped to 65 days from 67, and luxury units dipped to 56½ from 60.

The May 1 inventory was divided this way among the size classes: Subcompact, 19.42 percent; compact, 27.78 percent; intermediate, 31.95 percent; standard, 14.64 percent, and luxury, 6.21 percent.

A month earlier, the inventory was divided as follows: Subcompact, 17.52 percent; compact, 28.82 percent; intermediate, 31.15 percent; standard, 15.71 percent, and luxury, 6.80 percent.

The May 1 days supply figures by market class were:

Subcompact—Bobcat, 32; Monza, 38; Sunbird, 41; Chevette, 43½; T-1000, 52; Spirit, 54; Omni, 56; Pinto, 56; Lynx/LN7, 56; Escort/EXP, 59; Horizon, 62½, and Rabbit, 72.

Compact—Aspen, 22; Volare, 24; Eagle, 37; Skylark, 44; Capri, 53; Reliant, 54½; Concord, 57; Aries, 57; Zephyr, 61; Firebird, 62; Camaro, 63; Omega, 64½; Fairmont, 68; Mustang, 71; Phoenix, 95, and Citation, 111.

Intermediate—Cutlass, 42; Century, 57; Malibu, 61; LeMans, 67; LeBaron, 71; Diplomat, 75; Regal, 76; Supreme, 77; Cordoba, 78½; Monarch, 79; Granada, 84; Mirada, 88; Grand Prix, 110; XR-7, 113; Thunderbird, 114, and Monte Carlo, 127.

Standard—St. Regis, 35; Olds 98, 41; Gran Fury, 41; LeSabre, 48; Olds 88, 49; Chrysler, 50; Electra, 57; Mercury, 76; Chevrolet, 80½; Ford, 85, and Pontiac, 89.

Luxury—Corvette, 50; Riviera, 51; Lincoln, 53; Eldorado, 53½; Cadillac, 54; Toronado, 61; Mark VI, 65; Seville, 77, and Imperial, 81½.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	May 1, 1981	April 1, 1981	May 1, 1980
Spirit	54	51	69
Concord	57	41½	57
Eagle	37	59	152
AMERICAN MOTORS	48	49	77
Horizon	62½	41	90½
Reliant	54½	35	....
Volare	24	47	150
Gran Fury	41	83	59½
Plymouth	56	39	141
Imperial	81½	95	....
LeBaron	71	57	101½
Cordoba	78½	71	165
Chrysler	50	36	178
Chrysler	70	61½	135
Omni	56	45	92
Aries	57	36	....
Aspen	22	51	178
Diplomat	75	65	127
Mirada	88	91	139½
St. Regis	35	70	80
Dodge	58	45	122
CHRYSLER CORP.	58½	45	121
Escort	59	47	....
Pinto	56	42	110
Mustang	71	37	88
Fairmont	68	42	60
Granada	84	55	123
Thunderbird	114	40	159
Ford	85	76	100
Ford	70	49	93
Lynx	56	57	....
Bobcat	32	....	100
Capri	53	36	87
Zephyr	61	38	63
Cougar	79	45	102
XR-7	113	46	150
Mercury	76	64	96
Mercury	65	50	92
Lincoln	53	32	94
Mark VI	65	39	97
Lincoln	59	36	94½
FORD MOTOR CO.	68	49	93
Skylark	44	26	23½
Century	57	68	54
Regal	76	35	81
LeSabre	48	53	104
Electra	57	72	120
Riviera	51	65	93½
Buick	57	42	67
Seville	77	90½	88
Cadillac	54	68	93
Eldorado	53½	63	63
Cadillac	56	69	85
Chevette	43½	15	37
Monza	38	25½	48
Citation	111	40	34
Camaro	63	37½	94
Malibu	61	65	79
Monte Carlo	127	44½	125
Chevrolet	80½	87	127
Corvette	50	60	53
Chevrolet	76	40	66½
Omega	64½	30	28
Cutlass	42	41	45
Supreme	77	28	61½
Olds 88	49	50	77
Olds 98	41	44	87
Toronado	61	57	81
Oldsmobile	56	36	58
T-1000	52	....	....
Sunbird	41	19	35
Phoenix	95	40	26
Firebird	62	42	97
LeMans	67	64	85½
Grand Prix	110	42½	101
Pontiac	89	71	104
Pontiac	82½	49	72
GENERAL MOTORS	67	39	66½
VOLKSWAGEN	72	64	28
TOTAL	66	44	76

Chevy extends LUV bonus, adds truck incentive

By Joseph Bohn
Marketing Editor

Chevrolet has begun another dealer incentive program on light-duty pickup trucks and has extended its LUV consumer rebate in an effort to generate dealer orders and retail sales in the slow-moving truck market.

The newest program is called "Chevrolet's Truck Extravaganza." It runs from May 11 to June 10 and covers '80s and '81s.

Payments to dealers are based on the C (two-wheel-drive) and K (four-wheel-drive) pickups and chassis cabs, in the 10-30 series.

Payments to dealers are as follows: 0-19.9 percent of objective pays nothing; 20-39.9 percent pays $100 per unit; 40-59.9 percent pays $150 per unit; 60-79.9 percent pays $200 per unit; 80-99.9 percent pays $300 per unit and 100 percent and over pays $500 per unit.

The payments are nonretroactive.

Chevrolet also extended its $350 consumer rebates on Series 11 (1981) LUV pickups through May 31. The earlier program had covered both series 10 and 11 LUVs and was to have ended May 8. Series 10 (1980 models) was dropped from the extension.

As previously reported, Chevrolet also has a sales managers' cash incentive on light-duty trucks, paying from $500 to $3,000, depending on the manager's objective, and a $50 override on each unit once he reaches it.

This program covers '80 and '81 pickups and runs through May 31.

Allegheny eyes robot field with French connection

PITTSBURGH. — Allegheny International, formerly Allegheny Ludlum Industries, said it is going into the industrial robot business.

The company is making its entry into that fast-growing aspect of manufacturing from two angles.

It is talking with a privately held French firm, Sciaky, SA, about a licensing agreement under which it will build Sciaky robots. It also is negotiating to buy 53 percent of Sciaky Brothers, Inc., of Chicago.

The French company is a leading developer of robots, including types used on automotive assembly lines. The Chicago operation markets automated welding equipment.

Allenghey changed its name in April. It primarily is a producer of stainless steel and steel alloys.

Anniversary dealers

Delbert O. Childers, left, owner of Childers Chevrolet Co., Nitro, W. Va., and Joseph B. Holland, right, owner of Joe Holland Chevrolet, Inc., South Charleston, W. Va., receive Chevrolet's 25-year dealer plaque. Presenting the anniversary awards is Lester P. Schinzing, Charleston zone manager for Chevrolet.

Labor crisis solved at last minute

Sweden barely escapes shutdown

By Stig Bjorklund
Staff Correspondent

GOTHENBURG, Sweden. — Sweden was threatened with a devastating national labor conflict last week, but escaped relatively unscathed.

Volvo lost 4,000 cars, with 11,000 workers laid off for a week and Saab-Scania escaped with only some problems in car shipping. A strike did affect aircraft production.

Auto production, shipping and all industry were threatened with a complete shutdown, but a settlement was reached just three hours before the general strike was scheduled to take effect.

It all started when the confederation of 21 unions representing some 550,000 white-collar workers didn't agree with the Swedish Employers Confederation about salary terms for the coming two years.

The basis was there in the shape of a February deal for the Swedish Trade Union Confederation, a deal always used as an example for other branches. But the problem was that since then the blue-collar workers of the STUC had already had their salaries "topped" by local employers to what in Sweden is referred to as "salary gliding."

White-collar workers wanted compensation for this in their two-year deal, and when the employers' confederation refused to give this compensation, they decided to show their strength to get something done.

Office workers at five of Sweden's biggest and most profitable companies, including Volvo, were picked out for a strike from May 5. The employers reacted by locking out even more people—and at Volvo 11,000 "innocent" production workers were sent home with nothing more than a promise of advance money to live on instead of their regular pay checks. The ones still working would get nothing at all, once the conflict, as could be expected, hit even them.

Following a traditional Volvo pattern, more than 1,000 angry truck and spare part workers in Gothenburg marched up to the head office with posters saying "This time Volvo has to pay" and shouting slogans like "Lay off Mr. Gyllenhammar."

In the meantime, the fighting confederations agreed to let a mediating committee try to solve their dispute. Finally, after three rounds and with just three hours to go, a deal was reached.

White-collar workers got a general wage raise of 8.8 percent, rather like the blue-collar workers already had. On top of that, they also got a guarantee for an extra 1.6 percent in 1983, should blue-collar workers by that time have had a "wage gliding" of 8 percent or more from the February, 1981, basis.

"It is a deal we really can't afford, but the alternative was just so much worse," said the chairman of the Swedish Employers Confederation.

With everybody going back to work and with Volvo paying checks for the laid-off production workers as a generous gesture, all at last ended well.

House group has questions on effects of deregulation

WASHINGTON. — The Reagan Administration's auto deregulation program will be the subject of intensive questioning Wednesday and Thursday by a House Government Operations Subcommittee headed by Rep. John L. Burton, California Democrat.

Transportation Secretary Drew Lewis, who headed the Auto Task Force which made the major White House deregulation announcement, will be the leadoff witness. Ray Peck, new NHTSA head, has also been asked to appear.

Although the witness list is not yet certain, invitations have gone to the domestic auto companies, major Japanese auto companies, the Manufacturers of Emissions Control Assn., the Insurance Institute for Highway Safety, the American International Automobile Dealers Assn. and a spokesman for the White House Office of Management and Budget.

Burton said the purpose of the hearing is to explore the likely effects of the deregulation and further actions considered by the Administration to help the industry and workers other than the recent voluntary Japanese import restraints.

This also includes the position taken against continuation of two provisions of the "smog conspiracy" consent decree recently remanded to a California district court.

The subcommittee is expected to ask what assurances the Administration has from the auto industry that savings from less regulation will be passed on to consumers or used to make needed investments to help the industry regain its competitive position in the world market.

NHTSA asks end of free plugs for Car Book

Continued from Page 2

safety campaign would be conducted not only by way of the mass media but through local jurisdictions and civic groups as well.

"We're going to be talking to judges, lawyers and educators," he said, "trying to get across to them the value of seat-belt usage and that it is negligent of vehicle occupants not to use them.

"Who knows," he said, "we may even have safety messages put in fortune cookies."

"We want to get to the point where people say . . . I am sick of hearing about using my seat-belt; I'll put it on," Pinto said.

The Car Book meanwhile still will continue to be sent to those requesting it, which about 6,000 to 7,000 people do each week. The safety agency has about 700,000 left.

Whether it will be republished when the current supply is gone remains to be seen.

Pinto said the safety agency is aware of the requirement that it publish some comparative data on automobiles but noted that if the Car Book is continued "it will be in a vastly different format." He would not elaborate.

Makers build 174,356 cars for week

Auto output highest in 17 months

By Patricia Hoffman
Staff Writer

U. S. auto production last week reached it's highest point for any week since December, 1979, and output took a 64 percent jump over the comparable 1980 week's total.

The auto makers slated 174,356 units for last week, up 21.21 percent from the 143,849 completed in the previous week, and up substantially from the 106,064 units assembled in the comparable week last year.

Breakdown for the week by company is: General Motors, 63.10 percent; Ford Motor, 21.04 percent; Chrysler Corp., 11.70 percent; Volkswagen of America, 2.33 percent; American Motors, 1.72 percent and Checker Motors, 0.06 percent.

So far this year, the auto makers have completed 2,571,372 units, a drop of 3.18 percent from the 2,655,902 cars completed in the comparable period last year.

Chrysler scheduled Saturday overtime last week at its Belvidere, Jefferson and Newark assembly points.

The three Chrysler plants are also slated to work two daily nine-hour shifts this week.

General Motors scheduled Saturday overtime on nine lines in seven plants last week. Two lines at the company's Flint and Lansing plants worked Saturday. Both build the intermediate and full-sized cars.

Other GM plants working overtime were Pontiac, Framingham, Oklahoma City, Tarrytown and Wilmington. Pontiac and Framingham also build intermediate and full-size cars, while Oklahoma City and Tarrytown assemble the X-cars and Wilmington, the Chevette.

In addition, for the second consecutive week, GM will cut one shift at its Cadillac Detroit plant, idling 1,900 hourly workers.

Ford expects second quarter to be near break-even point

By Edward Lapham
Financial Editor

DETROIT. — Ford Motor Co. expects its second-quarter performance to be "near break-even," Chairman Philip Caldwell announced at the company's annual meeting.

Caldwell said "the seeds for the future success" of Ford "have already been sown" and he expects a "sharp improvement" over the six consecutive quarters of after-tax losses reported by the auto maker, beginning with the October-December period in 1979.

He told a press conference following the annual meeting that he thinks U. S. car sales this year will total 9.5 or 9.6 million units (including imports) compared with a 9.9-million-unit rebate-aided rate in the first quarter. Sales last year were 8,973,000.

He said a near-term reduction in interest rates would improve the outlook, and that as yet the company hasn't noticed any "significant" car sales fallout due to the rising rates. He said he expects 12.5 million car and 4.0 million truck sales annually by 1985.

Caldwell also told the press conference the company probably will not have to borrow any money to meet its targeted $4.0 billion capital spending program this year. He said that, unlike General Motors, Ford has not considered deferring any expenditures.

The three-hour-four-minute annual meeting itself was a relatively calm, dull affair, punctuated by a handful of the usual product complaints and intermittent semi-relevant comments from a familiar cast of gadflies.

All of the company-nominated directors, including first-time candidates John B. Connally, former Texas governor and Nixon Administration official, and Michael D. Dingman, Wheelabrator-Frye chairman, were elected.

The single shareholder proposal, submitted by Evelyn Y. Davis, would have required disclosure of certain information about corporate employment of male secretaries and clerks. It was defeated, receiving just 1.61 percent of votes cast.

It also was disclosed at the annual meeting that corporate advertising expenditures last year totaled $335 million.

Truck production tops 40,000; up 10 pct. for week

U. S. truck production last week rose above the total for previous week and comparable 1980 week. Year-to-date, however, output continues to stay below last year's level.

The truck makers slated 40,160 units last week, up 10.32 percent from the 36,402 trucks completed in the previous week, and up 29.09 percent from the 31,111 assembled in the comparable 1980 week.

So far this year, the makers have completed 675,965 units, a drop of 2.88 percent from the 696,006 trucks assembled in the comparable period last year.

International Harvester's Springfield assembly plant, down since April 27, resumed operations last month.

Chrysler Corp.'s Warren truck assembly plant will work a single nine-hour day shift this week.

Beginning June 8, GMC's Pontiac point (heavy-duty trucks) will boost its daily output on one shift from 53 to 76 units.

The plant's assembly line building Brigadier models will increase production from 28 to 44 units a day, and line speed for GMC's Astros and Generals will increase from 25 to 32 units daily.

General Motors will close its light truck and Blazer Suburban lines at the Chevrolet truck plant in Flint for one week starting today (May 18) to balance inventories, affecting 5,500 hourly workers.

Canadian holiday trims production of cars, trucks

With all but one Canadian assembly plant down for the Victoria Day holiday last Friday May 15, Canadian car and truck output fell below the previous week's total. General Motors' St. Therese car point in Quebec was the only assembly plant working five days last week.

The Canadian makers slated 19,838 cars during the shortened holiday week, down 14.84 percent from the 23,296 units completed in the previous week, but up 20.72 percent from the 16,433 assembled in the comparable 1980 week.

So far this year, the auto makers have built 325,833 units, down 6.38 percent from 348,033 in the comparable period last year.

Canadian truck production last week was slated at 11,245, a drop of 16.47 percent from the 13,463 units completed in the previous week, but up 6.05 percent from the 10,603 assembled in the comparable week last year.

Year-to-date, the truck makers have produced 216,292 trucks, down 2.95 percent from 222,863 built in the comparable period last year.

All Canadian car and truck assembly points, except the St. Therese car plant, were down May 15, and will continue down today (May 18) because of the Victoria Day holiday. Operations are slated to resume at all plants tomorrow.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 16, 1981	Week Ended May 17, 1980	Week Ended May 9, 1981	May to Date	Jan. 1 to May 17, 1980	Jan. 1 to May 16, 1981
CHEVROLET	13,480	8,300*	11,228	26,366	225,664	222,114
DODGE/PLYMOUTH	2,900	3,800	2,471	5,862	58,471	34,019
FORD	15,876	10,032	14,399	33,320	252,218	243,074
GMC	2,459	3,396	3,896	6,852	69,030	73,138
INTERNATIONAL	1,415	2,820	336	1,868	9,325	27,434
VOLKSWAGEN	1,040	812	1,082	2,328	11,293	18,275
MACK	....	620	....	....	10,972	....
JEEP	1,500*	....	1,500*	3,300*	35,833*	33,486*
AMC CORP.	90*	284*	90*	198*	3,286*	1,625*
WHITE	....	147	....	....	3,054	....
MISCELLANEOUS	1,400*	900*	1,400*	3,080*	16,860*	22,800*
Total Trucks, U. S.	40,160	31,111	36,402	83,174	696,006	675,965

CANADIAN TRUCK PRODUCTION

	Week Ended May 16, 1981	Week Ended May 17, 1980	Week Ended May 9, 1981	May to Date	Jan. 1 to May 17, 1980	Jan. 1 to May 16, 1981
CHRYSLER CORP.	2,000	1,040	2,071	4,472	15,399	27,717
FORD MOTOR	3,568	3,148	4,503	8,640	77,104	66,396
GENERAL MOTORS	5,432	4,980	6,642	13,411	112,275	117,410
AMERICAN MOTORS	....	880	....	....	10,257	....
INTERNATIONAL	245	440	247	542	5,512	4,769
MACK	....	50	....	....	1,065	....
WHITE	....	65	....	....	1,251	....
Total Trucks, Canada	11,245	10,603	13,463	27,065	222,863	216,292
N. American Trucks	51,405	41,714	49,865	110,239	918,869	892,257

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended May 16, 1981	Week Ended May 17, 1980	Week Ended May 9, 1981	May to Date	Jan. 1 to May 17, 1980	Jan. 1 to May 16, 1981
AMERICAN MOTORS	3,000*	....	2,700*	6,160*	71,497*	40,854*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	20,400	16,000	18,284	42,395	257,742	317,944
Plymouth Total	11,800	7,150	10,578	24,239	118,230	160,855
Horizon	4,100	3,350	4,271	9,098	62,913	60,676
Reliant	7,700	....	6,307	15,118	....	90,592
Volare	....	2,900	....	....	43,409	....
Caravelle	....	400	....	23	2,620	2,139
Gran Fury	....	500	....	....	9,288	7,448
Chrysler Total	....	2,250	....	271	33,177	22,098
LeBaron	....	1,900	....	271	25,169	17,236
Chrysler	....	350	....	....	8,008	4,862
Dodge Total	8,600	6,600	7,706	17,885	106,335	134,991
Omni	3,600	2,750	3,437	7,629	55,770	46,725
Aspen	....	2,300	....	....	31,193	....
Aries	5,000	....	4,269	10,185	....	71,940
Diplomat	....	1,050	....	71	11,757	12,644
St. Regis	....	500	....	....	7,615	3,682
FORD MOTOR	36,681	17,291	32,730	76,390	523,220	543,785
Ford Division	24,251	12,095	22,008	51,043	379,683	375,285
Escort	6,759	....	6,869	14,957	....	145,505
Pinto	....	....	....	....	38,598	....
Fairmont	5,940	6,301	6,170	13,236	109,920	79,244
Must./Must. II	4,365	3,839	4,123	9,394	105,040	58,987
Granada	2,660	....	213	3,416	29,515	29,825
Thunderbird	2,140	....	2,196	4,813	58,317	28,076
Ford	2,387	1,955	2,437	5,227	38,293	33,648
L-M Division	12,430	5,196	10,722	25,347	143,537	168,500
Mercury Total	10,380	5,196	8,672	20,878	128,692	143,308
Bobcat	....	....	....	....	8,276	....
Lynx	2,301	....	2,309	5,073	....	50,163
Capri	1,936	1,628	1,980	4,227	30,982	19,225
Zephyr	2,103	2,339	1,882	4,273	36,628	22,221
Cougar/Monarch	1,666	....	140	2,135	8,944	14,941
XR-7	1,078	....	1,048	2,297	20,978	11,808
Mercury	1,296	1,229	1,313	2,873	22,884	24,950
Lincoln Total	2,050	....	2,050	4,469	14,845	25,192
Lincoln	1,025	....	1,025	2,234	5,410	12,145
Mark VI	1,025	....	1,025	2,235	7,574	13,047
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	110,015	67,004	85,664	215,952	1,722,211	1,593,155
Buick Division	21,282	14,489	20,889	46,456	340,516	369,616
Skylark	5,697	4,414	5,600	12,411	91,621	100,853
Century	2,794	4,060	2,901	6,564	74,562	72,231
Regal	7,684	4,860	7,153	16,194	87,865	107,379
Buick	3,742	....	3,875	8,271	65,370	65,784
Riviera	1,365	1,155	1,360	3,016	21,098	23,369
Cadillac Division	6,337	3,717	4,261	11,826	90,908	109,853
Cimarron	125	....	197	343	....	522
Seville	461	625	464	1,014	16,682	11,567
Eldorado	1,472	1,075	1,480	3,243	23,510	25,925
Cadillac	4,279	2,017	2,120	7,226	50,716	71,839
Chevrolet Division	42,013	31,925	31,557	80,526	721,119	560,274
Chevette	8,569	8,910	6,112	16,250	179,774	123,999
Cavalier	2,991	....	1,817	5,137	....	8,337
Monza ('80)	....	4,130	....	....	65,512	....
Camaro	3,795	....	2,644	6,949	53,614	51,253
Citation	8,715	10,345	7,293	17,488	187,552	141,124
Malibu	8,416	6,270	6,528	16,262	110,408	104,585
Monte Carlo	4,327	1,470	3,145	8,180	49,400	54,153
Chevrolet	4,800	....	3,698	9,460	56,759	64,835
Corvette	400	800	320	800	18,100	11,988
Oldsmobile Division	24,815	8,939	15,290	45,161	331,084	374,481
Omega	3,295	2,209	2,677	6,721	48,409	60,153
Cutlass	13,174	5,905	11,775	27,590	162,678	185,212
Oldsmobile	7,176	....	....	8,575	101,828	109,377
Toronado	1,170	825	838	2,275	18,169	19,739
Pontiac Division	15,568	7,934	13,667	31,983	238,584	178,931
Acadian†	370	790	378	829	10,673	8,747
J2000	2,250	....	1,542	4,069	....	8,083
Sunbird ('80)	....	3,230	....	....	59,628	....
T1000	2,596	....	2,300	5,447	....	22,915
Firebird	2,285	....	1,945	4,530	36,512	22,496
Phoenix	2,955	3,238	2,999	6,446	54,662	46,799
Grand Prix	2,889	....	2,672	6,205	23,968	39,955
LeMans	1,863	676	1,440	3,658	22,658	24,044
Pontiac	360	....	391	799	30,483	5,892
VOLKSWAGEN	4,160	5,684	4,371	9,369	79,984	74,801
CHECKER	100*	85*	100*	200*	1,248	833*
Total Cars, U. S.	174,356	106,064	143,849	350,466	2,655,902	2,571,372

CANADIAN CAR PRODUCTION

	Week Ended May 16, 1981	Week Ended May 17, 1980	Week Ended May 9, 1981	May to Date	Jan. 1 to May 17, 1980	Jan. 1 to May 16, 1981
AMERICAN MOTORS	720	....	730	1,587	....	11,973
CHRYSLER CORP.	....	....	1,862	2,234	26,149	12,410
FORD MOTOR	7,624	6,048	7,284	16,392	100,332	79,822
GENERAL MOTORS	11,269	10,160	13,173	27,092	217,177	217,500
VOLVO	225	225	247	517	4,375	4,128
Total Cars, Canada	19,838	16,433	23,296	47,822	348,033	325,833
N. American Cars	194,194	122,497	167,145	398,288	3,003,935	2,897,205
N. American Trucks	51,405	41,714	49,865	110,239	918,869	892,257
North American Cars and Trucks	245,599	164,211	217,010	508,527	3,922,804	3,789,462

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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breaking news

European Escort receives design award

DEARBORN.—The European Ford Escort has received a design award from the government-backed British Design Council. The award, presented to Ford of Europe, cited Escort's "elegance of engineering, detailed design and low-maintenance requirements." More than 250,000 European Escorts have been built since the car was introduced last September.

Triumph launches $1,000 rebates

LEONIA, N. J.—A $1,000 retail rebate program for 1980 Triumph TR-7 and TR-8 has been announced. The rebate applies to both the standard TR-7 coupe and convertible and the specially equipped, all black TR-7 Spider convertible. The program will be in effect through Sept. 30. Both cars are being phased out of production.

GM engine-switch ruling reversed

CHICAGO.—Frank J. McGarr, the federal judge in the General Motors engine-switch case, granted — and quickly withdrew — a GM motion for a directed verdict dropping 30,000 of 67,000 plaintiffs from the case. The judge initially dismissed from the action all who bought "Chevymobiles"

See BREAKING NEWS, Page 8, Col. 1

Chrysler's buildout offer is simplified, sweetened

By Joseph Bohn
Marketing Editor

Chrysler Corp. launched its traditional buildout incentive program which it offers each year in lieu of a 5 percent carryover allowance.

Chrysler has simplified this year's program and has made it more attractive than some of those in the past.

For one thing, dealers get their money — in the form of a discount off wholesale invoice—up front, beginning with June shipments, rather than having to wait several months to collect.

The discounts themselves lower the wholesale floor-planning costs to dealers and give them a greater bargaining latitude with customers.

Also, there are no complicated percent-of-achievement categories. Discounts begin with the first qualifying unit and remain the same for every unit, depending on the car or truck line involved.

Some dealers viewed it as a good, though not great, program and were waiting to see what their quotas were before they got in.

They saw its chief benefit as helping them sell K-cars. Miser models of the Omni/Horizon and 024/TC-3, for example, don't qualify for the special discounts.

The discounts also were not expected to do much more to move Cordobas and Miradas, for example, which haven't been very strong all year long.

However, most of its volume is in the Omni and Horizon and the K-cars, with relatively little production planned for the luxury intermediate models, Chrysler pointed out.

Psychologically perhaps, the program is coming at a bad time, since the prime rate moved to 20 percent last week. Some dealers said they wouldn't get into the program because the market has slowed and their inventories have started to build.

Those dealers felt they still had plenty of inventory at the old price—before the recent 2.6 percent price increase—and that the 5 percent discounts, for example, only gave them an extra 2 percent advantage on the new models they would be ordering.

Chrysler, looking at the program from the point of view of giving 5 and 3 percent discounts on upwards of 150,000 cars, considered it a rich program.

"You could have had a retail program with huge dollar amounts for the cost of this program," observed one analyst.

Whether they opt for the program or not, dealers will have to order cars for the summer, since at last report their days' supply of Aries (60) and Reliant (57), for example, was enough to last them through May and June, but leave them rather dry for July and August.

For its part, Chrysler added that this program is all it will be offering. There will be no 5 percent carryover granted at intro time, the company said.

• In essence, the program. as outlined by Chrysler to its dealers, is as follows:

Dealers must sign a participation agreement agreeing to accept shipments of domestic cars and trucks totaling 100 percent of a combined May-August buildout objective by vehicle line.

For that, they receive a 5 percent discount off the invoice of Reliant/Aries, Cordoba/Mirada, LeBaron/Diplomat and domestic truck models, beginning with June 1 orders. Omni/Horizon and TC3/024, excluding Miser models, get a 3 percent discount.

The 5 and 3 percent discounts are figured on the basis of the retail price of the vehicles, with the amounts deducted from the wholesale invoice.

Chrysler figures that on the

Continued on Page 50, Col. 2

GM's pricing of J-cars turns back on tradition

John K. Teahen Jr.
Managing Editor

A Chevrolet that costs more than a Pontiac, a Cadillac with manual transmission and a four-cylinder engine and a bunch of little cars that are higher priced than their bigger brothers.

These were the highlights of the pricing acrobatics on the General Motors J-cars. The new subcompacts — the Chevrolet Cavalier, the Pontiac J2000 and the Cadillac Cimarron — went on sale last week.

Prices start at $6,966 for the Cavalier and $6,999 for the J2000. The Cimarron offered only as a four-door sedan, is $12,131.

Cimarron is the smallest Cadillac since 1905, the first Cadillac with a four-cylinder engine since 1914 and the first Cadillac without automatic transmission as standard equipment since 1953.

Automatic drive is $370 extra on the Cimarron, and Cadillac expects that about 90 percent of sales will have this feature, which brings the price to $12,501. Automatic is also $370 on the Cavalier and J2000.

Dealer discount is 15 percent on all three lines. That's the same as on the Chevrolet Chevette and Pontiac T1000 and the GM compact X-cars. (The base Chevette Scooter is a 12-percenter.) Cimarron's 15 percent discount is 4 percentage points lower than the 19 percent on other Cadillacs.

With Cavalier and J2000, GM is adopting a new pricing strategy — the extensively equipped

Continued on Page 8, Col. 1

Problems abound as Shay plans switch to T-Bird

Repro Model A near end of line

By Edward Lapham
Financial Editor

BATTLE CREEK, Mich.—The nation's most successful and perhaps sole surviving quickie replicar company will end its first model run on June 10 and begin its second amid gushing television features, a series of unresolved dealer complaints and regulatory difficulties in two states.

Model A and Model T Motor Car Reproduction Corp. (MAMT), which began the quickie replicar cottage industry in 1978, will end output of its Model A replica and begin full-scale output of 1955 Thunderbird replicas as an established company.

MAMT is so well established, in fact, that it has virtually eliminated competition, claims to be the sixth largest U. S. auto maker and boasts of plans for a $5 million to $8 million public equity offering.

MAMT has managed to develop a very favorable public image in many sectors because of two completely complimentary features on national television within an eight-day period in April.

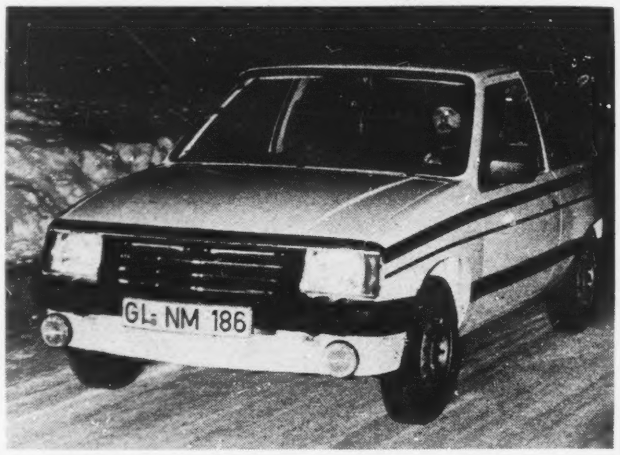
At the same time, the company and founder / president Harry Shay have left a trail of unresolved and semi-resolved problems through the startup process and along the corporate learning curve which are not offset by the PM Magazine and ABC Nightly News features.

These flattering national television features told of the company's $1.4 million profit in the fiscal year ended Mar. 31, showed the factory and the Model A replicars lined up and discussed Shay's plans to build replicars of other classics.

These features did not, how-

Continued on Page 49, Col. 1

GM S-car caught



Next year's economy car

Unofficial photos, snapped in Northern Europe, capture test drivers wringing out the new General Motors S-car, a super-economy world car. Production in Europe is scheduled to begin in the fall of 1982. As an Opel the car has been called Junior, but it may have a different name when it goes to market. It will be built in Spain, rather than at Russelsheim.

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LPG system now offered in IH trucks

CHICAGO. — A factory-installed liquified petroleum gas (LPG) or propane single-fuel system has been announced by International Harvester's Truck Group for its complete line of medium trucks and school bus chassis.

Production of LPG-fueled S-Series medium trucks and school bus chassis, as well as Cargostar low-front-entry models, began this month at International's medium-truck manufacturing facilities at Chatham, Ont., Canada.

International V-8 gasoline engines from 345 to 537 cubic inches, including the MV-404 and MV-446 power plants, are available for on-line conversion to LPG at Chatham.

Harold D. Dent, Medium Truck Division general manager, noted that LPG is less expensive and cleaner burning than gasoline, has a higher octane and results in lower maintenance costs.

"More than 300 orders for these LPG trucks have been placed in anticipation of Chatham's initial production," he said. "LPG has been used as a motor fuel since the 1930s, and International Harvester has offered LPG-powered trucks for more than 29 years, but this is our first factory-installed conversion."

- International's LPG carburetion system is simpler than gasoline, Dent said, consisting of three uncomplicated fuel-delivery components: Fuel lock filter, converter/regulator, and LPG carburetor.

The fuel-lock filter is a solenoid-controlled valve that permits fuel to flow when the ignition is turned on. The filter traps any contaminants and may be drained without disrupting the system.

The converter uses water from the engine's cooling system to heat the liquid propane and change it to a dry gas. The regulator controls the flow of the dry gas to the carburetor.

The LPG carburetor is a simple metering device which combines the lowest fuel/air mixture for proper combustion.

"There are more than 25,000 LPG dealers in the U. S.," Dent said. "Supply is no problem. Many dealers will make arrangements to have an LP stor-

Continued on Page 22, Col. 3

Checking propane installation

An inspector checks the installation of a propane (LPG) fuel tank on an International S-Series medium truck at International Harvester's truck-manufacturing facilities at Chatham, Ont., Canada.

Duplex improves fire chassis

Nine major improvements as standard equipment, plus several new options, have been announced by the Duplex Truck Division, The Nolan Co., for its D-250 custom fire chassis. The new options include disk brakes, a broader engine selection and larger-capacity axles.

FBI moves in to halt 'rustling' of big trucks

By Robert H. Brown
Staff Correspondent

ATLANTA. — Big-truck "rustling" has become so prevalent among over-the-highway operators that the FBI and other authorities are moving in in an attempt to break up theft of the big rigs.

Because Atlanta is the gateway to the South, much of the thievery is centered here.

Theft is so great a threat to operators that many drivers now sleep in their cabs in an effort to protect them.

While the big rigs are being stolen throughout the country, Atlanta has become a hub for the thieves, according to the FBI and the Georgia Bureau of Investigation.

The National Auto Theft Bureau in Chicago said at least 4,323 tractor thefts were reported in 1979, a 51.9 percent increase over the previous year when 2,846 thefts were reported.

The figures, the NATB said, may be conservative because of the delay in reporting by some member insurance companies.

The FBI said 199 truck thefts in February now are being investigated, compared with 156 the previous February, an increase of 27.5 percent.

The FBI said it has 26,469 unsolved heavy-equipment thefts in its computer bank. Of this figure, 1,612 were reported in March, with only 1,239 listed as "cleared or canceled."

These figures do not tell the whole story, however, the FBI said. "Cleared or canceled" can mean that the vehicles either turned up or were burned, stripped or otherwise unidentified.

Just recently, a new 1981 Kenworth tractor disappeared from the parking lot of a suburban motel where the operator had checked in for a few hours sleep.

The operator said he checked on his rig several times during the night, once just before he arose at 6:20 a.m. to continue his trip. "I looked out the window and saw that the rig was gone, which meant it was taken sometime between 5 a.m. and 6 a.m.," he said.

What is happening to the vehicles is not known exactly, but authorities believe they are rushed to hidden shops where they may be "chopped up" or disguised and sold on the black market.

Adrian-McCravy, Georgia Bu-

Continued on Page 22, Col. 5

Diesels save most in voluntary fuel curbs by truckers

WASHINGTON.—The trucking industry's nationwide voluntary fuel-conservation program resulted in savings of five million gallons a day during 1980, according to Lana R. Batts, director of energy and economics, American Trucking Assns.

She said the industry has saved more than five billion gallons of fuel since the program was begun in 1975.

The two main ingredients of this fuel economy, she added, were the changeover from gasoline to diesel engines, and the greater use of newer fuel-efficient diesels with high torque rise and lower RPM.

"As a matter of fact, the motor carrier's voluntary program has saved twice as much fuel as the EPA's mandatory fuel-economy standards for automobiles," Batts said.

She said even greater fuel savings would be possible if certain states modified their laws to allow truck operations that comply with federal laws on size and weight.

An estimated 93 million gallons could be saved if the 17

Continued on Page 36, Col. 5

truck industry news

Declines hit all 3 market segments

3-month registrations down 42 pct. since '79

New-truck sales in the U. S. began to nosedive at the end of the first quarter two years ago after the surge in fuel prices and actual or threatened shortages in many areas of the land.

The extent of the downturn is borne out in new-truck registrations for the first three months of 1981.

Table on Page 30

R. L. Polk & Co. reported 500,730 units were registered in the January-March period, a decline of 42.7 percent from the 874,407 units tallied in the comparable period in 1979 and 24.5 percent under last year's 663,257.

Registrations this year were down in all three market segments through March. A year ago, only the heavy trucks did better in the first quarter than they did in the like period of 1979, when heavy-truck sales hit an alltime high of more than 200,000 units.

March registrations totaled 176,027 units, down 20.1 percent from last year's 220,186 but almost 45 percent under the 317,351 reported for March two years ago.

Light-truck registrations in the first three months dropped 24.5 percent below a year ago, with Group 3 the only one of the three in this market segment to show an increase over last year.

Through March, 452,061 light trucks were tallied, compared with 598,379 a year ago and 788,386 in the same period two years ago.

Registrations of Group 3 vehicles totaled 3,231 units, an increase of 62.6 percent over the year-ago 1,987. In 1979, the Group 3 total was 11,781 units, most of them recreational vehicles, which also began to

Continued on Page 36, Col. 1

HD registrations higher in March; off for quarter

March registrations of new heavy duty trucks in the U. S. were highest for any month since last December, but the total was down sharply from March a year ago.

During the month, according to R. L. Polk & Co. statistics, 12,197 Groups 7 and 8 trucks were registered, 2.3 percent higher than February and 4 percent more than January. But the count was 28 percent lower than the year-ago March 16,950 units.

For the first three months of 1981, the total of 35,845 tallies was 27.8 percent lower than last year's 49,557 and 26 percent

Continued on Page 36, Col. 3

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1981 VS. 1980★

	3 mos., 1981	Percent Share of '81 market	3 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	162,530	32.46	207,072	31.22	— 1.24
Chevrolet	154,749	30.90	205,307	30.95	— 0.05
Dodge	38,233	7.63	57,688	8.70	— 1.07
GMC	36,164	7.22	51,279	7.73	— 0.51
International	14,891	2.97	16,915	2.55	+ 0.42
Jeep	11,486	2.29	23,543	3.55	— 1.26
Plymouth*	4,500	0.90	7,897	1.19	— 0.29
Mack	4,251	0.85	5,551	0.84	+ 0.01
Kenworth	2,297	0.46	3,299	0.50	— 0.04
Freightliner	1,837	0.37	3,033	0.46	— 0.09
Peterbilt	1,335	0.27	2,032	0.31	— 0.04
White	787	0.16	1,385	0.21	— 0.05
Autocar	300	0.06	463	0.07	— 0.01
Volvo	268	0.05	191	0.03	+ 0.02
Western Star	191	0.04	305	0.04	....
Diamond Reo	35	0.01	23	....	+ 0.01
Miscellaneous**	66,886	13.36	77,274	11.65	+ 1.71
TOTALS	500,730	100.00	663,257	100.00	....

★—No registrations for Oklahoma, 1981 and 1980; District of Columbia, March, 1981.
*—Plymouth trucks are Trail Duster, Voyager and Arrow.
**—Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

THREE MONTHS, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	3 mos., 1981	Percent Share of '81 market	3 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	9,306	25.96	8,880	17.92	+ 8.04
Ford	7,850	21.90	10,620	21.43	+ 0.47
GMC	4,648	12.97	8,205	16.56	— 3.59
Mack	4,010	11.19	5,522	11.14	+ 0.05
Chevrolet	2,387	6.66	4,787	9.66	— 3.00
Kenworth	2,297	6.41	3,284	6.63	— 0.22
Freightliner	1,837	5.12	3,033	6.12	— 1.00
Peterbilt	1,335	3.72	2,029	4.09	— 0.37
White	787	2.20	1,385	2.79	— 0.59
Autocar	300	0.84	461	0.93	— 0.09
Volvo	259	0.72	191	0.38	+ 0.34
Western Star	191	0.53	305	0.62	— 0.09
Diamond Reo	35	0.10	23	0.05	+ 0.05
Miscellaneous	603	1.68	831	1.68	....
TOTALS	35,845	100.00	49,557*	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; District of Columbia, 1981.
*—Figures for 1980 do not include 74 units registered in Kansas and Hawaii.

From this . . .

In 1930, van Doorne's Machinefabriek opened this new factory to produce lightweight trailers and semi-trailers in Eindhoven. The firm had been organized two years earlier. Note the Ford Model A at lower right.

. . . to this

Head office and factory showroom of Daf is this modern structure adjoining expanded factory in Eindhoven. Car production began in 1959, ended for Daf in 1972, when car operation was sold to Volvo.

Daf posts higher profit even though sales slip

Continued from Page 14

so gives the company control over design and production, but if the company is small it means costs on each unit are higher.

This is one of Daf's problems, and one which led it to Dodge. Daf must now be looking for someone else to walk it up the aisle now that Dodge has been whisked off by another partner.

This year's tough sales climate will be hard on all truck makers. Daf expects to return a loss in the first half of this year, and whether it turns in a year-end profit will depend on the second-half performance.

The company recorded losses in 1978, and the 1974-75 periods after the first economic crisis.

Its 9,000-plus employees are working a two-shift, five-day week, but it experienced periods of three- and four-day week working in recent times. Whether this can be avoided again will depend on European market conditions.

Western European heavy-truck demand this year will fall by maybe 7 percent to just under 300,000. And with around three-quarters of Daf output being sold within Europe, it is subject to the vagaries of the market.

- Positive steps are being taken to expand sales in the Middle East and African markets, to reduce dependence on Europe and to spread the risk of sales setbacks over a greater number of countries.

Last year, Daf took around 35 percent of the Dutch heavy-truck market with sales of 4,000. In Belgium it gained 18 percent (on sales of 1,200). The bigger French market accounted for in excess of 1,800 units (6 percent) and the UK for 1,700 (4.5 percent).

As far as Daf is concerned, it calls its market anything over 9 tonnes gross vehicle weight. Other makers and countries have different definitions.

Daf is now headed by Piet van Doorne, son of founder Hub van Doorne, who died in 1979. The co-founder, Wim van Doorne, died in 1978.

The management team comprises David Mansell (sales and marketing), Pieter Linnenbrink (financial and economic affairs), Rolf van Oorschot (product development) and Aard vander Padt (special products), in addition to chairman van Doorne.

Ford plant in Wales builds milestone engine

Ford Motor Co.'s engine plant at Bridgend in South Wales has produced 250,000 units since it opened less than a year ago.

Bridgend is the sole European source of the CVH engine, which powers most of the 1981 Ford Escorts in Britain and Europe. Approximately 70 percent of Bridgend's output is exported, with the majority of export production going to West Germany. A few hundred units are supplied to assembly plants in Portugal and Uruguay.

REGISTRATIONS OVERSEAS

FRANCE
Cars

	2 mos., 1981	2 mos., 1980
Alfa Romeo	3,095	4,126
BL	3,274	3,710
BMW	3,407	2,746
Datsun	2,720	2,372
Fiat Auto	10,868	9,950
Ford	15,440	10,097
General Motors	4,292	6,067
Honda	300	807
Lada	1,943	2,183
Mazda	673	1,892
Mercedes-Benz	2,358	2,510
Mitsubishi	630	428
Peugeot SA	88,618	122,189
Citroen	37,620	51,924
Peugeot	36,953	52,348
Talbot	14,045	17,917
Renault	109,154	132,783
Toyota	2,325	2,306
VAG	18,174	13,025
Volvo	1,273	1,283
Others	767	1,110
Total	269,310	318,645

UNITED KINGDOM
Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	1,557	3,140
BL	86,877	95,226
BMW	4,949	3,946
Datsun	28,738	22,624
Fiat Auto	15,462	15,374
Ford	127,944	162,831
General Motors	36,229	48,393
Honda	4,262	7,723
Lada	3,689	4,321
Mazda	4,514	3,250
Mercedes-Benz	3,304	2,879
Mitsubishi	3,659	2,958
Peugeot SA	33,561	49,347
Renault	21,842	31,090
Rolls-Royce	416	510
Saab	2,538	2,255
Skoda	1,482	2,188
Toyota	4,511	9,062
VAG	19,631	19,302
Volvo	11,520	12,897
Others	3,699	3,403
Total	420,384	502,719

JAPAN
Cars

	2 mos., 1981	2 mos., 1980
Daihatsu	10,908	13,534
Fuji	7,614	10,233
Honda	23,109	22,737
Isuzu	8,072	9,290
Mitsubishi	30,520	30,525
Nissan	100,234	112,177
Suzuki	10,041	10,532
Toyo Kogyo	28,770	27,125
Toyota	128,726	136,146
Imports (all)	5,417	7,037
Total	353,411	379,336
Trucks, buses		
Daihatsu	30,472	23,923
Fuji	18,358	14,479
Hino	5,800	8,343
Honda	18,275	13,741
Isuzu	18,017	21,829
Mitsubishi	38,853	42,910
Nissan	48,606	48,254
Nissan Diesel	2,933	4,160
Suzuki	48,525	36,144
Toyo Kogyo	24,124	30,380
Toyota	57,107	64,278
Total	311,088	308,441
Total vehicles	664,499	687,777

WEST GERMANY
Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	3,327	4,503
BL	1,509	1,741
BMW	34,019	40,116
Daihatsu	2,443	859
Datsun	11,352	10,936
Fiat Auto	25,471	26,996
Ford	99,065	69,305
General Motors	107,568	123,686
Honda	10,133	11,612
Lada	1,467	1,966
Mazda	13,322	11,371
Mercedes-Benz	66,262	69,302
Mitsubishi	13,721	7,865
Peugeot SA	27,652	34,072
Porsche	2,690	3,057
Renault	29,496	36,179
Saab	712	650
Suzuki	1,963	354
Toyota	15,441	14,269
VAG	187,551	227,934
Audi	43,739	69,001
VW	143,812	158,933
Volvo	3,720	4,984
Others	2,439	2,287
Total	661,425	704,152

SWEDEN
Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	155	93
BMW	555	549
Daihatsu	207	140
Datsun	1,228	1,543
Fiat Auto	786	1,319
Ford	5,657	4,235
General Motors	4,108	5,298
Honda	952	1,157
Lada	722	537
Mazda	2,270	1,635
Mercedes-Benz	1,272	1,552
Mitsubishi	722	—
Peugeot SA	1,532	2,272
Renault	752	1,435
Saab	6,492	6,580
Toyota	1,062	2,060
VAG	4,678	6,171
Volvo	13,247	14,450
Others	96	171
Total	46,441	51,217

SOUTH AFRICA
Cars

	12 mos., 1980	12 mos., 1979
Alfa Romeo	7,237	4,592
BL	4,364	3,570
BMW	11,218	8,271
Datsun	30,551	22,238
Fiat Auto	4,829	6,803
Ford	41,442	32,781
General Motors	27,372	15,971
Mazda-Mitsubishi	43,090	38,624
Mercedes-Benz	9,058	7,433
Peugeot	12,076	9,382
Renault	6,211	3,216
Toyota	24,330	15,579
VW-Audi	55,186	44,754
Total	276,964	213,214

Will Talbot-Iran car deal survive turmoil in Tehran?

The delicacy of negotiations with current Iranian authorities has been underlined again by the recent experience by the UK Talbot Division of the Peugeot SA group.

The former Chrysler company had a thriving business supplying CKD kits of its Arrow sedan to Iran, where it was assembled as the Peykan. But that lucrative little sideline, reputedly worth some $250 million each year, fizzled up when the Shah was swept from power.

Talbot retained its links with the country, most notably through its chairman, George Turnbull, who had previously run the operation which put together those kits, the National Car Co., part of Iran National Industrial Manufacturing

Other manufacturers, however, were known to be keen to pick up the pieces when the revolutionary fervor in the country had subsided.

Then came Talbot's news at the end of April that it expected to sign contracts within weeks that would earn the company 1 billion pounds (around $2.1 billion) over a five-year period.

- A few days later came reports from Tehran's chief government spokesman that he knew nothing of the deal. He was quoted as expressing doubts that Iran possessed sufficient foreign currency reserves to finance the order.

All of which left observers wondering: Is there a deal or not?

Talbot says its negotiations with NCC centered around a $1.5 billion deal to supply 100,000 kits a year for five years. Additional spare parts for existing Paykans, Paykan pickup adaptations and drive-trains for locally assembled Mazda pickups would net an additional $500 million.

There seems little doubt, though, that anything NCC wishes to do would require the full blessing of the country's religious leaders.

Talbot is confident the much-needed order will go through. But an executive from a rival company—perhaps exhibiting a touch of jealousy — remarked, "I'll believe it when it happens, and only then."

More auto plants close in Belgium

British Leyland ended operations at the Senefie assembly plant on March 31, thus closing a period of industrial activity in Belgium that began with Standard Vanguard assembly in 1950.

It was the second severe blow to Belgium's auto industry, for in December, 1980, Citroen closed its assembly plant at Forest, Brussels, which had been opened in 1926.

Worse may be yet to come. Renault has a big factory at Haren and has told the Belgian authorities that operations cannot continue at the present rate unless Belgium takes effective action to reduce its imports from Japan.

GM to cut back product line at Delco in Britain

General Motors, Ltd., is abolishing production of spark plugs, alternators and air cleaners at its AC Delco operation in Britain, following sharply falling demand both for British and European GM cars.

Sales of vehicles by GM were off 14 percent on a retail basis in Europe in 1980. They continued to plummet, falling 17.3 percent during January-March, 1981, compared with a year earlier, a GM spokesman said.

The United Kingdom plant supplied both British and European-produced GM cars.

The drop in sales was further complicated by the strength of the British pound and a high 12.5 percent British inflation rate—both of which had been driving up the costs of British-produced parts vis-a-vis those in other European countries, a spokesman said.

GM said 1,000 workers would lose their jobs, equal to 13 percent of AC Delco's total employment in Britain, as a result of the move.

GM had previously trimmed 450 other jobs at the Delco operation and had announced plans to trim 5,700 out of 29,000 employes at Vauxhall Motors, another British subsidiary.

world news briefs

Ford in better shape

Ford's European sales in the first quarter of this year (346,000) equal the company's alltime record first quarter of 1979. The total European market has fallen by over 7 percent in the same period, reports Sales Vice President William P. Benton.

More for Fiat, less for Renault

Fiat is to buy Renault's 24.5-percent stake in the Sofim diesel business in Italy. It takes Fiat's share to 95 percent, the remainder being held by Alfa Romeo.

Iron Curtain parts for the Japanese

East Germany is about to buy 10,000 Mazdas from Japan worth an estimated $40 million. It represents a sales breakthrough in Eastern Europe by the Japanese.

Eaton goes to India

Eaton Axles is setting up a joint company with Wheels India and Sundaram Finance to manufacture medium and heavy-duty truck axles in India. Phase 1 comes into force within the year.

Alfasud's hatchback near

The hatchback version of the Alfasud sedan is to be launched next month. Meanwhile, last year's company report indicates that the Alfasud plant at Pomigliano d'Arco registered a loss of approximately $65 million, sufficient to offset profits at Arese, Milan.

UK unions say 'No' to Ford

Ford of Europe, trying to introduce Japanese-style quality circles in all its plants, has had the idea rejected by UK union leaders. The concept, part of what the company calls its "After Japan," or AJ, program, has been introduced in many of its German and Spanish factories.

Renault's new vans make gains

Renault's recently introduced Trafic and Master light vans have helped the company improve sales in the opening two months in France. Registrations were up 16 percent, on a market improvement of 3 percent. Trafic is being made at a rate of 220 a day, Master at 60 a day.

Fiat plans cutbacks

Fiat is to cut two separate weeks' production in June and July. A total of 68,000 workers will be affected. The only output not involved will be the economy Panda and Autobianchi A-112.

Scania lands Algerian order

Scania-Bussar has won a $53-million order for 457 intercity buses from Algeria's national bus company. A $5.5 million order for 100 Leyland Landtrains has been won in Nigeria. Leyland calls it a "major breakthrough" for its Third World export heavy truck.

BMW profits fall

BMW reported after-tax profits of DM160 ($71) million last year compared with DM175 million the previous year. Sales rose nearly 10 percent to $3.6 billion.

Renault men move in

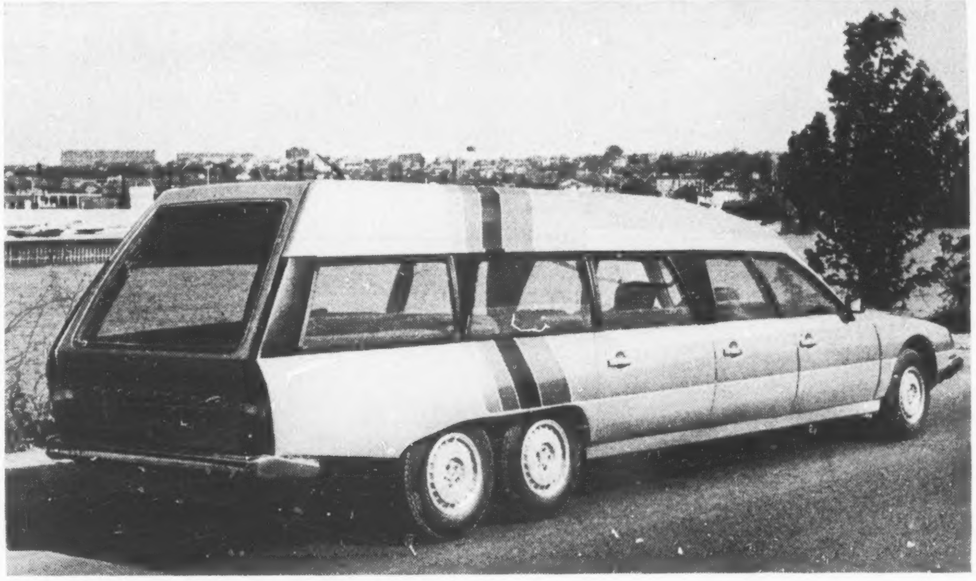
Following Renault's 50-percent acquisition of Peugeot SA's truck interests in Europe, new top men have been moved into the UK and Spanish manufacturing divisions. Laurent Brisset becomes chairman of what is now Karrier Motors in the UK and Jean Rigollet becomes managing director of Spanish Dodge operations.

Big dip in Belgium

New auto registrations in Belgium dropped 24 percent in the opening quarter of this year. To the end of March 100,737 cars had been registered, including 27.2 percent Japanese, compared with 20.5 percent in the year-earlier period.

Rennes assembles 2-CV

Citroen's Rennes factory will assemble an additional 60 2-CV models a day, beginning in June, following the closure of the company's Belgian factory.



When an auto becomes a bus

The French company Tissier has stretched a Citroen CX diesel station wagon to create a 14-seater coach. In addition to the extra pairs of wheels and doors, the 274-inch-long vehicle has a payload of 3,300 pounds and an all-up weight of 7,700 pounds. It was shown at the recent bus and coach exhibition in Nice.

They'll bow over next 24 months

Renault incubates new models

Renault plans to invest 3.7 billion francs (about $745 million) in new-model development and production facilities during the 1981 calendar year, and is budgeting a sum of 4.6 billion francs (about $935 million) for the same purpose in 1982.

New models of many types and sizes will make their appearance in the coming 24 months. First comes the car with the code name 142, a compact family sedan that will probably be marketed as the Sierra.

It is the European version of the car American Motors will build in 1983.

It has nothing in common with either the R-18 or the R-20, but is based on the R-14 concept, with transverse engine.

The Sierra can be regarded as a direct replacement for the R-16 that was discontinued a year ago, and as a direct competitor for the VW Passat, Fiat 131, Talbot 1510 and Peugeot 305. The 142 (Sierra) will make its debut at the Frankfurt Auto Show in September.

At the same time, the Turbo Fuego can be expected, sharing the power train with the R-18 Turbo.

About a year later, Renault will launch two new economy cars. Both are in a sense, replacements for the now-defunct R-6, one lower-priced hatchback and one up-market notchback, each planned with engines of 1,100 cc and 1,300 cc.

Renault's minicar project apparently continues on an open-ended schedule. Renault's marketing people report that there is a growing demand for a modern car, smaller than the R5, which should not be left to the Japanese (Daihatsu Cuore or Suzuki Fronte/Cervo are already on sale in Switzerland) to mop up.

Renault denies having an R-2 coming down the road, but admits that several small-car projects are under study.

The research branch is working on a multifuel two-stroke engine whose development has been farmed out to Moteur-Moderne, but that is clearly a long way from production.

PRODUCTION OVERSEAS

BRAZIL

Cars	12 mos., 1980	12 mos., 1979
Chrysler	8,372	13,657
Fiat	160,217	129,321
Ford	120,741	127,467
General Motors	187,094	166,398
Puma	3,113	3,609
Santa Matilde	147	150
Volkswagen	509,737	520,903
Total	989,421	961,505
Trucks and buses		
Dodge	5,873	3,317
Fiat Diesel	4,757	5,545
Ford	44,715	43,408
General Motors	44,463	41,284
Gurgel	1,955	1,675
Mercedes-Benz	60,030	58,943
Saab-Scania	4,481	3,363
Toyota	4,310	4,105
Volkswagen	4,500	4,800
Volvo	702	21
Total	175,786	166,461
Total Vehicles	1,165,207	1,062,197

JAPAN

Cars	2 mos., 1981	2 mos., 1980
Daihatsu	26,304	24,805
Fuji	31,974	29,047
Honda	137,772	123,569
Isuzu	20,493	15,330
Mitsubishi	95,574	88,782
Nissan	286,508	290,905
Suzuki	15,091	11,014
Toyo Kogyo	132,079	109,552
Tovota	350,591	376,213
Total	1,096,386	1,069,217
Trucks, buses		
Daihatsu	50,065	41,276
Fuji	39,222	33,079
Hino	11,320	11,700
Honda	23,330	15,850
Isuzu	57,493	59,825
Mitsubishi	73,282	68,023
Nissan	112,130	106,167
Nissan Diesel	7,178	7,818
Suzuki	68,025	51,607
Toyo Kogyo	58,239	60,901
Toyota	152,682	165,817
Total	652,983	622,172
Total vehicles	1,749,369	1,691,389

France

Cars	3 mos., 1981	3 mos., 1980
Citroen	134,877	177,933
Peugeot	136,176	181,581
Talbot	52,453	89,131
Total Peugeot group	323,506	448,645
Renault	370,098	425,823
Total	693,604	874,468
Trucks and Buses		
Citroen	12,354	13,812
Peugeot	32,412	36,649
Talbot	3,228	8,332
Total Peugeot group	47,994	58,793
Renault	61,407	55,914
Unic	3,361	5,408
Total	112,814	120,181
Total vehicles	806,418	994,649

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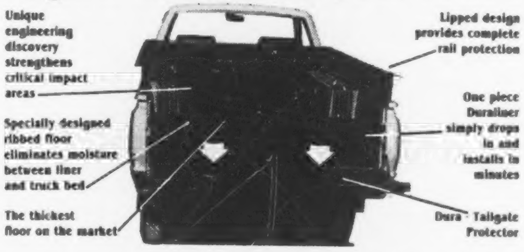
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NEW TRUCK SALES BY MAKE AND GVW CLASS

THREE MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**March, '81**	....	....	....	....	....	....	....	97	97
	March, '80	....	....	....	....	....	....	....	169	169
	Year to Date '81	....	....	....	....	....	....	....	300	300
	Year to Date '80	....	....	....	....	....	....	....	462	462
BROCKWAY	**March, '81**	....	....	....	....	....	....	....	....	....
	March, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	**March, '81**	28,543	20,531	1,064	....	45	713	645	86	51,627
	March, '80	33,026	31,205	112	....	148	976	1,321	276	67,064
	Year to Date '81	81,920	64,900	3,112	....	202	2,228	2,123	264	154,749
	Year to Date '80	95,493	100,218	656	....	449	3,282	3,894	893	204,885
(Memo Units) #	**March, '81**	12,003	6,151	....	....	....	....	....	....	18,154
	March, '80	15,702	9,169	....	....	....	....	....	....	24,871
	Year to Date '81	32,412	17,868	....	....	....	....	....	....	50,280
	Year to Date '80	46,014	30,762	....	....	....	....	....	....	76,776
DIAMOND REO	**March, '81**	....	....	....	....	....	....	....	16	16
	March, '80	....	....	....	....	....	....	....	10	10
	Year to Date '81	....	....	....	....	....	....	....	35	35
	Year to Date '80	....	....	....	....	....	....	....	23	23
DODGE	**March, '81**	8,439	5,644	27	....	....	....	....	....	14,110
	March, '80	8,485	11,407	496	83	....	....	....	....	20,471
	Year to Date '81	22,785	15,323	114	1	....	....	....	....	38,223
	Year to Date '80	22,579	33,746	1,144	91	....	....	....	....	57,560
(Memo Units) #	**March, '81**	5,446	3,114	2	....	....	....	....	....	8,562
	March, '80	5,891	7,098	66	....	....	....	....	....	13,055
	Year to Date '81	14,458	8,568	12	....	....	....	....	....	23,038
	Year to Date '80	15,199	21,071	298	....	....	....	....	....	36,568
FORD	**March, '81**	19,811	33,588	....	....	....	948	1,990	631	56,968
	March, '80	21,830	39,582	48	....	....	1,691	2,829	1,246	67,226
	Year to Date '81	54,739	96,758	....	....	....	3,183	5,894	1,956	162,530
	Year to Date '80	64,102	127,287	182	....	....	4,369	7,069	3,551	206,560
(Memo Units) #	**March, '81**	8,256	10,459	....	....	....	....	....	....	18,715
	March, '80	9,322	12,034	....	....	....	....	....	....	21,356
	Year to Date '81	21,710	29,612	....	....	....	....	....	....	51,322
	Year to Date '80	27,589	39,432	....	....	....	....	....	....	67,021
FREIGHTLINER	**March, '81**	....	....	....	....	....	....	....	717	717
	March, '80	....	....	....	....	....	....	....	1,073	1,073
	Year to Date '81	....	....	....	....	....	....	....	1,837	1,837
	Year to Date '80	....	....	....	....	....	....	....	3,033	3,033
VOLVO	**March, '81**	....	....	....	....	....	8	59	35	102
	March, '80	....	....	....	....	....	....	43	1	44
	Year to Date '81	....	....	....	....	1	8	154	105	268
	Year to Date '80	....	....	....	....	....	....	157	34	191
GMC	**March, '81**	4,578	5,826	4	....	70	498	864	706	12,546
	March, '80	4,397	8,485	....	....	49	1,311	1,413	1,356	17,011
	Year to Date '81	13,349	16,529	4	....	143	1,491	2,455	2,193	36,164
	Year to Date '80	12,944	27,318	1	....	131	2,582	4,177	4,028	51,181
(Memo Units) #	**March, '81**	717	1,502	....	....	....	....	....	....	2,219
	March, '80	885	2,579	....	....	....	....	....	....	3,464
	Year to Date '81	2,001	3,881	....	....	....	....	....	....	5,882
	Year to Date '80	2,685	7,773	....	....	....	....	....	....	10,458
INTERNATIONAL	**March, '81**	....	238	....	....	....	1,193	1,706	1,456	4,593
	March, '80	....	1,272	....	....	....	779	1,023	1,416	4,490
	Year to Date '81	....	1,018	....	....	....	4,567	4,824	4,482	14,891
	Year to Date '80	....	4,529	....	....	....	3,417	4,034	4,846	16,826
(Memo Units) #	**March, '81**	....	....	....	....	....	....	....	....	....
	March, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
JEEP	**March, '81**	2,204	1,404	....	....	....	....	....	....	3,608
	March, '80	4,494	2,557	....	....	....	....	....	....	7,051
	Year to Date '81	6,408	5,078	....	....	....	....	....	....	11,486
	Year to Date '80	13,816	9,604	....	....	....	....	....	....	23,420
(Memo Units) #	**March, '81**	2,204	1,025	....	....	....	....	....	....	3,229
	March, '80	4,494	1,912	....	....	....	....	....	....	6,406
	Year to Date '81	6,408	3,765	....	....	....	....	....	....	10,173
	Year to Date '80	13,816	7,160	....	....	....	....	....	....	20,976
KENWORTH	**March, '81**	....	....	....	....	....	....	....	780	780
	March, '80	....	....	....	....	....	....	....	1,123	1,123
	Year to Date '81	....	....	....	....	....	....	....	2,297	2,297
	Year to Date '80	....	....	....	....	....	....	....	3,284	3,284
MACK	**March, '81**	....	....	....	....	....	92	8	1,403	1,503
	March, '80	....	....	....	....	....	27	....	1,949	1,976
	Year to Date '81	....	....	....	....	....	241	18	3,992	4,251
	Year to Date '80	....	....	....	....	....	27	....	5,522	5,549
PETERBILT	**March, '81**	....	....	....	....	....	....	....	510	510
	March, '80	....	....	....	....	....	....	....	678	678
	Year to Date '81	....	....	....	....	....	....	....	1,335	1,335
	Year to Date '80	....	....	....	....	....	....	....	2,029	2,029
PLYMOUTH	**March, '81**	1,235	363	....	....	....	....	....	....	1,598
	March, '80	2,119	847	....	....	....	....	....	....	2,966
	Year to Date '81	3,442	1,058	....	....	....	....	....	....	4,500
	Year to Date '80	5,431	2,445	....	....	....	....	....	....	7,876
WESTERN STAR	**March, '81**	....	....	....	....	....	....	....	79	79
	March, '80	....	....	....	....	....	....	....	164	164
	Year to Date '81	....	....	....	....	....	....	....	191	191
	Year to Date '80	....	....	....	....	....	....	....	305	305
WHITE	**March, '81**	....	....	....	....	....	....	....	217	217
	March, '80	....	....	....	....	....	....	....	476	476
	Year to Date '81	....	....	....	....	....	....	....	787	787
	Year to Date '80	....	....	....	....	....	....	....	1,385	1,385
MISCELLANEOUS*	**March, '81**	26,101	407	1	1	....	254	105	87	26,956
	March, '80	26,783	....	....	1	4	310	136	174	27,408
	Year to Date '81	64,757	766	1	2	3	754	331	272	66,886
	Year to Date '80	74,456	1	3	4	11	857	414	417	76,163
TOTALS	**March, '81**	90,911	68,001	1,096	1	115	3,706	5,377	6,820	176,027
	March, '80	101,134	95,355	656	84	201	5,094	6,765	10,111	219,400
	Year to Date '81	247,400	201,430	3,231	3	349	12,472	15,799	20,046	500,730
	Year to Date '80	288,821	305,148	1,986	95	591	14,534	19,745	29,812	660,732

★—No registrations for Oklahoma, 1981 and 1980; District of Columbia, March, 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino, Blazer and LUV; Dodge and Plymouth compact trucks; Ford, Econoline, Bronco and Courier; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, Mercedes-Benz, Hendrickson, Oshkosh, etc.

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Automotive News

But market penetration sets a record

Import registrations dip for month

Registrations of new imported cars in January were down from year-ago levels, but their market penetration was a record for the month. That happened because registrations of domestic cars declined at an even greater rate.

Registrations of new imported cars in January totaled 174,242, down 14.29 percent from 203,302 in 1980, according to figures compiled by R. L. Polk & Co.

Import penetration of the January new-car market was 27.38 percent, just edging by the former (1980) record of 27.00 percent. Total import and domestic registrations for the month were 636,488, compared with 753,106 the preceding year.

Four of the top five imports increased their shares of the imported-car segment of the market; Datsun was the only one to come up short.

Toyota, again number one, was up 0.23 percentage points to 23.78 percent from 23.55 percent, although its actual numbers were down to 41,427 from 47,887 last year. Second-place Datsun was down 2.52 percentage points, to 18.02 percent from 20.54 percent.

Honda helped itself to 16.52 percent of the import segment, up 2.61 percentage points from 13.91 percent. Volkswagen had 9.62 percent, up 0.60 percentage points from 9.02 percent, and Mazda was up 1.19 percentage points to 8.22 percent from 7.03 percent.

VW registrations include both imported cars and those produced in this country by Volkswagen of America.

Subaru's share increased to 5.40 percent in January from 4.90 percent a year earlier. Mercedes-Benz squeezed past its year-ago share, to 2.37 percent from 2.27 percent. Volvo, earning 2.14 percent, and Audi with 1.66 percent, were eighth and ninth in ranking this year whereas they were not among the top 10 in 1980. Arrow/Champ was 10th, with 1.57 percent of the import total, down 1.20 percentage points from 2.77 percent last year.

The top 10 imports accounted for 89.30 percent of the January registrations, compared with 89.85 percent a year earlier.

By country of origin, Japan continued its firm grasp of more than three-quarters of the import market segment, with 75.94 percent of the total, down slightly from 76.31 percent a year earlier.

German penetration remained stable, with 17.76 percent this January compared with 17.59 percent in 1980. France increased its share to 1.92 percent from 1.20 percent, while British imports slipped to 0.60 percent from 0.84 percent.

The Italian segment of the import market dropped to 1.09 percent from 1.52 percent a year ago. Passenger cars from Sweden accounted for 2.69 percent of import registrations, up from 2.54 percent.

Registrations by country of origin in January with year-earlier figures in parentheses were: Japan, 132,321 (155,130); Germany, 30,972 (35,770); Sweden, 4,684 (5,167); France, 3,335 (2,433); Italy, 1,887 (3,097), and Great Britain, 1,043 (1,705).

Registrations of imported light trucks in January totaled 31,587, down 27.50 percent from 43,574 a year earlier.

Registrations of imported trucks in January by nameplate with year-earlier figures in parentheses were: Toyota, 7,995 (11,341); Datsun, 6,495 (8,979); Chevrolet LUV, 5,134 (8,275); Ford Courier, 4,613 (6,640), and others, 7,350 (8,339).

IMPORT REGISTRATIONS SHARES IN U. S.

JANUARY

	Regis. Jan., 1981	Percent Share of Market	Regis. Jan., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	41,427	23.78	47,887	23.55	+ 0.23
Datsun	31,392	18.02	41,759	20.54	— 2.52
Honda	28,780	16.52	28,288	13.91	+ 2.61
Volkswagen	16,768	9.62	18,339	9.02	+ 0.60
Mazda	14,326	8.22	14,295	7.03	+ 1.19
Subaru	9,412	5.40	9,966	4.90	+ 0.50
Mercedes-Benz	4,129	2.37	4,612	2.27	+ 0.10
Volvo	3,738	2.14	... ...	....	......
Audi	2,896	1.66	....	....	......
Arrow/Champ	2,731	1.57	5,626	2.77	— 1.20
All Others	18,643	10.70	20,633	10.15	+ 0.55
TOTAL	174,242	....	203,302	....	......
Share of U. S. Total	....	27.38	....	27.00	+ 0.38

Registrations not available for Oklahoma, delayed for Maine, New Hampshire and Hawaii.

Jim Foreman expands

SPRINGFIELD, O.—Jim Foreman, president of Jim Foreman Pontiac-Datsun, has built a new showroom adjacent to his other facilities. The 1,200-square-foot, $85,000 structure will be used to display Datsuns.

Sale of 'as is' used cars proposed in Massachusetts

BOSTON. — Used cars could be sold "as is" if they cost $1,200 or less, under a bill filed in the Massachusetts Legislature by Senator Philip L. Shea, of Lowell.

But State Consumer Affairs Secretary Eileen Schnell is bitterly opposed to the proposal, noting that only four states allow the suspension of implied warranty in the sale of used cars. They are Kansas, Maryland, Mississippi and West Virginia.

"Why should we leave the company of those states that are in the forefront of protection of consumers in this area?" she asked during a hearing.

Shea has said that he hopes in future bills to increase the dollar amount to perhaps $3,000 under which a car could be sold "as is."

Shea's current bill is being supported strongly by the Massachusetts State Automobile Dealers Assn. in a plan under which a car would be clearly marked to be sold "as is" with no implied warranty.

Shea claimed the bill would benefit the consumer through an increase in affordable cars. He said it would help the dealers since they would not have to spend a lot of money reconditioning cars, and thus add that cost to the price of the vehicle.

Senator Samuel Rotondi, of Winchester, sought to have the bill killed or tabled. He said that to let the bill go through in its present state would give the dealers no incentive to take care of safety-related repairs.

Shea has been pushing his bill for several years, and each time it has failed to make the grade.

Plaza Motor Co. opens its doors

The opening of Plaza Motor Co. in Creve Coeur, Mo., was recognized officially as Mayor Dielman cut the ceremonial ribbon. Participants before the new showroom full of Mercedes-Benz, Porsche and Audi passenger cars are, from left: Fred Saur, Plaza Motor Co. president; Don Moeller, Graystone Construction Co.; Lou Chiodini, architect with Chiodini & Associates, and F. A. Pandjiris, dealership general manager.

What's The
Automotive World
Coming To?
☐
FIND OUT —
TURN TO PAGE 52

42 pct. lower than 1979 levels

3-month truck registrations dive

Continued from Page 10

slump after the first quarter that year.

Group 1 tallies through March were down 14.8 percent, from 290,526 in 1980 to 247,400, while the Group 2 total of 201,430 units was off 34.1 percent from last year's 305,866.

In 1979, there were 299,041 Group 1 registrations and 477,564 in Group 2.

Medium-truck registrations in the first three months were down 15.9 percent from a year ago and 66 percent below the total through March in 1979.

This year, the count was 12,824, compared with 15,247 last year and 37,685 two years ago.

Only three Group 3 trucks were registered in the first three months, as against 95 a year ago and 3,899 in 1979. Again, the drastic downturn reflected the slump in the RV business.

Group 5 tallies totaled 349, down 41 percent from the year earlier 592, and the Group 6 count was 14.3 percent lower, 12,472 versus 14,560. Two years ago, there were 579 Group 5 registrations and 33,207.

Heavy-truck registrations for the three months totaled 35,845 units, a decline of 27.8 percent from the 49,631 tallied a year ago. In 1979, the total was 48,336.

Group 7 tallies were down 20.2 percent, from 19,791 a year ago to 15,799, and the Group 8 count was off 32.8 percent to 20,046 units, compared with 29,840 last year.

Two years ago, the Group 7 total was 10,852, and the Group 8 figure 37,484.

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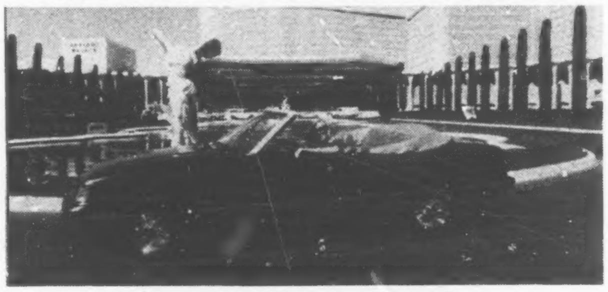

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Ferrari added

ST. LOUIS.—Brentwood Volvo has added the Ferrari line.

Exchanging views

Although they voiced some sharply contrasting views at a "grass roots" auto seminar in Elmira, N. Y., industry figures shared a joke, as well. From left, are NADA President Wendell Miller, AIADA President Robert McElwaine and Ford Vice President Wayne Smithey.

Rural N. Y. dealers stage day-long seminar

'Grass roots' hears industry issues

ELMIRA, N. Y.—Eleven dealers in rural, upstate New York attracted major auto industry figures and 140 participants for a one-day "grass roots" seminar on where the industry is headed.

The Chemung County Auto and Truck Dealers Assn. organized what it called The Elmira Conference, which attracted dealers, lessors, potential customers and industry representatives from New York and northern Pennsylvania.

NADA President Wendell Miller told the group the current auto trauma appears to be temporary, and he predicted the rest of the decade will be an "exciting and innovative period" because of new products. It will be very profitable for dealers who survive, he predicted.

Inflation and high interest rates are serious deterrents to his optimistic forecast, Miller said. He pointed to the sharp breach between dealers and factory over prices.

On the most recent General Motors price increase, Miller said: "It was totally irresponsible and the timing was ridiculous—coming just as the Administration was on the verge of announcing what it was going to do for the auto industry."

Robert McElwaine, president of the American International Automobile Dealers Assn., reported on the resentment he witnessed in Japan because the Japanese saw no evidence of the U. S. industry making sacrifices while it was demanding import restraints.

Wayne Smithey, Ford Motor Co. vice president of Washington affairs, outlined his company's stance on the Japanese issue and called for changes in the emissions regulations.

Barry W. David, manager — national dealer lease and finance, GMC Truck & Coach Division, outlined the pros and cons of leasing and truck rental.

Patrick A. Brescia, Northeastern Regional sales manager, Ford Division, took a look at the future of the auto and the demographics of auto buyers.

Truckers report on fuel savings

Continued from Page 10

states currently banning 65-foot twin trailers were to permit their operations, she noted, and savings of 51 million gallons would be possible if Arkansas, Illinois, Indiana, Missouri and Tennessee raised their weight limits to the 80,000 pounds that is the federal standard.

She said the ATA is completing a study that is expected to show that for comparable freight movements, the relative energy efficiency of rails to trucks is 1.3 to 1 for fuel-efficient tractor semitrailers at 80,000 pounds, and 1.2 to 1 for fuel efficient twin-trailers at 80,000 pounds.

Heavy-truck registrations rise, but not to 1980 level

Continued from Page 10

fewer than the 48,336 units registered in the first quarter of 1979, the best year ever for heavy trucks.

Group 7 tallies in March totaled 5,377 units, down 20.5 percent from the year-earlier 8,765. The three-month count was off 20.2 percent to 15,799 units, compared with 19,791 in the same period in 1980.

March registrations of Group 8 trucks were off 32.5 percent, from 10,111 units a year ago to 6,820. Through March, the total was 20,046, a decline of 32.8 percent from last year's first quarter.

International's three-month total of 9,306 registrations accounted for almost 26 percent of the industry total, compared with 17.92 a year ago on 8,880 tallies. International's share was up 8.04 percentage points over a year ago.

No. 2 Ford, the industry leader in 1980, had 7,850 tallies through March, down 26 percent from last year's 10,620 units. Despite the slump in registrations, Ford's penetration was up 0.47 points.

The biggest losses in penetration were suffered by GMC and Chevrolet.

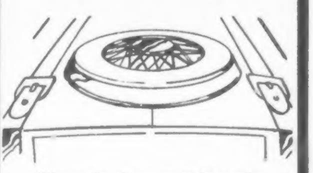
GMC's share of the industry total in the first quarter dropped 3.59 points, from 16.56 percent in 1980 to 12.97 percent. Chevrolet acounted for only 6.66 percent of the total this year, down three points from the year-earlier 9.66 percent.

'Steal-on-order' ring broken in Boston

BOSTON.—Police have broken another "steal-on-order" car-theft ring in Boston.

Nine people, including two former federal police officers at the U. S. Capitol, were arrested after the Suffolk County Grand Jury handed down secret indictments charging them with participating in a luxury-car theft ring. Investigators recovered $130,000 worth of expensive cars, including a BMW, a Cadillac and a Mercedes-Benz.

Spare the Car And Spoil the Owner



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For More Information

See Page 52

Group calls for federal funds

Highway repair needed for growth, HUF says

WASHINGTON. — America can't have a first-class economy with a second-class highway system, a spokesman for the Highway Users Federation told House and Senate subcommittees.

Completion and preservation of the Interstate System and funding for primary highways and bridge repairs should be federal priorities, J. C. Landen, HUF chairman told a subcommittee of the House Public Works and Transportation Committee. His remarks, concerned HR 3210, a proposed one-year highway bill.

Limited dollars make it "essential to concentrate on those facilities of greatest use to the greatest number of travelers, shippers and carriers," Landen said.

He urged permanent extension of the Highway Trust Fund, which finances some federal-aid highway projects.

Landen said HUF supports proposed highway funding ceilings to help stabilize the national economy and reduce inflation.

He called the bill "a needed first step to keep the federal-aid program moving at a responsible level while long-range highway policy is reviewed in greater detail."

Landen expressed reservations over proposed changes to the Interstate 3-R apportionment formula, which provides funds to resurface, restore and rehabilitate deteriorated segments of the system.

"Changing the apportionment formula for a one-year period may prove counterproductive," he said.

Landen's remarks were expanded in testimony before the Transportation Subcommittee of the Senate Committee on Environment and Public Works, concerning long-term highway funding proposals.

Landen said "completing and preserving the Interstate System is the single most important federal highway obligation."

He supported stabilizing future cost estimates by adhering to the mileage, design concepts and other construction features in the 1981 Interstate Cost Estimate. He recommended Congress set a 1990 goal to fully repair all bridges on federal-aid highway systems.

Landen also testified in favor of more funding for Interstate upgrading and preservation, proposing that the federal share be increased from 75 to 90 percent.

Consolidated highway safety programs would simplify and streamline delivery of federal-aid funds, as well as provide more state flexibility in dealing with safety problems, Landen said.

HUF is a coalition of businesses, industries and associations.

DeLorean backs federal aid on R&D for small business

WASHINGTON.—John Z. DeLorean, a bit of an innovator himself, thinks Congress has a good idea in proposed legislation that would require federal agencies with research and development budgets of more than $100 million to earmark one percent of those funds for small business.

Introduced by Republican Senators Lowell Weicker Jr., of Connecticut, and Warren Rudman, of New Hampshire, the bill's intent is to use small, innovative firms more effectively in federal research and development and to attract private capital necessary to get new technologies developed with federal funds into the marketplace.

Robert Benjamin, a director of DeLorean Motor Co., said he had been asked by DeLorean to express to the Senate Committee on Small Business his strong support for the measure because "he fervently believes that small business holds the key to future innovation in this country."

Benjamin said innovators are frequently punished in large corporations for threatening the position of their bosses and frequently suffer in small businesses for lack of funds to carry their ideas to fruition.

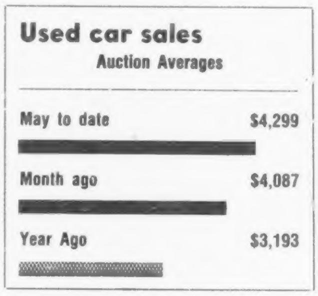
"Inadequate access to private capital and delays in obtaining or unavailabiilty of government financing results in many of this country's most promising new ideas never being added to society's pool of industrial arts knowledge," Benjamin said.

"I believe this legislation is a step forward toward encouraging American small businessmen to bring into production innovations that might otherwise die on the vine," he said.

Insurer offers rewards for stolen-car recovery

HARTFORD. -- Aetna Life & Casualty Insurance Co., which was involved in auto theft in 1980 to the whopping total of $25 million, is offering cash awards to company employes identifying insured, abandoned vehicles that are recorded as stolen by the National Automobile Theft Bureau.

Any of Aetna's 38,000 employes providing information leading to recovery of a stolen vehicle insured for theft by AL&C will get a $50 reward. A reward of $25 will go to those involved in recovery of a stolen vehicle theft-covered by another insurance company.



Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1981	$7,527	$8,014	$8,432
1980	5,683	5,872	5,698
1979	4,852	4,807	5,001
1978	3,799	3,748	3,681
1977	3,076	2,866	2,888
1976	2,243	2,144	2,226
1975	1,663	1,605	1,525
1974	1,404	1,358	1,347
Overall Average	$4,299	$4,116	$4,076

EPA fuel snafu scratches '81 Volvo diesel for U.S.

WASHINGTON. — For want of a little extra time, Volvo will not have any diesels to sell in the U. S. this model year.

The company had wanted to certify its popular diesel model for all 50 states this year but ran into problems at the EPA testing facility in Ann Arbor, Mich., not for failing to meet the requisite emission standards but because of calibration problems.

The 1981 Volvo diesel met the emission standards at Volvo's laboratory and at an independent laboratory but not at EPA's. A lot of head scratching and refiguring eventually showed the problem to lie with EPA's test fuel but by then the company had missed the "build window" on the car for the 1981 model year.

Volvo of America sold approximately 5,000 diesel-powered models in the U. S. in 1980 despite entering the market late in the year. It has a few left over and is portioning these out to its dealers but concedes it will be out of diesels for some time.

According to a spokesman for the company, no new diesels will be available until late September or early October.

The company decided to skip the 1981 model year and introduce the cars as 1982 models. The new cars will be somewhat more fuel efficient and, while not drastically different from their predecessors, will be somewhat better appointed.

factories list auction dates

American Motors

May 27—Southern Auto Sales, St. Main St., Warehouse Point, Conn.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

May 28—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

May 29—Concord Auto Auction, Hosmer St., Acton, Mass.

AMC sales are open to all dealers.

Chrysler Corp.

May 27—Columbus Fair Auto Auction, Obetz (Columbus), O.

May 28—Big "H" Auto Auction, Houston.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

May 27—Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

used-car auction directory

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Domestic makers schedule 160,398 cars

Auto production declines for week

By Patricia Hoffman
Staff Writer

U. S. auto production last week slipped below the previous week's total, the first such decline this month. The week's total, however, remained above the comparable 1980 week's output.

The domestic manufacturers scheduled 160,398 cars last week, down 6.98 percent from the 172,443 built in the previous week, but up 33.86 percent from 119,827 completed in the comparable week last year.

So far this year, the makers have built 2,729,857 autos, down a slight 1.62 percent from the 2,774,920 assembled through May 24, 1980.

Breakdown for last week by company is: General Motors, 62.28 percent of production; Ford Motor, 22.29 percent; Chrysler Corp., 10.91 percent; Volkswagen of America, 2.59 percent; American Motors, 1.87 percent and Checker Motors, 0.06 percent.

Daily overtime was scheduled last week at Ford's Dearborn, Wixom, Metuchen, Wayne, Louisville, Kansas City and Atlanta plants.

The Louisville, Kansas City and Atlanta assembly plants also worked last Saturday.

Overtime is slated this week at 10 assembly plants.

Chrysler's Belvidere, Jefferson and Newark points will all work nine-hour shifts this week (May 25).

Ford's Atlanta, Dearborn, Metuchen, Wayne, Wixom, Louisville and Kansas City plants are on overtime schedules this week with Kansas City, Atlanta and Wayne also working Saturday (May 30).

VWoA has scheduled production cuts at its Westmoreland plant effective June 8. It will be the first production cut for the U. S. car plant since it began building Rabbits in 1979.

Output at the plant will be reduced from 1,120 units per day to 752 per day, and 240 workers will be put on indefinite layoff.

The plant will be down the week of June 1 in preparation for the cuts.

GM's Detroit (Cadillac) point will resume two-shift operations tomorrow (May 26).

Pirelli and Dunlop Tire split after years of drifting

By Jan P. Norbye
Staff Correspondent

The vagueness of their formula for cooperation, which is now in its 10th year, is perceived as the major cause for the split between Dunlop and Pirelli.

Their failure to have reached agreement in advance on how to deal with business setbacks, outside partners and financing of new product development always posed a grave menace to the stability of the union. In recent times, Pirelli's dissatisfaction with the arrangement led to new negotiations, which ended with the breakup of the partnership instead of its reinforcement.

One major point of contention of Dunlop's refusal to invest in the jointly owned Industrie Pirelli, leaving the Italian firm to shoulder the full financial burden of defending its place in the industry. As a result, Dunlop's share of the joint subsidiary dwindled from 50 to 19 percent.

The Dunlop parent company has also undergone something of an identity change. In September, 1980, Malaysian interests acquired Dunlop shares, giving them a 28-percent interest in the business (perhaps more), according to some sources.

Pirelli reacted by selling off a big part of its holdings in Dunlop, Ltd. The Pirelli parent company now owns 58 percent of Industrie Pirelli, having raised its capital stock a year ago by ceding a 23-percent stake to a consortium of creditors under Mediobanca leadership.

Now Pirelli will buy back Dunlop's share in Industrie Pirelli for an amount of 19.6 million pounds sterling, payable by the end of the 1981 calendar year.

Truck production declines but tops year-ago week

U. S. truck production last week fell below the previous week's output, but the total was substantially above that of the comparable 1980 week.

The truck makers slated 37,385 units last week, down 11.32 percent from 42,155 trucks completed in the previous week, up 46.30 percent from 25,544 units built in the comparable week last year.

So far this year, the truck makers have completed 715,345 units, down slightly from the 716,830 trucks built through May 24, 1980.

Downtime was slated last week (May 18) at two assembly plants. General Motors' Flint point was down for one week for inventory adjustments and American Motors' Toledo assembly point also was idle.

Chrysler's Warren truck plant will work a daily nine-hour shift this week (May 25).

Ford Motor scheduled daily overtime last week at its Kentucky truck point. The plant also is slated to work next Saturday (May 30).

Also at Ford, daily overtime is slated this week (May 25) at the Ohio truck plant.

Volkswagen of America has scheduled downtime at its Westmoreland truck assembly point for one week beginning June 1. When the plant resumes operations June 8, production of its pickups will be cut from 280 units per day to 188 per day. The production cut will put 60 workers on indefinite layoff.

Canadian output drops again in short work week

Canadian auto production during the shortened holiday week last week fell below the previous four-day week's output. The total for the week, however, rose above the comparable 1980 week's total.

The Canadian auto makers slated 18,219 units last week, a drop of 9.40 percent from the 20,109 built in the previous week, but up 19.71 percent from 15,219 completed in the comparable 1980 week.

The Canadian truck makers built an estimated 9,822 units during last week's holiday week, a drop of 12.90 percent from 11,276 in the previous shortened week, and down 1.96 percent from the 10,018 trucks completed in the comparable week last year.

Year-to-date, the truck makers have assembled 226,145 units, down 2.92 percent from the 232,951 trucks built through May 24, 1980.

Chrysler Corp.'s Windsor car assembly plant, down since May 11, will resume June 1, adding a second shift to begin production of the Chrysler LeBaron, Dodge Diplomat, and Plymouth Caravelle. With the additional shift, workers will be recalled from indefinite layoff.

American Motors scheduled overtime last week at its Brampton assembly point, making it the third consecutive week of 10-hour daily shifts at the plant.

Ford Motor scheduled daily overtime last week at one car and one truck assembly point.

Ford's St. Thomas car plant worked overtime last week and will continue on overtime schedules this week (May 25).

Also on overtime last week was Ford's Oakville truck point.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 23, 1981	Week Ended May 24, 1980	Week Ended May 16, 1981	May to Date	Jan. 1 to May 24, 1980	Jan. 1 to May 23, 1981
CHEVROLET	10,349	4,305	13,325	36,560	225,660	232,308
DODGE/PLYMOUTH	2,500	3,800	2,971	8,433	62,202	36,590
FORD	15,586	10,000*	16,131	49,161	262,218*	258,915
GMC	3,230	2,242	4,277	11,900	71,326	78,186
INTERNATIONAL	1,690	2,820	1,430	3,573	12,133	29,139
VOLKSWAGEN	1,040	625	1,031	3,359	11,695	19,306
MACK	....	450	....	....	11,240	....
JEEP	1,500*	....	1,500*	4,800*	35,833*	34,986*
AMC CORP.	90*	284*	90*	288*	3,570*	1,715*
WHITE	....	128	....	....	3,193	....
MISCELLANEOUS	1,400*	900*	1,400*	4,480*	17,760	24,200*
Total Trucks, U. S.	37,385	25,554	42,155	122,554	716,830	715,345

CANADIAN TRUCK PRODUCTION

	Week Ended May 23, 1981	Week Ended May 24, 1980	Week Ended May 16, 1981	May to Date	Jan. 1 to May 24, 1980	Jan. 1 to May 23, 1981
CHRYSLER CORP.	1,600	832	1,987	6,059	16,251	29,304
FORD MOTOR	2,810	3,140	3,697	11,579	80,403	69,335
GENERAL MOTORS	5,216	4,752	5,342	18,537	116,905	122,536
AMERICAN MOTORS	....	744	....	....	11,015	....
INTERNATIONAL	196	440	250	743	5,959	4,970
MACK	....	45	....	....	1,102	....
WHITE	....	65	....	....	1,316	....
Total Trucks, Canada	9,822	10,018	11,276	36,918	232,951	226,145
N. American Trucks	47,207	35,572	53,431	159,472	949,781	941,490

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended May 23, 1981	Week Ended May 24, 1980	Week Ended May 16, 1981	May to Date	Jan. 1 to May 24, 1980	Jan. 1 to May 23, 1981
AMERICAN MOTORS	3,000*	2,978*	3,000*	9,160*	74,475*	43,854*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	17,500	16,850	20,617	60,112	274,989	335,661
Plymouth Total	9,900	8,050	12,046	34,385	126,370	171,001
Horizon	3,900	3,300	4,296	13,194	66,238	64,772
Reliant	6,000	....	7,750	21,168	....	96,642
Volare	....	3,400	....	....	46,817	....
Caravelle	....	550	....	23	3,126	2,139
Gran Fury	....	800	....	....	10,189	7,448
Chrysler Total	....	2,150	....	271	35,492	22,098
LeBaron	....	1,900	....	271	27,171	17,236
Chrysler	....	250	....	....	8,321	4,862
Dodge Total	7,600	6,650	8,571	25,456	113,127	142,562
Omni	2,700	2,800	3,501	10,230	58,565	49,326
Aspen	....	2,300	....	....	33,497	....
Aries	4,900	....	5,070	15,155	....	76,910
Diplomat	....	1,000	....	71	12,756	12,644
St. Regis	....	550	....	....	8,309	3,682
FORD MOTOR	35,746	25,155	36,931	112,386	548,375	579,781
Ford Division	23,571	18,655	24,351	74,714	398,338	398,956
Escort	6,619	....	6,862	21,679	....	152,227
Pinto	....	3,300	....	....	41,898	....
Fairmont	5,167	6,400	6,052	18,515	116,320	84,523
Must./Must. II	4,846	4,000	4,312	14,187	109,040	63,780
Granada	2,670	3,000	2,611	6,037	32,515	32,446
Thunderbird	2,154	....	2,155	6,982	58,317	30,245
Ford	2,115	1,955	2,359	7,314	40,248	35,735
L-M Division	12,175	6,500	12,580	37,672	150,037	180,825
Mercury Total	10,125	5,100	10,530	31,153	133,792	153,583
Bobcat	....	600	....	....	8,876	....
Lynx	2,286	....	2,278	7,336	....	52,426
Capri	1,970	1,300	2,032	6,293	32,282	21,291
Zephyr	1,851	2,100	2,049	6,070	38,728	24,018
Cougar/Monarch	1,651	1,100	1,753	3,873	10,044	16,679
XR-7	1,072	....	1,096	3,387	20,978	12,898
Mercury	1,295	....	1,322	4,194	22,884	26,271
Lincoln Total	2,050	1,400	2,050	6,519	16,245	27,242
Lincoln	1,025	600	1,026	3,260	6,010	13,171
Mark VI	1,025	600	1,024	3,259	8,174	14,071
Versailles	....	200	....	....	2,061	....
GENERAL MOTORS	99,892	70,384	107,637	313,466	1,792,851	1,690,669
Buick Division	19,412	16,859	21,451	66,037	357,449	389,197
Skylark	5,263	4,194	5,885	17,862	95,819	106,304
Century	2,430	4,060	2,518	8,718	78,590	74,385
Regal	7,047	4,860	7,944	23,501	92,847	114,686
Buick	3,306	3,745	3,696	11,531	69,115	69,044
Riviera	1,366	....	1,408	4,425	21,078	24,778
Cadillac Division	4,301	2,145	4,254	14,044	93,050	112,071
Cimarron	241	....	123	582	....	761
Seville	465	....	477	1,495	16,725	12,048
Eldorado	1,475	....	1,525	4,771	23,492	27,453
Cadillac	2,120	2,145	2,129	7,196	52,833	71,809
Chevrolet Division	38,466	29,205	42,091	119,070	751,099	598,818
Chevette	7,603	6,885	8,263	23,547	188,659	131,296
Cavalier	3,857	....	2,138	8,141	....	11,341
Monza ('80)	....	4,130	....	....	69,572	....
Camaro	4,345	2,660	3,843	11,342	56,274	55,646
Citation	5,180	8,925	9,936	23,889	197,377	147,525
Malibu	8,061	2,815	8,155	24,062	113,323	112,385
Monte Carlo	4,220	990	4,519	12,592	50,240	58,565
Chevrolet	4,800	....	4,856	14,316	56,759	69,691
Corvette	400	800	381	1,181	18,895	12,369
Oldsmobile Division	22,379	13,063	24,548	67,273	343,798	396,593
Omega	3,288	2,213	3,260	9,974	50,780	63,406
Cutlass	11,585	4,800	13,062	39,063	166,974	196,685
Oldsmobile	6,336	6,050	7,022	14,757	107,878	115,559
Toronado	1,170	....	1,204	3,479	18,166	20,943
Pontiac Division	15,334	9,112	15,293	47,042	247,455	193,990
Acadian†	370	815	658	1,487	11,418	9,405
J2000	2,948	....	1,677	6,444	....	10,458
Sunbird ('80)	....	3,229	....	....	62,669	....
T1000	2,351	....	2,617	7,819	....	25,287
Firebird	2,615	1,420	2,280	7,140	37,932	25,106
Phoenix	2,525	2,746	2,903	8,919	57,428	49,272
Grand Prix	2,445	....	3,002	8,763	23,968	42,513
LeMans	1,720	676	1,830	5,345	23,331	25,731
Pontiac	360	226	326	1,125	30,709	6,218
VOLKSWAGEN	4,160	4,375	4,158	13,527	82,896	78,959
CHECKER	100*	85*	100*	300*	1,334	933*
Total Cars, U. S.	160,398	119,827	172,443	508,951	2,774,920	2,729,857

CANADIAN CAR PRODUCTION

	Week Ended May 23, 1981	Week Ended May 24, 1980	Week Ended May 16, 1981	May to Date	Jan. 1 to May 24, 1980	Jan. 1 to May 23, 1981
AMERICAN MOTORS	690	....	851	2,408	....	12,794
CHRYSLER CORP.	....	....	....	2,234	26,149	12,410
FORD MOTOR	6,344	5,266	7,423	22,535	105,561	85,965
GENERAL MOTORS	11,005	9,728	11,610	38,438	227,173	228,846
VOLVO	180	225	225	697	4,600	4,308
Total Cars, Canada	18,219	15,219	20,109	66,312	363,483	344,323
N. American Cars	178,617	135,046	192,552	575,263	3,138,403	3,074,180
N. American Trucks	47,207	35,572	53,431	159,472	949,781	941,490
North American Cars and Trucks	225,824	170,618	245,983	734,735	4,088,184	4,015,670

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Stretched cab

Jim Piegue

Making the mini more maximum

Chevrolet has developed a crew-cab version of its new S-10 mini-pickup, caught in this unofficial photo. It is expected to reach the market some time after the introduction this fall of the 1982 Chevrolet S-10 and GMC mini pickups. Those trucks will offer 108-inch and 118-inch wheelbase models with a 1.9-liter four-cylinder engine and four-speed transmission as standard. A 2.8-liter V-6 and automatic will be option. A five-speed overdrive option will be added later in the model year.

breaking news

Chrysler, AMC and VW in finance tieup

DETROIT. — Chrysler Financial Corp. will provide a "broad range of services related to automotive financing" for American Motors Financial Corp. and VW Credit, Inc. The Chrysler finance unit will make available automotive financing and insurance for the AMC and VW units through its home office and 100 branch offices. AMC and VW will fund and carry the receivables on their respective books. The new arrangement, due to be totally operational by the end of the year, will allow AMC, Renault, Jeep and VW dealers to have their own "in-house" finance sources. E. O. Grote, CFC president, said the company "is pleased" that it was "selected to provide the services for these two finance companies."

Benton succeeds Connors at Ford

DEARBORN. — William P. Benton has been named marketing vice president for Ford Motor Co., replacing Arthur B. Connors, who is retiring to become executive vice president of

See BREAKING NEWS, Page 8, Col. 1

Early returns favor J-car; some sticker shock noted

By Joseph Bohn
Marketing Editor

General Motors' J-cars were greeted by a generally strong public reception, but some dealers reported spotty sales and price resistance, attributed principally to a sluggish economy.

The new subcompacts—Chevrolet Cavalier, Pontiac J2000 and Cadillac Cimarron — went on sale May 21.

J-car sales in the Great Lakes and Eastern states, for example, where the auto market is flat, appeared to be weaker than in the Western and Southwestern areas, though even there the economy appears to be slowing.

Dealers are generally holding out for full sticker price, but in Detroit, some dealers have already begun discounting the new cars from $100 to $300.

Dealers and shoppers like the styling, quality and overall appeal of the J-cars, and there were reports of more import-owner shoppers, with a heavier mixture of women than ever before.

The only complaints were of price resistance in some cases and overall shortages of product which afflicted most dealers.

One Pontiac dealer, who asked to remain anonymous, thought GM was somewhat "arrogant in its pricing of the car." He felt GM's pricing generally was "showing up in Chrysler and Ford gaining momentum."

"We've got better products, but we're being out-merchandised," he said.

Added a Detroit-area Chevrolet dealer, "It's a nice car (Cavalier), but I wish it were a grand cheaper. People are looking for something cheap, no matter how well loaded it is."

Alex Poirier, sales manager for Bob Sellers Pontiac, Farmington Hills, Mich., said, "People love the car. They're very impressed with the quality," but added that his dealership, too, had encountered price resistance.

"I lost more deals on opening day than I wrote," he said. "People put deposits on the car, pending price announcements, then cancelled after they announced the prices." He had delivered two out of 10 J-cars and had orders for two more, as of mid-week.

- Jim Fresard Pontiac, Royal Oak, Mich., which sold nine of its 10 J-cars and had orders for 45 more, also encountered price resistance.

But Sales Manager Jim Waldron said he saved some of the early cancellations by pointing out to people these were '82 models and "they accepted this as an '82 price."

Waldron was encouraged by the speed at which his cars were moving out, based on discounts of $100 to $300 in some cases, and also the fact that not one had been back for a minor adjustment.

"To me, that incredible," he said. "Based on history, if something's wrong, they're back the next day. It's a pleasure to have had no complaints."

Price resistance even showed up a bit in Dallas, but came mainly from domestic-car owners "who are used to buying full-sized cars and don't understand the price" on J2000, observed Ray Hubbard, sales manager for Eagle Pontiac.

"People buying imports don't give us any static . . . Import buyers think it (J2000) is a bargain," Hubbard added.

He said he'd had three or four

Continued on Page 41, Col. 3

White House lethargy alarms Air Act movers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Congress in general—and Michigan Rep. John Dingell in particular—are expressing concern about the speed and the way the Reagan Administration is going about its plans to change the Clean Air Act.

While meetings have been held with affected parties and more are to occur, there is no consensus and the Administration plan—set for the end of June—may come so late that Congress cannot complete its work before the act expires Sept. 30. What has been happening is that desultory oversight hearings in both House and Senate have been held with no input from the Administration or EPA.

The Senate Committee has now announced hearings on June 23 and 25 to deal with auto emission standards, ones which the industry wants eased. The National Commission on Air Quality recommendations—one of which is to relax carbon monoxide requirements—are all in place. So are the published desires of the industry to average emissions across the fleet—various "bubble" concepts.

Meanwhile, the Administration is considering some kinds of drastic overhauls — in opposition to statements from both Senate and House chairmen that the Act needs "fine tuning" but not major changes.

The Administration is considering a "two-car" strategy within the White House itself. Another group, headed by Interior Secretary James Watt, is addressing problems of the auto industry but so also is a group of deregulators headed by Vice President George Bush and so is yet another team within the Office of Management and Budget.

- All this confusion and delay has caused Dingell to complain that the White House is jeopardizing the Congressional schedule. Both stationary source industries as well as the auto industry, Dingell notes, have "serious time constraints placed on them which affect manufacturing and construction planning and costs and, of course, jobs."

He urges the Administration to make its proposals in early June, especially since new EPA head Ann Gorsuch has been confirmed. Dingell is also concerned about reports that the Administration's clean air pol-

Continued on Page 41, Col. 5

With pact to buy diesels, develop new car for 1986

Chrysler moves a big step nearer to Peugeot

By Edward Lapham
Financial Editor

Chrysler Corp. last week took another step toward securing its future by agreeing to purchase Peugeot diesel engines and jointly develop a compact car for 1986 for the French auto maker.

The companies called the agreement "a further step in the implementation of the principles covered in the February, 1980, letter of intent to develop long-term industrial and commercial cooperation between the two groups."

The agreement, under which Chrysler will buy 450,000 high-performance 1.9-liter four-cylinder engines over a 5-year period beginning in the '84 model year, is in addition to an agreement to purchase 1.6-liter gasoline engines from Peugeot.

Chrysler sold its European subsidiaries to Peugeot in 1978 for $230 million cash plus 1.8 million shares of Peugeot stock. The stock is now security for a $100 million loan made by Peugeot as part of Chrysler's federally approved survival plan.

"Other than Ford and General Motors, Chrysler now becomes the first three-legged stool, with one leg in the U. S., one in Europe and one in Japan," said John Muir & Co. auto analyst Arvid Jouppi. "Chrysler, Peugeot and Mitsubishi have become world contenders.

"They have realized that if you're not strong enough to conquer the world yourself, you need to form an alliance."

The analyst said Chrysler, which has about a 15 percent equity in both Mitsubishi and Peugeot, is in a strengthened position because it will be acquiring product and technology from Europe and Japan.

"Chrysler is not only a leg on the stool, it also can play umpire and put Mitsubishi and Peugeot in head-to-head competition for access to the Chrysler dealer group," he said.

- He said he was "not surprised" that there was no mention of cash to Chrysler even though the U. S. auto maker did recently secure a pledge from Mitsubishi for cash plus technology and products in exchange for allowing the Japanese auto maker to establish its own U. S. marketing network while supplying cars to Chrysler dealers.

"The Peugeot-Chrysler car will be built here in Chrysler plants using Peugeot technology and perhaps capital," Jouppi said. "That's what Chrysler needed."

The car will be sold under separate marques by Peugeot and Chrysler.

One analyst said the Peugeot

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Do-it-yourself certification possible

EPA mulls test-program changes

ANN ARBOR, Mich. — The first proposal resulting from a President Reagan Executive Order to reduce the regulatory burden on industry is one that effects most of the auto industry.

Making its way through the Office of Management and Budget, it is an EPA plan that includes changes in the fuel economy program and CAFE—Corporate Average Fuel Economy.

Michael Walsh, EPA deputy administrator, mobile source pollution control, discussed the proposal at a regular meeting with manufacturers here.

He said EPA's automotive program will be a vehicle for establishing a procedure for instituting changes such as those the President has ordered.

One technique for reducing the automotive regulatory burden may be self-certification of vehicles by their makers. Self certification is permitted already on high-altitude vehicles.

Any change from the current, highly formalized low - altitude certification procedure to a do-it-yourself method hinges on how in-use testing of vehicles shapes up, Walsh indicated.

If the agency becomes committed to in-use testing, it is possible the current certification program could be eliminated or made into a self-certification system.

• Walsh said EPA is evaluating proposals made by the Engine Manufacturers Assn., the Motor Vehicle Manufacturers Assn. and individual manufacturers such as General Motors and Volkswagen.

Walsh said he was not prepared to describe any self-policing setup in detail. However, he did say it would eliminate some requirements for testing and reporting. It also would cut costs and reduce paper work. The number of data vehicles needed per engine family also would be reduced, he said.

He said many of the moves EPA is considering are policy changes rather than regulation changes and rapid progress may be made on them.

Walsh said he has not yet had a chance to present proposals to Anne M. Gorsuch, who was sworn in May 20 as EPA administrator.

VW only maker to miss out on mid-month sales increase

By Jenny L. King
Staff Writer

The domestic auto industry showed surprising strength in mid-May, reporting a 22.63-percent sales increase compared with May 11-20 a year earlier, and a 42.24-percent jump compared with the first 10 days of the month.

U. S. auto makers sold 191,778 new cars during the nine-selling-day period, with a daily average of 21,309. That compared with 156,386 units a year earlier and a 1980 daily average of 19,548 based on eight selling days. Only 134,823 new cars were retailed in the first period in the month.

Four of the five major auto makers enjoyed mid-month sales gains while Volkswagen continued its two-month-long slide. General Motors sales rose 23.50 percent (9.77 percent on a daily-rate basis), to 117,074 from 94,798 last year. Ford sales were up 15.63 percent (2.77 percent daily rate), to 45,001 from 38,917.

Chrysler reported its 23rd consecutive period of improved sales. Chrysler sales numbered 20,226, up 45.85 percent from 13,868 last year (up 29.60 percent daily rate). American Motors' estimated sales of 5,000 units were up 19.05 percent over 4,200 (up 5.90 percent daily rate), while Volkswagen of America reported a 2.74-percent drop (13.57 percent daily rate), to 4,477 from 4,603.

GM earned 61.05 percent of the mid-May domestic market, up from 60.62 percent a year earlier. Ford's share was 23.46 percent, down from 24.88 percent. Chrysler sales accounted for 10.55 percent, up from 8.87 percent. AMC dipped to 2.61 percent from 2.69 percent, and VWoA had 2.33 percent, down from 2.94 percent.

Of the 14 U. S. makes, 11 reported increases over year-ago sales, and two were down. Imperial is new this year.

Plymouth sales zoomed up 78.35 percent, Dodge was up 46.42 percent, Ford was up 9.20 percent, Mercury was up 36.19 percent, Lincoln was up 29.91 percent, Buick was up 40.47 percent, Cadillac was up 6.64 percent, Chevrolet was up 0.41 percent, Oldsmobile was up 59.67 percent, Pontiac was up 32.84 percent and AMC was up 19.05 percent—all on a year-to-year basis.

Chrysler sales were down 20.07 percent, to 2,365 from 2,959, and Volkswagen was down 2.74 percent.

Ford's Escort was the best-selling U. S. nameplate during the period, with sales of 9,555 units. It was followed by Chevrolet Chevette at 9,457, Oldsmobile Cutlass at 8,587, Oldsmobile Cutlass Supreme at 8,293 and Chevrolet Malibu at 8,146.

A year earlier, the top five were: Chevrolet Citation, Chevette, Ford Fairmont, Ford Mustang and Malibu.

Year-to-date sales totaled 2,592,785, 3.60 percent below the 2,689,568 of a year ago.

DOMESTIC SALES

	May 11-20, 1981	May 11-20, 1980
AMERICAN MTRS.	5,000†	4,200†
Chrysler	2,365	2,959
Imperial	241	....
Plymouth	9,201	5,159
Dodge	8,419	5,750
CHRYSLER CORP.	20,226	13,868
Ford	31,960	29,267
Mercury	10,956	8,045
Lincoln	2,085	1,605
FORD MOTOR	45,001	38,917
Buick	21,217	15,104
Cadillac	6,134	5,752
Chevrolet	42,225	42,053
Oldsmobile	30,568	19,144
Pontiac	16,930	12,745
GENERAL MTRS.	117,074	94,798
VOLKSWAGEN	4,477	4,603
INDUSTRY TOTAL	191,778	156,386

† estimate

Aftermarket air marketed by ARA in custom kits

GRAND PRAIRIE, Tex. — ARA Mfg. Co. announced it has developed a custom-fit air conditioning system specially designed for each model car.

All components for each vehicle — evaporator, condenser, compressor mount, hoses and fittings—come packed together, while interior parts — louvers, control panels and controls — are virtually identical in appearance and fit to factory air conditioning, ARA said.

The systems are tested in a wind tunnel at various speeds from idle to 60 MPH, and the major components—compressor, condenser and evaporator—are evaluated and sized to achieve maximum capacity. It is said to provide comfort at any speed and any temperature.

Condenser coils and brackets are tailor-made for each car model and are electrostatically painted black for long wear and a professional appearance. The refrigerant hoses are pre-cut to length for reduced installation time and include crimped on "O" ring fittings (except at compressor) for greater assurance of leak-free connections. Compressor connections have flare fittings which are also crimped on.

North Carolina OK's higher rate on auto loans

RALEIGH, N. C.—The North Carolina General Assembly has given final approval to a bill that will raise interest-rate limits on automobile and other installment loans.

The bill was enacted by the State Senate by a vote of 34-0. In North Carolina, the governor does not have a veto, so the bill will become law.

The bill raises by two percentage points the limits of interest rates on automobile and other loans.

The new limit will be 18 percent on loans of $3,000 or more; 20 percent on loans of $2,000 to $3,000, and 24 percent on loans of less than $1,500.

A light hauler from VW of Brazil

Volkswagen do Brasil has introduced the Gol Furgao, a commercial version of its small car. Rear side windows are filled in to create a small van-like vehicle. It is available with engines that burn gasoline or gasohol.

GM rips Michigan proposal on dealership locations

LANSING. — General Motors last week declared its opposition to a proposed Michigan law to allow auto dealers to challenge in court the establishment of new dealership locations and relocation of existing dealer locations.

Robert D. Burger, vice president in charge of the GM Sales and Marketing Staff, told the Senate Commerce Committee the bill is "special interest legislation which restricts competition at the retail level in the automobile industry—and it is always the consumer who ends up financing the cost of this type of protectionism."

He said similar laws have been found unconstitutional in three states and that by rejecting the bill, "the State of Michigan can be a leader in reversing the trend of unnecessary burdensome and costly special interest legislation that is hurting the unsuspecting automobile buyers of this country."

He said a study of this type of legislation in another state showed it led to a significant increase in vehicle prices to customers.

He said the bill would impede GM in serving its customers through its authorized dealers because:

1. It allows an existing dealer to prevent a manufacturer from adding an additional dealer, even where an increase in population requires the establishment of an additional dealer to provide for the needs of its customers.

2. It also would impede an existing dealer from relocating to a more convenient location if any of his competitors went to court and filed a complaint. The mere filing of the complaint would delay the action for a minimum of 18 months and probably more.

He declared the proposed law's provisions are "anti-competitive, monopolistic, needlessly expensive to manufacturers, prospective dealers, existing dealers, taxpayers and all consumers."

Burger said there are already both state and federal laws designed to protect dealers against unjust terminations or unfair practices on the part of manufacturers.

He called the proposed new Michigan statute "a burdensome over-regulation of an industry that can ill afford to be hampered in its attempts to survive the competition we are facing from abroad." And he added that "if we don't have people to sell cars, we can't hire them to build cars."

He said the proposed law would allow dealers to delay a competitor's relocation by requiring a trial.

"Given the delays inherent in litigation, very few prospective dealers have the financial resources to wait around for a couple of years while the existing dealers try to keep everyone else out," he said.

GM signs pact to build diesel plant in Mexico

DETROIT. — An agreement to build a heavy-duty diesel-engine manufacturing and assembly plant in Mexico has been signed by officials of the Mexican Somex Organization and Detroit Diesel Allison Division of General Motors.

The agreement establishes a joint venture company, Moto Diesel Mexicana, S.A., de C.V. (MDM), to manufacture DDA engines for Mexico's trucks, buses, marine and other industrial uses, beginning as soon as possible.

Signing the agreement were Mario Ramon Beteta, president and general director of Somex, a Mexican financial institution, and H. L. Smith Jr., general manager of Detroit Diesel Allison.

Partners in the enterprise will be Fomento Industrial Somex (Fisomex), the Somex enterprise handling industrial matters, and GM Fisomex will provide 60 percent of the capital. GM will furnish 40 percent.

Fisomex will have responsibility for supporting the direction and administration of MDM, with Detroit Diesel Allison providing technical support, quality control and application engineering expertise.

MDM will manufacture Detroit Diesel Series 92 heavy-duty diesel engines ranging from 230 to 460 horsepower. Various components for other DDA engines will be produced for export.

Construction of the plant will begin later this year in Aguascalientes. Full production will be under way in 1982. The plant is expected to employ nearly 900 workers, most of them from the local area. Smith said the new plant will not adversely affect DDA employment in the U. S.

New auto-parts plant to go up in Mexico

MEXICO CITY. — Officials of Motores y Refacciones, S.A., one of Mexico's principal producers of automotive parts and components, recently confirmed plans to invest $19.2 million in a new manufacturing facility in Aguascalientes.

The new Moresa plant will produce automotive motor valves. It will be Moresa's third plant in Mexico. It currently has plants in Mexico City and Cuernavaca.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1981	Percent Share of Market	Regis., Feb., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 2 mos., 1981	Percent Share of Market	Regis., 2 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	119,134	17.65	147,693	21.06	— 3.41	231,645	17.66	301,647	20.74	— 3.08
Ford	78,056	11.56	82,497	11.76	— 0.20	158,721	12.10	174,922	12.03	+ 0.07
Oldsmobile	60,035	8.89	60,414	8.60	+ 0.29	119,028	9.08	124,679	8.57	+ 0.51
Buick	53,556	7.93	53,063	7.57	+ 0.36	105,163	8.02	109,445	7.52	+ 0.50
Pontiac	41,710	6.18	48,255	6.88	— 0.70	82,913	6.32	100,947	6.94	— 0.62
Plymouth	28,796	4.27	18,984	2.71	+ 1.56	52,310	3.99	37,373	2.57	+ 1.42
Mercury	26,257	3.89	26,658	3.80	+ 0.09	52,757	4.02	57,715	3.97	+ 0.05
Dodge	25,787	3.82	19,789	2.82	+ 1.00	49,698	3.79	40,018	2.75	+ 1.04
Cadillac	15,783	2.34	18,370	2.62	— 0.28	32,424	2.47	42,258	2.91	— 0.44
AMC	12,405	1.84	12,338	1.76	+ 0.08	23,889	1.82	26,572	1.83	— 0.01
Chrysler	8,799	1.30	11,064	1.58	— 0.28	19,259	1.47	23,625	1.62	— 0.15
Lincoln	4,481	0.67	5,988	0.85	— 0.18	9,045	0.69	15,390	1.06	— 0.37
GENERAL MOTORS	290,218	42.99	327,795	46.73	— 3.74	571,173	43.55	678,976	46.68	— 3.13
FORD MOTOR CO.	108,794	16.12	115,143	16.41	— 0.29	220,523	16.81	248,027	17.06	— 0.25
CHRYSLER CORP.	63,382	9.39	49,837	7.11	+ 2.28	121,267	9.25	101,016	6.94	+ 2.31
AMERICAN MOTORS	12,405	1.84	12,338	1.76	+ 0.08	23,889	1.82	26,572	1.83	— 0.01
IMPORTS	200,075	29.64	196,122	27.96	+ 1.68	374,317	28.54	399,424	27.46	+ 1.08
MISCELLANEOUS	171	0.02	184	0.03	— 0.01	364	0.03	510	0.03	......
TOTAL	675,045	100.00	701,419	100.00	......	1,331,533		1,454,525		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

Story and table on Page 40.

A bureaucratic carrot-and-stick

How MITI calls shots in Japan

By Bob Hall
Los Angeles Staff Writer

LOS ANGELES. — MITI, the Japanese Ministry of International Trade and Industry, is supposed to work rather like the U. S. Department of Commerce.

Unlike the folks at Commerce, however, MITI is famous for spewing out so-called "policy guidelines" or "advisory notices" that are actually nothing more than suggestions that fit in with the government's policy on a certain trade or business related issue.

You don't have to follow the party line on this subject (whatever it may be) but the MITI people can be very persuasive if they want to.

You see, if Yamanashi Motors decided it didn't really want to reduce auto exports to the U. S. to 1980 levels and decided that it would increase U. S.-bound shipments by, say 85 percent, it might find it quite difficult to obtain capital improvement or whatever kind of loan from the Government - operated Bank of Japan.

MITI deals *very* intimately with the Ministry of Finance and it holds the purse strings.

MITI can also exert pressure on automakers to comply with its "suggestions" through the Ministry of Transportation's Traffic Safety and Nuisance Research Institute (that's *really* its name) by dragging bureaucratic feet on, if not withholding, vehicle type approval.

If Yamanashi Motors won't cut U. S. exports, and doesn't need any loans for plant improvement, the government can't do anything, right? Wrong.

If Yamanashi is introducing a new model to replace the maker's Gorgeous 1500 model range, MITI can *unofficially* request that the MoT ask the TSNRI to "be extra thorough" or "take extra time" with the type approval certification that is required before any car can go on sale in Japan.

If Yamanashi Motors has already tooled for and is producing the new model, but can't legally sell it, it will cost the firm a lot of money.

Better to cut exports to the U. S.

What makes all of this so insidious is that none of it is on paper. No laws are violated, because there are few if any laws written, to cover this sort of bureaucratic nightmare.

Dealer found flaws in Papal security

ST. LOUIS. — John H. Londoff, president of Johnny Londoff Chevrolet, landed on Page One of the St. Louis Globe-Democrat, in color, as a result of his recent audience with Pope John Paul II in Rome.

Londoff had attended a private and general audience with the Pope prior to the assassination attempt and had commented on the lax security in St. Peter's Square. Security during the Pope's Trinity College visit in Washington was much tighter, Londoff said.

Latest Lotus

Lotus Cars of England has produced a Series 3 version of its mid-engine two seater Esprit, which contains a number of technical improvements carried over from the Turbo Esprit. Lotus has produced more than 3,000 Esprits since the original was introduced in October, 1975. Price in its country of origin is approximately $28,300.

breaking news

Continued from Page 1

Frederick Weisman Co. Weisman owns Mid-Atlantic Toyota. Benton has been sales vice president for Ford of Europe since November, 1977. Earlier, he was general manager of Ford and LM divisions.

Low floorplan rate for GM dealers

PONTIAC. — Some 46 to 47 percent of General Motors dealers are taking advantage of a GM plan which provides them with 10.75 percent floorplan interest, according to GM President F. James MacDonald. The plan, whereby dealers pay a little extra on their invoice to get the special rate, runs out at the end of '81. MacDonald was noncommital about its renewal, saying only "it's costing us money."

Ford Germany lost $197 million in 1980

COLOGNE, West Germany.—Ford Werke AG reported a 1980 loss of $197 million compared with 1979 earnings of $206 million. Sales declined about 21 percent to $3.7 billion from $4.7 billion.

GM official to be named to U. S. post

WASHINGTON. — A General Motors official, W. A. Vaughan, is expected to be nominated by President Reagan for the job of Assistant Secretary of Energy for Environmental Protection, Safety and Emergency Preparedness. Vaughan, GM's director for energy management on the Manufacturing Staff, will report to the Undersecretary of Energy.

News roundup

AMC International and agency split

SOUTHFIELD, Mich. — American Motors International Operations and Chiat/Day Advertising, Los Angeles, jointly announced that they are ending their 14-year relationship.

Chiat/Day through its subsidiary Chiat/Day/Hoefer, had been the agency for AMC and Jeep vehicles outside the U. S. and Canada. Chiat/Day/Hoefer had been servicing the account through its San Francisco and Detroit offices.

AMC cited two reasons for seeking a new agency—growth in international markets requires an international advertising agency with branch offices in other countries, and a potential conflict from Chiat/Day's pending acquisition of a competitive automotive account, believed to be Mitsubishi.

AMC will be sending letters to a number of international advertising agencies, inviting them to make presentations.

Price fixing on repos ruled out

DETROIT.—In a consent judgment reached in District Court here, National Finance Adjustors has agreed to refrain from fixing any price schedule for repossession services, and from engaging in any conduct which would influence the formulation of any such price schedule.

Dealerships decline in England

LONDON.—The number of new-car dealerships in England declined last year to 8,884 from 9,018, according to the Financial Times. British-car networks fell 3 percent to 4,118 and imported-car dealerships were down 1 percent to 4,759.

Toyota production near record

TOKYO.—Toyota said it produced 304,152 vehicles in April 1, up 0.9 percent over the year-earlier month. Included were 212,052 passenger cars and 92,100 trucks. Passenger-car output was the second highest monthly figure in the company's history, trailing only July, 1980.

Car-price index rises 1.8 pct.

WASHINGTON.—The price index for cars rose 1.8 percent in April, according to the Bureau of Labor Statistics. This was due to the termination of rebate programs and price increases by makers, the bureau said. Auto finance charges rose 1.3 percent in April after declining 0.5 percent in March, the bureau said.

Japanese engines for Greece

OSAKA, Japan.—Daihatsu Motor Co. has started shipping its three-cylinder, one-liter Charade engines and transaxles to Automeccanica S.A. in Greece. The Greek firm is scheduled to complete a car plant near Athens this month and will receive the Daihatsu engines at a monthly rate of 100 to 200 units initially, according to the Japan Economic Journal.

Fiat outlines model plans

Vittorio Ghidella, managing director of Fiat Auto, has spoken of the new models his company will introduce between 1982 and 1984. They include a sedan Delta, Tipo 1 (baby car), Tipo 4 and the 149, which will replace the Mirafiori.

Child safety seats rejected

JEFFERSON CITY.—By a vote of 78 to 75, Missouri's House of Representatives has rejected a proposal that would have required parents or guardians to provide automobile safety seats for children under 4. Some of the opposition came from lawmakers who were worried about too much government interference and also were concerned about cost.

Hyundai, Dacia to enter UK

LONDON.—The new-car market is tough in the UK, but nevertheless new entrants are on the way. Hyundai, of South Korea, will start selling cars in Britain at the end of this year. The Romanian-built Dacia is scheduled for a fall introduction in the UK, too. Early this month, the first Yugoslavian-built Zastavas were marketed here.

No. 1 spot predicted for Renault

MEXICO CITY.—Renault will become the No. 1 producer this year among the 52 vehicle-producing companies in Europe, according to Renault President Bernard Vernier-Palliez. Visiting here, Vernier-Palliez said that of the 2,050,000 cars produced by Renault in France last year, 1,102,000 were sold abroad.

Firm offers franchises

Equipment brokerage suggested for dealers

By Jenny L. King
Staff Writer

Have some used oil field equipment to sell, or need to purchase some used diesel trucks? National Equipment-Finders, Inc., Wichita, Kans., says it can match buyers and sellers for all kinds of heavy equipment, from oil field hardware to big trucks to farm machinery, even yachts.

"We do for equipment people what Century 21 did for real estate," said John Harris, president of the four-month-old used-equipment brokerage firm. National Equipment Finders is patterned after its sister organization, National Auto Finders, which, as the name indicates, brokers used cars nationwide.

Sharing office quarters in Wichita, they also share an extensive Data Point computer system which keeps track of all the information on what's for sale where. They share some stockholders, too, but the newer NEF is not a division or arm of NAF, according to Harris. It is a separate operation.

"In these difficult times we think this is the sort of business that auto dealers can take advantage of," he said. "They can broker cars, trucks, even equipment on a local or national basis either at their present business sites or in a separate office. We're talking seriously with several dealers right now."

• NEF has sold area rights for one-third of the U. S. to date and envisions a goal of 200 experienced brokers throughout North America. The cost to the new broker is $40,000. He or she then has exclusive rights in a protected "location" (generally a large metropolitan area), and will receive from NEF a computer terminal, letterhead stationery and forms, a sign for the office and complete training — now in Wichita.

"So far, oil field equipment has been our best seller," Harris said. "The next logical growth area will be diesel trucks. We understand the problems truck dealers face now and think they could make good use of one of our franchises."

NEF will not offer a franchise to just anyone with $40,000 to spend. The company requires some kind of brokerage experience of its franchisee. And although the original franchise agreement is renewable at the end of 10 years, if the terms of the agreement have been met, it can be extended "forever," according to Harris.

Already operating is a franchise in Wichita, and offices in Denver, Calgary (Alberta), Charlotte (N. C.) and Tulsa will be in business by early summer.

"There is a constant flow of used machinery," Harris said. "And this type of product both holds its value and has a long life—equipment from 1950 is still worth a lot."

• NEF handles used pieces on an "as is, where is" basis. Although prospective customers travel at their own expense to view possible purchases, NEF attempts to expedite sales by assisting with local accommodations and, when needed, transportation from the airport to the site of the equipment.

The usual broker commission is between 5 and 10 percent of the sale price. When two NEF franchises are involved it is divided between them. The seller and buyer decide the price.

Equipment to be put on sale is photographed and its specifications recorded on NEF's standard fact sheets.

"A dozen questions can nail down much of the description," said Harris. This information is fed into the computer and stored for national recall.

To avoid misrepresentation problems, NEF insists the purchaser make a personal inspection of the equipment he wishes to buy, according to Harris.

"We are the first company we know of to do this sort of thing on a large scale," he said. "We presently are answering inquiries from South America and Mexico — after all, anywhere in the world is only as far as the telephone."

Model breakdown

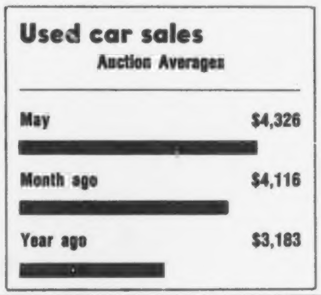
Auction Averages

	MAY	APRIL	MARCH
1981	$7,326	$8,014	$8,432
1980	5,697	5,872	5,698
1979	4,843	4,807	5,001
1978	3,845	3,748	3,681
1977	3,086	2,866	2,888
1976	2,264	2,144	2,226
1975	1,708	1,605	1,525
1974	1,457	1,358	1,347
Overall Average	$4,326	$4,116	$4,076

Carpenter joins ITT as automotive manager

NEW YORK. — Edmund M. Carpenter has been appointed group general manager of worldwide automotive products for International Telephone & Telegraph Corp. ITT's automotive products segment generated 1980 sales and revenues of $1.7 billion.

Carpenter, 39, formerly was president of the auto-truck group of Kelsey-Hayes Co., a subsidiary of Fruehauf Corp. He will headquarter in Southfield, Mich.



Introductory remarks

Donald F. Kopka, left, Ford Motor Co. vice president for design, talks with Saul Rosen, president, Bell Lincoln-Mercury, Highland Park, Ill., during the dealership's introduction of the Mercury LN7.

factories list auction dates

American Motors

June 3—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 4 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

June 5—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 10—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 12—Concord Auto Auction, Hosmer St., Acton, Mass.

June 17—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 18—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

June 19—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 24—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 26—Concord Auto Auction, Hosmer St., Acton, Mass.

Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for further details.

Chrysler Corp.

June 2—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Los Angeles Dealer Auto Auction, 8001 Garvey Ave., Rosemead, Calif.

June 3 — Minneapolis Auto Auction, Minneapolis, Minn.

June 4 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont (San Francisco), Calif.

June 5—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

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Use Automotive News Classified Section

Imports up, domestics down for month

Car registrations lowest since 1976

By Jenny L. King
Staff Writer

U. S. new-car registrations in February were down from a year earlier and were the lowest for the month since 1976, but the numbers were up compared with January totals and reflected gains for imports and for Chrysler Corp., according to R. L. Polk & Co.

The February tally was 675,045, the lowest total for the month since the 634,481 recorded five years ago. Registrations were up 6.06 percent from 636,488 in January, but off 3.35 percent from 701,419 in February, 1980.

Registrations for the first two months of 1981 reached 1,311,533, down 9.83 percent from 1,454,525 for the comparable 1980 period. Domestic registrations through February numbered 937,216, down 11.17 percent from 1,055,101.

Domestic-only registrations in February were 474,970, down an even 6.00 percent from the year-earlier 505,297, and up 2.75 percent from 462,246 in January of 1981.

Imports accounted for 200,075, a record 29.64 percent of the February total, up from last year's record 196,122 (27.96 percent.)

Chrysler Corp. also was up compared with the year-earlier month. Chrysler rose 2.28 percentage points to a share of 9.39 percent of the grand total. Chrysler products represented 9.10 percent of the January total.

Ford Motor Co.'s market share in February declined 0.29 percentage points to 16.12 percent from 16.41 percent a year ago. It was a greater drop than the January difference of 0.09 percentage points. Ford had 17.55 percent of all January new-car registrations.

Again the biggest loser was General Motors, which fell 3.74 percentage points to 42.99 percent of the February overall total from 46.73 percent last year. GM was down 2.49 percentage points in January on a year-to-year basis.

American Motors edged up 0.08 percentage points to 1.84 percent from 1.76 percent.

Excluding imports, domestic-only new-car registration shares in February were: GM, 61.10 percent; Ford Motor, 22.91 percent; Chrysler Corp., 13.34 percent; AMC, 2.61 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registration shares were: GM, 64.87 percent; Ford Motor, 22.79 percent; Chrysler Corp., 9.86 percent; AMC, 2.44 percent, and miscellaneous (primarily Checker), 0.04 percent.

Registrations of new cars built and sold by Volkswagen of America, while included in the AUTOMOTIVE NEWS domestic sales totals, are part of VW's import total in the Polk registration breakdown.

By market segment, standards suffered the hardest blow, while intermediates were down and luxury models were off some. Domestic subcompacts and imports were quick to pick up the slack.

Subcompacts represented 16.33 percent of the February total, up 2.75 percentage points from 13.58 percent a year earlier. Imports cornered 29.64 percent, up 1.82 percentage points from 27.82 percent. Compacts were up 0.14 percentage points to 20.84 percent from 20.70 percent.

Standard-size domestic models dropped 3.25 percentage points to 9.19 percent from 12.44 percent in February, 1980. Intermediates accounted for 19.73 percent this year, down 0.98 percentage points from 20.71 percent, and luxury cars slipped 0.48 percentage points to 4.27 percent of the month's total from 4.75 percent.

Of the domestic-only market in February, subcompacts were 23.20 percent, compacts were 29.62 percent, intermediates were 28.05 percent, standards were 13.06 percent and luxury models were 6.07 percent.

The top 20 domestic nameplates in registrations in February were:

1—Chevrolet Chevette	36,458
2—Chevrolet Citation	25,710
3—Ford Escort	24,893
4—Olds Cutlass Supreme	19,480
5—Chevrolet Malibu	15,705
6—Buick Skylark	15,610
7—Buick Regal	15,530
8—Ford Fairmont	15,384
9—Standard Chevrolet	14,985
10—Oldsmobile Cutlass	14,231
11—Plymouth Reliant	13,676
12—Chevrolet Monte Carlo	12,988
13—Plymouth Horizon	12,784
14—Ford Mustang	12,603
15—Aries	10,511
16—Standard Cadillac	9,883
17—Buick Century	9,873
18—Pontiac Grand Prix	9,749
19—Dodge Omni	9,232
20—Oldsmobile 88	9,015

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
JANUARY '81 vs. JANUARY '80

	1981		1980	
	Feb.	Yr.	Feb.	Yr.
AMC Spirit	3,580	6,505	4,730	9,163
Concord	3,790	7,054	3,535	8,093
Concord Sta Wgn	1,330	2,811	1,092	2,625
Eagle 4 WD	678	1,466	1,197	2,655
Eagle Sta Wgn	1,346	2,817	1,464	3,309
Eagle SX4 4 WD	1,681	3,236		
Pacer			93	216
Pacer Sta Wgn			227	511
TOTAL AMC	12,405	23,889	12,338	26,572
Chrysler Le Baron	3,473	7,660	4,132	8,585
Le Baron Sta Wgn	640	1,467	656	1,305
Cordoba	2,772	5,886	3,272	7,500
Newport	681	1,499	1,177	2,508
New Yorker	855	1,893	1,827	3,727
Imperial	378	854		
Total	8,799	19,259	11,064	23,625
Horizon	12,784	22,327	11,809	22,716
Reliant	10,127	18,627		
Reliant Sta Wgn	3,549	6,673		
Volare	1,355	2,911	5,211	10,782
Volare Sta Wgn	334	[illegible]	1,477	2,988
Gran Fury	647	1,103	487	887
Total	28,796	52,310	18,984	37,373
Omni	9,232	17,035	9,557	18,295
Aries	7,769	14,487		
Aries Sta Wgn	2,742	5,340		
Aspen	1,132	2,346	3,868	8,739
Aspen Sta Wgn	294	591	964	2,210
Diplomat	2,049	4,516	1,773	3,713
Diplomat Sta Wgn	362	885	316	658
Mirada	1,583	3,290	2,127	4,164
St. Regis	624	1,208	1,184	2,239
Total	25,787	49,698	19,789	40,018
Total Chrysler Corp.	63,382	121,267	49,837	101,016
Escort	14,756	28,886		
Escort Sta Wgn	10,137	19,244		
EXP		1		
Pinto	2,076	4,608	9,382	19,310
Pinto Sta Wgn	668	1,501	2,564	5,747
Fairmont	11,672	25,569	17,415	35,996
Fairmont Sta Wgn	3,712	7,942	5,166	10,514
Granada	7,825	15,549	5,936	13,449
LTD II			470	1,115
LTD	4,201	7,928	6,627	16,011
LTD Crn Victoria	2,763	5,861	1,285	3,039
Ford Sta Wgn	1,442	2,980	2,010	4,856
Mustang	12,603	25,698	18,036	37,486
Thunderbird	6,201	12,954	13,606	27,399
Total	78,056	158,721	82,497	174,922
Lincoln Town Car	2,049	4,159	2,386	6,002
Cont Mark	2,432	4,886	3,123	8,240
Versailles			479	1,148
Total	4,481	9,045	5,988	15,390
Mercury Lynx	4,830	9,043		
Lynx Sta Wgn	2,742	5,345		
LN7				
Bobcat	541	1,132	2,244	4,477
Bobcat Sta Wgn	122	255	450	1,000
Zephyr	4,045	8,744	5,593	11,533
Zephyr Sta Wgn	980	2,038	1,352	2,549
'81 Cougar/Monarch	2,957	6,082	2,196	5,346
Marquis	601	1,157	953	2,484
Marquis Brougham	913	1,900	916	2,311
Grand Marquis	1,843	3,562	1,419	3,360
Marquis Sta Wgn	655	1,186	583	1,414
XR7	2,338	4,903	5,963	12,714
Capri	3,690	7,410	4,987	10,527
Total	26,257	52,757	26,658	57,715
Linc Merc Div. Total	30,738	61,802	32,646	73,105
Total Ford Motor Co.	108,794	220,523	115,143	248,027
Buick Skyhawk			889	1,839
Skylark	15,610	29,396	13,134	25,857
Century	8,729	17,737	8,693	16,544
Regal	15,530	29,925	13,820	28,883
Century Sta Wgn	1,144	2,246	1,176	2,660
Le Sabre	1,555	3,243	2,016	4,019
Le Sabre Limited	3,087	6,326	4,546	9,843
Electra 225	4,009	8,379	4,675	10,841
Buick Sta Wgn	726	1,495	912	1,920
Riviera	3,166	6,416	3,202	7,039
Total	53,556	105,163	53,063	109,445
Buick Div. Total	53,556	105,163	53,063	109,445
Cadillac de Ville	6,829	13,949	8,742	20,483
Cimarron				
Fleetwood & Chassis	3,054	5,853	2,533	5,820
Eldorado	3,716	7,951	3,886	8,396
Seville	2,184	4,671	3,209	7,559
Total	15,783	32,424	18,370	42,258
Chevrolet Chevette	36,458	63,556	32,219	63,971
Camaro	6,539	12,724	9,863	20,767
Monza	4,259	10,838	11,130	21,611
Cavalier				
Cavalier Sta Wgn				
Citation	25,710	50,122	30,090	60,804
Malibu	11,695	24,956	14,283	30,121
Malibu Sta Wgn	4,010	8,202	4,677	10,197
Monte Carlo	12,988	25,095	12,884	28,055
Impala	4,421	9,007	9,173	18,607
Caprice	7,198	15,158	13,968	28,579
Chevrolet Sta Wgn	3,366	7,150	6,676	13,387
Corvette	2,490	4,837	2,730	5,548
Total	119,134	231,645	147,693	301,647
Oldsmobile Starfire			1,061	2,167
Omega	7,983	14,447	6,134	11,394
Cutlass Salon	11,967	25,020	12,295	24,118
Cut. Supr/Calais	19,480	37,633	18,645	39,141
Cutlass Sta Wgn	2,264	4,470	2,355	4,861
Delta 88	920	1,914	1,553	3,248
Delta 88 Royale	8,095	16,332	8,692	18,170
98	5,591	11,577	5,003	11,388
Oldsmobile Sta Wgn	1,221	2,404	1,641	3,751
Toronado	2,514	5,231	3,035	6,441
Total	60,035	119,028	60,414	124,679
Pontiac T1000				
Sunbird	8,018	16,116	8,987	16,512
J2000				
J2000 Sta Wgn	2	2		
Phoenix	7,540	14,313	7,050	14,507
LeMans	4,054	8,440	4,669	9,618
LeMans Sta Wgn	1,413	3,068	2,206	4,585
Catalina	548	1,271	1,264	2,705
Bonneville	3,001	6,294	3,781	8,397
Bonne. Brougham	2,301	4,861	3,145	6,698
Pontiac Sta Wgn	615	1,308	1,295	2,769
Grand Prix	9,749	18,701	8,799	19,700
Firebird	4,469	8,539	7,059	15,456
Total	41,710	82,913	48,255	100,947
TOTAL GM CORP.	290,218	571,173	327,795	678,976
(Checker)	134	302	165	445
Misc. Domestic	171	364	184	510
Domestic Station Wagon Total	45,816	92,089	39,342	84,049
Domestic Grand Total	474,970	937,216	505,297	1,055,101
Import Total	200,075	374,317	196,122	399,424
Grand Total All Registrations	675,045	1,311,533	701,419	1,454,525

Registrations for Oklahoma not available.

Braegar at 25

Robert W. Braeger, left, owner of Braeger Chevrolet, Inc., Milwaukee, receives Chevrolet's 25-year award plaque from Donald O. Novaria, Milwaukee zone manager.

Holiday shutdown trims total

Week's auto production is 144,012

Due to the shortened holiday week last week, U. S. auto production slipped below the previous week's output. The total, however, stayed above the comparable 1980 week's level, and without the shortened holiday period, the makers would have finally overtaken last year's year-to-date figures.

Last week's production was targeted at 144,012 units, down 11.37 percent from 162,485 built in the previous week, but up 13.63 percent from 126,739 units assembled in the comparable 1980 week.

So far this year, the domestic auto makers have completed 2,875,956 units, just a fraction below the 2,902,834 cars completed in the comparable period last year.

Saturday overtime was scheduled last week at six General Motors, three Ford and one Chrysler Corp. assembly plants.

At GM, Flint, Oklahoma City, Pontiac, Lansing, Tarrytown and Wilmington all worked Saturday last week.

Ford's Kansas City, Atlanta, and Wayne points also worked last Saturday.

Chrysler Belvidere, worked two eight-hour shifts Saturday (May 30).

Daily overtime was slated last week at Ford's Atlanta, Dearborn, Metuchen, Wayne, Wixom, Louisville and Kansas City points.

Also working daily overtime last week were Chrysler's Belvidere, Jefferson and Newark points. The three plants will continue on daily overtime this week.

Ford said it will reinstate a production line speed of 68 jobs per hour at its Dearborn assembly plant beginning today (June 1) in order to accommodate strengthening sales of Mustang and Capri. The new production rate will result in the recall of 600 hourly workers from indefinite layoff.

There is no downtime scheduled this week at GM, Ford or Chrysler.

Truck production for year to date is ahead of '80

For the first time in 22 months, U. S. year-to-date truck production exceeded the comparable year-ago level.

The last time this happened was in the week ended July 28, 1979.

Domestic truck makers slated 34,137 units during the shortened holiday week last week, down 8.88 percent from the 37,464 trucks completed in the previous week, but up 32.83 percent from 25,700 in the comparable 1980 week.

So far this year, the truck makers completed 749,561 units, up 1.60 percent from 737,761 built in the comparable period last year.

Chrysler slated Saturday overtime last week at its Warren truck facility. The truck plant will begin daily overtime starting today (June 1).

Injured driver wins $650,000 for faulty latch on '67 Fiat

WASHINGTON. — A District of Columbia jury has awarded $650,000 to a driver injured when he fell into the street because of a post-collision failure of a door latch on his 1967 Fiat 600-D.

The car was manufactured a full year before the safety standard covering door latches (Standard 206) became effective.

In the trial before Judge Aubrey Robinson, Gerald Mitchell, of the law firm of Stein, Mitchell and Mezines, maintained the latch used on the Fiat 600-D posed an unreasonable risk because it was less than the state of the art.

For exhibits, Mitchell used latches from domestic makes, which had better door latches for at least a decade.

In the mid-1950s, Congressional hearings held by Connecticut Senator Abraham Ribicoff and Alabama Rep. Kenneth Roberts caused auto makers to improve door latches midway in 1955 models and across the board for '56 models.

The SAE upgraded its voluntary standard for '62 models. The first federal safety standard became effective for cars made on or after Jan. 1, 1968.

Wyllie Gatewood suffered moderately severe head injuries when the left door latch failed after a relatively minor collision and he fell on his head in the street. He suffered some brain damage and is performing less well on his job.

The jury accepted Mitchell's argument that the Fiat, which had been nine years in production and been imported since 1964, was below the state of the art and was unreasonably dangerous.

In effect, the Fiat 600-D was believed to be a foreign encroachment into the marketplace with a substandard product. Fiat said it has not decided whether it will appeal.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
CHEVROLET	9,816	6,616	9,990	46,017	231,047	241,765
DODGE/PLYMOUTH	2,400	3,100	2,485	10,818	65,026	38,975
FORD	12,600	7,385	15,848	62,023	266,312	271,777
GMC	4,147	4,349	3,441	16,258	75,783	82,544
INTERNATIONAL	1,352	1,988	1,709	4,944	14,075	30,510
VOLKSWAGEN	832	500	1,001	4,152	12,162	20,099
MACK	....	450	....	....	11,658	....
JEEP	1,500*	....	1,500*	6,300*	35,833*	36,486*
AMC CORP.	90*	284*	90*	378*	3,854*	1,805*
WHITE	....	128	....	....	3,351	....
MISCELLANEOUS	1,400*	900	1,400*	5,880*	18,660	25,600*
Total Trucks, U. S.	34,137	25,700	37,464	156,770	737,761	749,561

CANADIAN TRUCK PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
CHRYSLER CORP.	2,000	1,040	2,042	8,501	17,302	31,746
FORD MOTOR	3,544	3,912	2,963	15,276	84,357	73,032
GENERAL MOTORS	6,526	726	5,335	25,182	117,568	129,181
AMERICAN MOTORS	....	856	....	....	11,841	....
INTERNATIONAL	245	440	201	993	6,313	5,220
MACK	....	40	....	....	1,130	....
WHITE	....	65	....	....	1,381	....
Total Trucks, Canada	12,315	7,079	10,541	49,952	239,892	239,179
N. American Trucks	46,452	32,779	48,005	206,722	977,653	988,740

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

AM General will no longer be figured in with North American trucks.

Canadian makers work full week; production rises

Canadian auto and truck production rose sharply last week from the holiday-shortened previous week. Output was also up from the comparable 1980 week's level.

Auto production last week was targeted at 21,713 units, up 30.71 percent from 16,612 built in the previous four-day week, and an increase of 61.43 percent over 13,450 completed in the comparable 1980 week.

Year-to-date, auto production was 364,429 units, down 3.43 percent from the 377,392 units completed through May 31, 1980.

Truck production also rose last week with a slated output of 12,315 units, up 16.83 percent from 10,541 trucks completed in the previous holiday week, and up a substantial 73.97 percent from 7,079 trucks built in the comparable week last year.

So far this year, the truck manufacturers have assembled 239,179 units, only a fraction behind the 239,892 units assembled in the comparable period last year.

Daily overtime was scheduled last week at Ford Motor's St. Thomas car point.

Chrysler's Windsor car plant, down since May 8, resumes operations today (June 1) with the addition of a second shift. The plant will begin production of the Chrysler LeBaron, Dodge Diplomat and Plymouth Caravelle.

Reagan continues Carter moves to spur Japan trade

WASHINGTON. — The Reagan Administration said it will continue programs started under the Carter Administration to open markets, especially in Japan, for auto parts makers and suppliers.

Lionel H. Olmer, undersecretary of Commerce for International Trade, told the executive body of the Motor and Equipment Manufacturers Assn. that the Joint U. S.-Japanese Trade Facilitation Committee is looking into problems in selling auto parts in Japan, instances where de facto trade barriers may exist and specific complaints.

The committee was established in 1977 to identify and eliminate impediments to U. S. exports to Japan which result from Japanese trade practices.

U. S. CAR PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
AMERICAN MOTORS	3,000*	2,978*	3,000*	12,160*	77,453	46,854*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	14,900	13,450	17,504	75,016	288,513	350,565
Plymouth Total	8,900	6,400	10,077	43,462	132,485	180,078
Horizon	4,000	2,700	3,922	17,216	68,978	68,794
Reliant	4,900	....	6,155	26,223	....	101,697
Volare	....	2,700	....	....	49,439	....
Caravelle	....	400	....	23	3,337	2,139
Gran Fury	....	600	....	....	10,731	7,448
Chrysler Total	....	1,800	....	271	37,635	22,098
LeBaron	....	1,500	....	271	28,777	17,236
Chrysler	....	300	....	....	8,858	4,862
Dodge Total	6,000	5,250	7,427	31,283	118,393	148,389
Omni	2,300	2,200	2,698	12,528	60,673	51,624
Aspen	....	1,900	....	....	35,485	....
Aries	3,700	....	4,729	18,684	....	80,439
Diplomat	....	750	....	71	13,674	12,644
St. Regis	....	400	....	....	8,561	3,682
FORD MOTOR	31,864	31,950	36,134	144,638	580,343	612,033
Ford Division	21,569	23,930	23,910	96,622	423,915	420,864
Escort	7,292	....	6,668	29,020	....	159,568
Pinto	....	2,928	....	....	44,860	....
Fairmont	5,005	5,073	5,105	23,458	122,356	89,466
Must./Must. II	3,770	4,386	5,028	18,139	115,844	67,732
Granada	2,187	2,721	2,776	8,330	35,410	34,739
Thunderbird	1,721	5,878	2,177	8,726	64,195	31,989
Ford	1,594	2,944	2,156	8,949	41,250	37,370
L-M Division	10,295	8,020	12,224	48,016	156,428	191,169
Mercury Total	8,659	6,969	10,174	39,861	140,532	162,291
Bobcat	....	272	....	....	9,187	....
Lynx	2,128	....	2,447	9,625	....	54,715
Capri	1,618	1,695	1,830	7,771	34,019	22,769
Zephyr	1,728	1,871	1,914	7,861	39,733	25,809
Cougar/Monarch	1,299	1,119	1,578	5,099	11,689	17,905
XR-7	852	988	1,088	4,255	21,966	13,766
Mercury	1,034	1,024	1,317	5,250	23,938	27,327
Lincoln Total	1,636	1,051	2,050	8,155	15,896	28,878
Lincoln	817	495	1,025	4,077	5,905	13,988
Mark VI	819	556	1,025	4,078	8,130	14,890
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	90,820	74,776	101,715	406,109	1,868,899	1,783,312
Buick Division	17,209	14,670	19,084	82,918	371,805	406,078
Skylark	4,636	3,833	5,175	22,410	99,537	110,852
Century	2,256	3,248	2,308	10,852	81,634	76,519
Regal	6,096	3,888	7,037	29,587	96,937	120,772
Buick	3,125	2,777	3,201	14,551	71,695	72,064
Riviera	1,096	924	1,363	5,518	22,002	25,871
Cadillac Division	5,162	3,079	4,228	19,133	95,838	117,160
Cimarron	219	....	177	737	....	916
Seville	371	342	465	1,866	17,067	12,419
Eldorado	1,180	1,018	1,476	5,952	24,510	28,634
Cadillac	3,392	1,719	2,110	10,578	54,261	75,191
Chevrolet Division	34,560	29,130	41,079	15,243	781,712	635,991
Chevette	6,620	6,940	8,233	30,797	195,551	138,546
Cavalier	3,315	....	2,598	10,197	....	13,397
Monza ('80)	....	4,000	....	....	73,526	....
Camaro	3,460	2,130	4,124	14,581	58,503	58,885
Citation	7,225	7,300	8,591	34,525	206,169	158,161
Malibu	6,400	5,020	7,936	30,337	118,370	118,660
Monte Carlo	3,380	1,180	4,386	16,138	51,380	62,111
Chevrolet	3,840	1,920	4,811	18,167	58,679	73,542
Corvette	320	640	400	1,501	19,534	12,689
Oldsmobile Division	19,736	15,922	22,935	87,565	360,213	416,885
Omega	2,658	2,184	3,381	12,725	52,932	66,157
Cutlass	10,596	8,238	12,273	50,347	175,711	207,969
Oldsmobile	5,545	4,840	6,112	20,078	112,744	120,880
Toronado	937	660	1,169	4,415	18,826	21,879
Pontiac Division	14,153	11,975	14,389	60,250	259,331	207,198
Acadian†	600	645	748	2,465	11,907	10,383
J2000	2,553	....	2,004	8,053	....	12,067
Sunbird ('80)	....	3,123	....	....	65,709	....
T1000	2,169	....	2,334	9,971	....	27,439
Firebird	2,081	1,136	2,410	9,016	38,893	26,982
Phoenix	2,471	2,190	2,411	11,276	59,683	51,629
Grand Prix	2,400	1,396	2,415	11,133	25,364	44,883
LeMans	1,591	1,769	1,745	6,961	25,096	27,347
Pontiac	288	1,716	322	1,375	32,679	6,468
VOLKSWAGEN	3,328	3,500	4,032	16,727	86,204	82,159
CHECKER	100*	85	100*	400*	14,122	1,033*
Total Cars, U. S.	144,012	126,739	162,485	655,050	2,902,834	2,875,956

CANADIAN CAR PRODUCTION

	Week Ended May 30, 1981	Week Ended May 31, 1980	Week Ended May 23, 1981	May est.	Jan. 1 to May 31, 1980	Jan. 1 to May 30, 1981
AMERICAN MOTORS	720	....	587	3,025	....	13,411
CHRYSLER CCRP.	....	1,728	....	2,234	27,877	12,410
FORD MOTOR	7,752	6,889	5,434	29,377	112,863	92,807
GENERAL MOTORS	13,016	4,608	10,411	50,860	231,872	241,268
VOLVO	225	225	180	922	4,780	4,533
Total Cars, Canada	21,713	13,450	16,612	86,418	377,392	364,429
N. American Cars	165,725	140,189	179,097	741,468	3,280,226	3,240,385
N. American Trucks	46,452	32,779	48,005	206,722	977,653	988,740
North American Cars and Trucks	212,177	172,968	227,102	948,190	4,257,879	4,229,125

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Used cars robust as slow sellers return to health

By Roger Rowand

The used-car market in the U. S. has undergone another of its regular—but often startling—changes in health.

Once-sickly large cars are moving in a sprightly fashion. Prices are plump and the van and pickup markets, recently doing poorly, are rosy cheeked and robust.

From Connecticut to California, new-car dealers, used-car dealers and those in the auction business told of booming used-car activity, strong prices and, ironically, a return to popularity for the big automobiles.

"Chevettes? We can't keep them on the lot but the others are moving, too," said Paul Karl, sales manager of Karl Chevrolet, New Canaan, Conn. School's out and the kids are home from college for the summer.

"There's a little bit of sticker shock on the new cars but I don't know how many people buy a used car because of it. If they see what they want they just go ahead and buy it," said Karl.

"It's a crazy world and I've gotten to think the only thing that's constant is change," said Dick Arnold, the dealer at Valley Dodge, Inc., in Van Nuys, Calif., as he talked about the used-car trade.

"It was a lack of gasoline and prices that were holding down sales and now it's only prices," Arnold said. "High interest rates and high new-car prices are what we've got and anything used that's clean is moving. Used cars are excellent."

Arnold gets his used cars chiefly from wholesalers "who scour the weeds out here," with only 20 or 30 percent coming from new-car trade-ins.

Arnold said vans and pickups are moving again.

"People that have income are buying right now," he said. "Dealers are fighting to get vans again and Chrysler had to shut down its van lines in January and February. It's a crazy world."

Automotive News records indicate U. S. truck production in January and February this year was at its lowest levels since 1965.

•"Used cars are going pretty well—anything that's clean with low mileage on it," said Jerry Burrey, partner in Hardin Motors, Inc. (Chrysler-Plymouth-Dodge), Mt. Victory, O.

"That includes the ones that are moderately large. The big barges still are slow but everything else is going good.

"Good used cars are bringing in top dollar. Omni/Horizon is selling very well but there's a good market for cars like the New Yorker — if they're clean and have low mileage," said Burrey.

Burrey said the used units the dealer does handle usually come as trades.

Deep in the heart of Texas, used-car sales are being punched along by a three-way combination of improving national and local economic news, a fast-approaching vacation season and the public's growing accustomed to once-appalling new-car prices.

That is the opinion expressed by Rick Sowder, used-car man-

Continued on Page 59, Col. 4

Service Index rises again

By Francis J. Gawronski
Service Editor

With all indicators showing increases, franchised new-car dealers' service and parts sales continued to show strength by registering their second straight monthly advance in April, according to the Automotive News Service Index.

Service and parts volume for April amounted to 106.5 percent of the business for the same month a year ago, and the rate of business growth in April was up over that recorded in March by 1.6 percent.

Table on Page 58.

The back-to-back increases in service and parts business over the comparable year-earlier months followed the year's only decline in February.

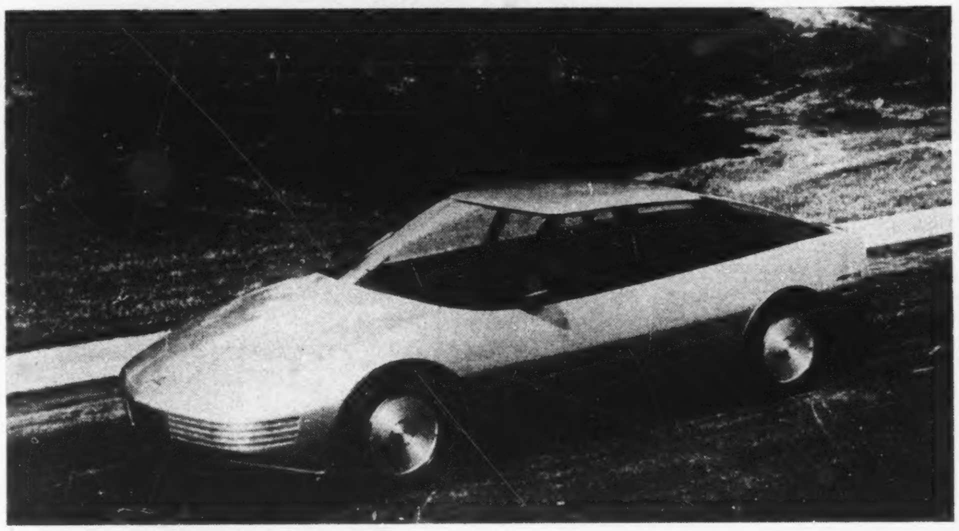
Surprisingly, the leading indicator in April was repair order written. ROs for the month were up 9.9 percent, the first such increase since January, 1980, when the orders were up 0.5 percent.

In the runnerup spot in April was sales of all parts and accessories with an increase of 8.2 percent over the year-ago figure.

Gross profit on all labor, parts and P&A sales—the most im-

Continued on Page 58, Col. 4

Drag? What drag?



Aero X-car from General Motors

This experimental Aero X-car is General Motors' latest in aerodynamic design. It is a four-passenger vehicle designed around the X-car. Its drag coefficient of 0.285 compares with the X-car's 0.45. It has been tested extensively in the new wind tunnel at GM's Technical Center in Warren. That sprawling facility is 25 years old this month.

Meyers says spending is right on schedule

Renault to handle AMC car design

By Kathleen Hamilton
News Editor

SOUTHFIELD. — When Wisconsin begins pumping out super-economy Renaults by the hundreds of thousands, engineers on the American Motors drawing boards will be engrossed in four-wheelers. And they are likely to remain so for the foreseeable future.

"Never is a long time," cautioned AMC Chairman Gerald C. Meyers.

Gerald C. Meyers

At some point there could be another designed to a significant degree by the Detroit team, he said. But Renault is going to take the lead in this area for some time to come.

"We're not planning on designing all new automobiles in addition to and aside from what Renault has already designed," Meyers told Automotive News.

Instead, AMC engineers will influence Renault's designs while focusing most of their attention on a new line of fuel-efficient Jeeps and successors to the four-wheel-drive Eagle automobile.

This division of labor was all part of the plan whereby Renault took a 46-percent stake in AMC. The buy-in holds some tasty promises.

While the Big 3 have lopped off or delayed product plans because of capital shortages, Renault/AMC is ready to roll with front-drive cars.

"We're not going to run low on capital," Meyers said with finality. "How can I be so sure? Because the vehicles are already on their way in, through design, some of them into tooling and some of them into production at Renault.

"Renault's cost of getting into all FWD is, of course, considerably less than that of the Big 3 companies which obviously don't have the component plants in place to build the automatic transaxles, the constant velocity joints and all the front mechanisms."

Although the market could conceivably trash today's capital spending plans, Meyers said AMC is right on schedule with its plan to spend $1.5 billion to $1.6 billion between 1981 and 1987.

Yet, the market's hijinks are nothing to sneeze at. After all, it was the plunge in Jeep sales that caused AMC to go looking to Renault for capital to build its new Jeeps, and to offer Renault almost half its equity in trade.

It was mostly the market that turned the ink red in the AMC profit and loss columns, and it is expected to generally stay that way until 1983.

Neither is today's market as enamored of the newest Renault as it could be: With eight months of the model year gone and some 6,600 sales of the Renault 18i to show for it, the French-American partnership would probably like to forget it had forecasted its sales hopes at 24,-

Continued on Page 56, Col. 1

breaking news

Chevrolet extends truck incentive

DETROIT.—Chevrolet extended until June 10 its "Big Bonus Time" contest for sales managers. It pays up to $3,000 plus a $50 override on qualifying truck/van units. The contest had been scheduled to end May 31. There are no essential changes in the program which runs in tandem with "Truck Extravaganza," slated to end June 10.

Datsun 4WD pickups to be recalled

CARSON, Calif. — Some 41,427 four-wheel-drive Datsun pickups wil be recalled because of faulty front-wheel bearing seals, said Nissan Motor Corp. in U.S.A. Owners will be notified later this month, when dealers will have parts necessary to make the correction.

Supreme Court rules on contracts

WASHINGTON. — Auto finance companies are creditors within the jurisdiction of the Truth-in-Lending Act when they buy installment contracts from dealers, the Supreme Court has ruled. Nevertheless, the court added, statements on contracts which tell of their assignment to auto finance companies are sufficient disclosure of the companies' creditor status.

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Will pass U. S. by 1995 in capital outlay, Predicasts says

U.S.S.R. seen as spending leader

CLEVELAND.—The U. S. S. R. will overtake the U. S. as the world's largest capital spending nation by 1995, according to Predicasts, Inc., a Cleveland-based business information and market research firm.

World Capital Spending, an analysis published by Predicasts Research Group, projects U.S.-S.R. capital spending will exceed $381 billion by 1995, compared with the United States' $373 billion.

Japan's level of capital spending, two-thirds that of the U. S. in 1979, will increase at more than 4 percent annually, approaching $330 billion in 1995, the report said.

Predicasts' economists said that by purchasing the best available technology, Japan has been able to "leapfrog" over the graduated steps in technological progress while modernizing and expanding capacity.

Citing innovation and quality control as factors, the study said that "by early 1990s, Japan will emerge as the indisputable world technological leader."

Also important is Japan's high labor productivity. The U. S., which had the world's highest level of labor productivity in 1963, had slipped to sixth by 1979, and will drop to 14th by 1995, the report said.

Total world capital spending will reach $2.8 trillion by 1995, with the U. S. S. R., U. S., Japan and China together accounting for 47 percent, the report said.

However, Predicasts noted that the greatest economic rate of increase will occur in the capital-surplus oil-exporting countries as well as in the recently industrialized nations of Eastern Asia and Latin America.

Mexico, in particular, will witness an above-average growth in capital spending as its mining sector rapidly exploits coal and molybdenum resources, Predicasts said.

Spending on equipment will continue to outpace that on structures, accounting for 57 percent of total capital spending in 1995, the report said.

Predicasts anticipates a trend toward more flexible, automated production/assembly and administrative systems and the increasing diffusion of electronic (particularly microprocessor) technology.

Also on the horizon, according to the study, are significant innovations in genetic engineering and biochemistry, and in steelmaking, iron and energy technologies.

World Capital Spending, a 225-page report, analyzes the capital spending outlook for more than 50 countries and regions by type of goods and by sector.

The study is available from Predicasts, Inc., 11001 Cedar Ave., Cleveland, O. 44106. The price is $825 per copy.

WORLD CAPITAL SPENDING OVERVIEW

(billion 1975 U. S. Dollars)

ITEM	1979	1995	Projected Growth
World Capital Spending	1,479.05	2,778.40	4.0
U. S.	243,46	373.20	2.7
U. S. S. R.	238.20	381.10	3.0
Japan	161.36	328.50	4.5
China	90.50	232.60	6.1
Other Regions	745.53	1,463.00	4.3
World Capital Spending	1,479.05	2,778.40	4.0
Equipment	714.85	1,328.90	4.6
Structures	764.20	1,449.50	3.3

Source: Predicasts, Inc., Cleveland.

N.H. dealer-governor lists expenditures

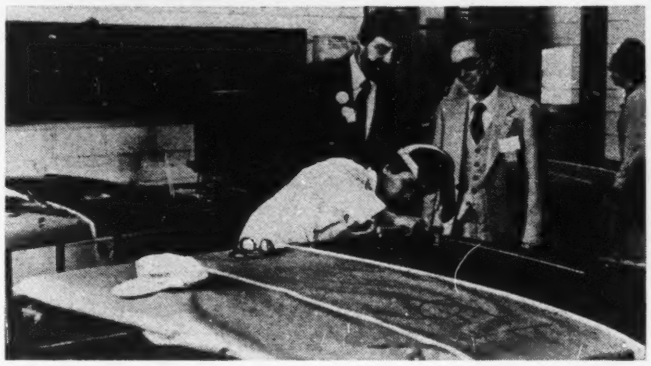
CONCORD, N. H. — Former New Hampshire automobile dealer Hugh J. Gallen spent $389,080 of the $412,492 he received in campaign contributions for the 1980 state election in which he won his second term as governor.

The information is contained in a report filed with the Secretary of State. Gallen was previously in automotive retailing in Littleton.

What's The Automotive World Coming To?

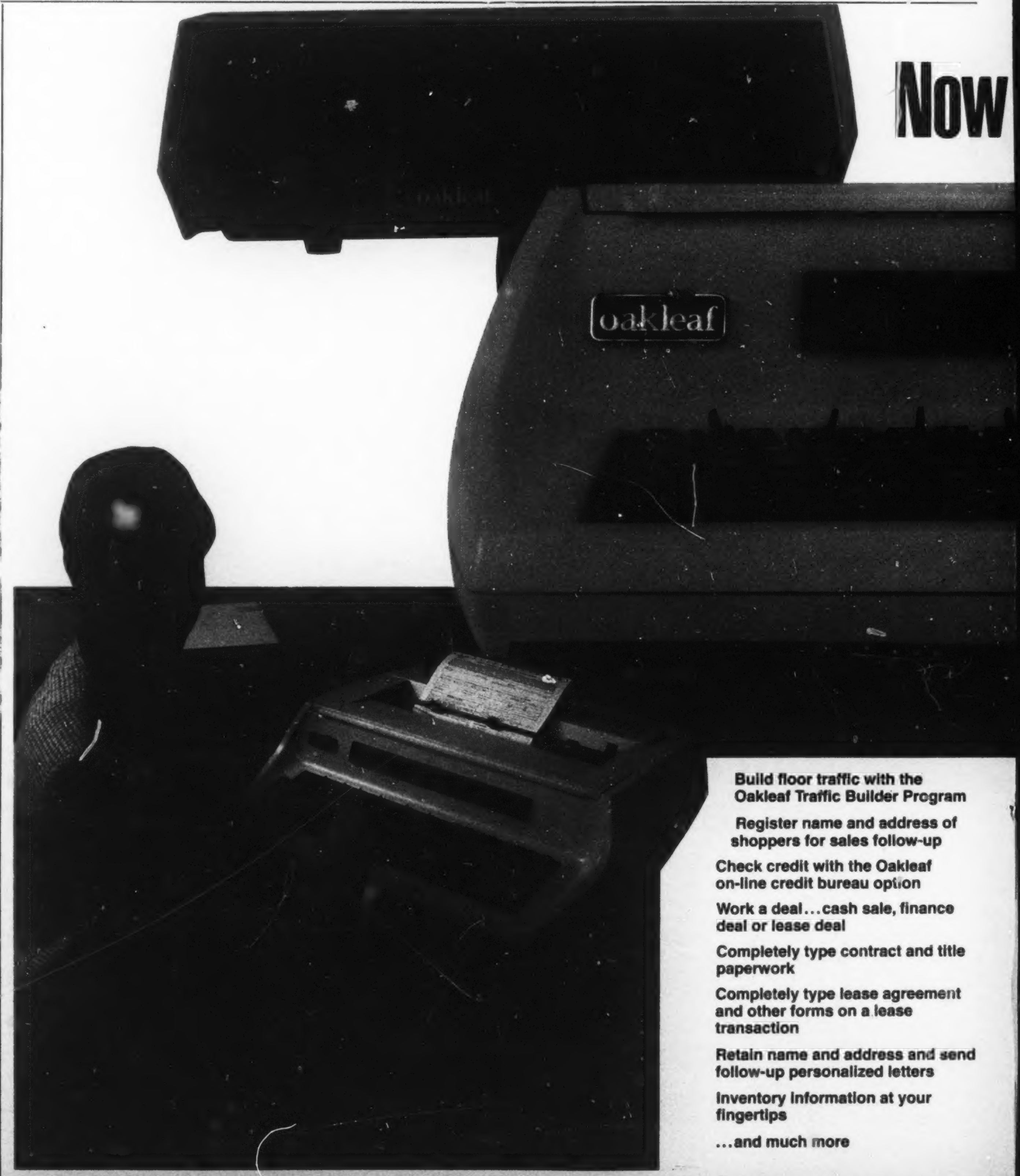
☐

FIND OUT —
TURN TO PAGE 61



AMC parts go to school

Robert R. Westby, left, state advisor for Vocational Industrial Clubs of America, Madison, Wis., and Robert E. Luedtke, right, supervisor of inventory audit and analysis, American Motors National Parts Distribution Center, watch a young student participate in the Wisconsin Skills Olympics Trials. AMC donated 35 automobile hoods to the auto body repair competition held at the Waukesha County Technical Institute, Pewaukee, Wis. Winners from the various categories of the competition will meet in a national contest in Atlanta.



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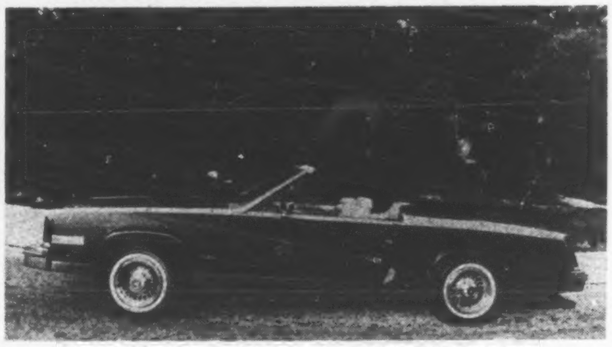

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IMPORT REGISTRATION SHARES IN U. S.

FEBRUARY

	Regis., Feb., 1981	Percent Share of Market	Regis., Feb., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	47,334	23.66	47,454	24.20	— 0.54
Datsun	34,591	17,29	41,050	20.93	— 3.64
Honda	32,961	16.47	26,234	13.37	+ 3.10
VW	18,642	9.32	16,494	8.41	+ 0.91
Mazda	15,417	7.71	11,985	6.11	+ 1.60
Subaru	10,906	5.45	9,426	4.81	+ 0.64
Fiesta	5,533	2.76	6,139	3.13	— 0.37
Colt	5,019	2.51	6,312	3.22	— 0.71
Champ	4,936	2.47	6,233	3.18	— 0.71
Mercedes	4,229	2.11	3,965	2.02	+ 0.09
Others	20,507	10.25	20,830	10.62	— 0.37
TOTAL	200,075	100.00	196,122	100.00	......
Share of U.S. Total		29.65		27.96	+ 1.69

TWO MONTHS

	Regis., 2 mos., 1981	Percent Share of Market	Regis., 2-mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	88,761	23.71	95,341	23.87	— 0.16
Datsun	65,983	17.63	82,809	20.73	— 3.10
Honda	61,741	16.49	54,522	13.65	+ 2.84
VW	35,410	9.46	34,833	8.72	+ 0.74
Mazda	29,743	7.95	26,280	6.58	+ 1.37
Subaru	20,318	5.43	19,392	4.85	+ 0.58
Fiesta	9,625	2.57	12,460	3.12	— 0.55
Mercedes	8,358	2.23	8,577	2.15	+ 0.08
Colt	7,668	2.05	11,888	2.98	— 0.93
Champ	7,667	2.05	11,859	2.97	— 0.92
Others	39,043	10.43	41,463	10.38	+ 0.05
TOTAL	374,317	100.00	399,424	100.00	......
Share of U.S. Total		28.54		27.64	+ 1.08

Registrations not available for Oklahoma.

29.65 pct. of month's registrations

Import penetration sets a record

By Jenny L. King
Staff Writer

Registrations of new imported cars in February set a market penetration record for the second month in a row, according to figures compiled by R. L. Polk & Co.

Import penetration of total U. S. registrations was 29.65 percent, 1.69 percentage points ahead of the 27.96-percent share a year earlier. January import penetration was 27.38 percent, up from 27.00 percent.

New import registrations in February totaled 200,075, up 2.02 percent from the previous year's 196,122 units. Record monthly totals were posted in six months of 1980: January, February, March, August, September and November. The other six months were second best.

For the first two months of 1981, total import registrations were 374,317, down 6.29 percent from 399,424 last year.

Imports accounted for 28.54 percent of total U. S. new-car registrations in the first two months, compared with 27.46 percent last year.

In February, the Japanese led the pack with Toyota taking 23.66 percent of the import share of the market, off a slight 0.54 percentage points from its 24.20 percent in Feb., 1980.

Second-place Datsun captured 17.29 percent, down 3.64 percentage points from 20.93 percent a year earlier. Honda picked up some of the slack, climbing to 16.47 percent from 13.37 percent, Volkswagen was up to 9.32 percent from 8.41 percent, and Mazda edged ahead to 7.71 percent from 6.11 percent.

Sixth-place Subaru climbed to 5.45 percent from 4.81 percent; Fiesta was off 0.37 percentage points to 2.76 percent from 3.13 percent, and Colt dipped to 2.51 percent from 3.22 percent. Arrow/Champ earned 2.47 percent, down from 3.18 percent, while Mercedes-Benz was up to 2.11 percent from 2.02 percent a year ago.

• The top 10 imports accounted for 89.75 percent of February import registrations, compared with 89.63 percent a year earlier.

Japan continued to increase its grip on the U. S. import market in February, accounting for 76.97 percent of registrations, compared with 76.82 percent in 1980.

Registrations of imported cars in February by country of origin, with year-earlier figures in parentheses, were: Japan, 154,006 (150,657); West Germany 34,414 (33,138); Sweden, 4,918 (4,855); France, 3,232 (2,672); Italy, 2,514 (3,283), and United Kingdom, 991 (1,517).

Registrations by country of origin for the first two months of 1980, with year-earlier figures in parentheses, were: Japan, 286,327 (305,767); West Germany, 65,386 (68,908); Sweden, 9,602 (10,022); France, 6,567 (5,105); Italy, 4,401 (6,380), and United Kingdom, 2,034 (3,222).

Registrations of imported trucks in February were down 18.40 percent to 36,252 from 44,424.

Registrations of imported trucks in February, with year-earlier figures in parentheses, were: Toyota, 8,879 (11,823); Datsun, 7,377 (9,013); Courier, 5,682 (6,625); LUV, 5,284 (7,576), and others, 9,030 (9,387).

The truck import total for the first two months of 1981 was 67,839, down 22.91 percent from 87,998 last year.

Registrations of imported trucks in January-February, with year-earlier figures in parentheses, were: Toyota, 16,687 (23,164); Datsun, 13,872 (17,992); LUV, 10,418 (15,851); Courier, 10,295 (13,265), and others, 16,380 (17,726).

Olds promotes Kludt

LANSING. — Rosemary A. Kludt, 30, has been appointed assistant director of purchasing for Oldsmobile. She will be responsible for the purchasing of all non-product items. Kludt formerly was a senior divisional buyer.

$15 million computer setup to link Toyota and dealers

TORRANCE, Calif. — Toyota has signed a $15 million contract for the purchase of computer equipment from IBM that will link the company with its dealers.

Toyota said it will provide instantaneous answers for customers questions including new vehicle and parts availability and even how to finance a purchase.

It is called the Toyota Dealer Network and will connect Toyota's headquarters in Torrance with participating dealerships from the company's 1,085-dealer body in the U. S.

"The new system provides for fast and efficient processing of information between the company and its dealers," said Robert Best, corporate data systems manager at Toyota Motor Sales, U.S.A., Inc.

"Dealers around the country will now have access to information just as quickly as we get it here at corporate headquarters."

Toyota said dealers will be able to receive and send data in a matter of seconds to locate vehicles, request sales information, order critical parts and submit warranty claims for expedited credit.

In addition, the dealer will be able to use the minicomputer for conducting his own business including accounting, payroll, parts inventory, repair orders and other applications.

"The dealership service and parts departments, by using the new computer system, will be able to quickly tell if a part needed is in stock and if it's not, where one can be found and an estimate of how long it will take to get it," Best said.

"Being able to tell a customer within 10-15 seconds how long it probably will take to service his or her car can play a big part in keeping a customer happy."

Best predicted the computer system also will help dealers increase their sales.

"If a customer wants a particular car that the dealer doesn't happen to have in stock, the salesman, by using the computer hookup, can quickly see if another Toyota dealership in the area may have the particular model," he said.

"The salesman also can use the computer to work out financing arrangements."

Helphenstine's 25th

A 25-year dealer award plaque is presented to R. B. Helphenstine, right, Palm Chevrolet, Inc., Punta Gorda, Fla., by Jacksonville zone manager R. J. Bresnahan.

In Chase Econometrics study

Japanese limits called no help for U. S. cars

BALA CYNWYD, Pa.—Chase Econometrics does not believe the voluntary restraints recently agreed to by Japanese auto makers are going to help the U. S. auto industry, either from a standpoint of sales or employment.

A Chase study of the impact of the agreement reaches these conclusions:

1. During the first year of import limits, Japanese manufacturers will sell 300,000 fewer cars in the U. S.

2. Only 45,000 of those lost sales will be retrieved by American-made cars. The rest of the potential customers will be deterred by the price increases caused by the limitation agreement.

3. As a result, the Japanese import limitation agreement will have a negligible effect on U. S. auto employment.

The study is contained in the new Chase Econometrics Passenger Car Outlook. It was directed by William R. Pochiluk, vice president and director of automotive services, and John H. Hammond, director of automotive market analysis.

"The constraints accepted by the Japanese manufacturers are very severe," Pochiluk said. He noted that the Japanese are limited to 1.68 million exports to the U. S. in the first year (down from 1.82 million last year) and 1.68 million plus an adjustment for overall market growth the second year.

"Since the current market demand in the U. S. for Japanese imports is close to 2.1 million units," he said, "that translates into a cutback of 15 percent, or 300,000 units, during the first year, adjusting for inventory liquidation, and 19 percent, or 400,000 units, during the second year of the import limits."

Pochiluk continued, "In order to make up their loss in volume, Japanese auto manufacturers will be forced to raise prices higher than they would otherwise had done.

"And when the Japanese car makers raise their prices, American manufacturers will follow suit. American car companies are in a financial squeeze and will move to raise prices on small cars.

"As a result, the average price paid by the American consumer for a new automobile will be 3 percent higher than it would have been in an automotive 'free market,'" Pochiluk said.

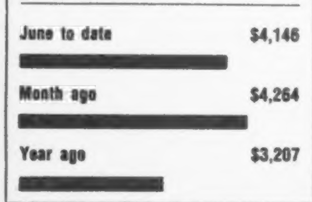
"The U. S. auto market is already highly price-sensitized," he said, " and our forecasts indicate that the additional price increase will subtract more than a quarter of a million car sales from the total for each of the next two years.

"In short, most of the U. S. sales lost by the Japanese will not be made up by the American manufacturers," Pochiluk said.

The accompanying table presents the Chase Econometrics analysis of the situation.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1981	$7,052	$7,326	$8,014
1980	5,709	5,697	5,872
1979	4,881	4,843	4,807
1978	2,877	3,845	3,748
1977	2,728	3,086	2,866
1976	2,157	2,264	2,144
1975	1,709	1,708	1,605
1974	1,270	1,457	1,358
Overall Average	$4,146	$4,326	$4,116

factories list auction dates

American Motors

June 12—Concord Auto Auction, Hosmer St., Acton, Mass.

June 17—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 18—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

June 19—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 24—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 26—Concord Auto Auction, Hosmer St., Acton, Mass.

Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for further details.

Ford Motor Co.

June 9—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

June 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

June 18—Nashville Auto Auction, 1406 Lebanon Rd., Nashville.

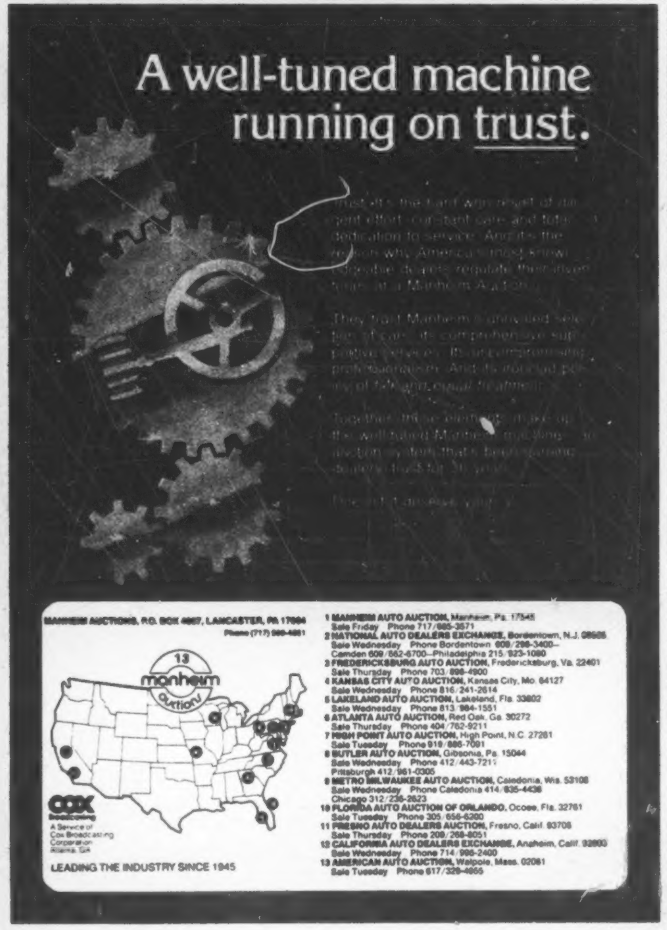
June 24—Clanton's Auto Auction, Highway 34 West, Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

June 25 — Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

June 30 — Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.



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Sale Thursday Phone 703/898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
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6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/236-2823
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92800
Sale Wednesday Phone 714/996-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
Sale Tuesday Phone 617/329-4055

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"THE AUTO AUCTION OF THE 80's"

Rise in ownership, operating expenses since '72 put at 160 pct.

Truck costs up 20 pct., Hertz says

Continued from Page 20

truck costs vary substantially as unit mileage totals advance, with 1980 tractor-trailer expenses ranging from less than 65 cents per mile during the first year's initial 100,000-miles to more than 78 cents in the fifth 100,000-mile use period, even assuming constant prices with no further inflation.

But if inflation boosts prices between now and 1985 at the same rate it did in past years, fifth-year outlays then will be more than $1.33 a mile. For example, the report notes, first-year upkeep costs in 1976 were just 2.45 cents a mile, but fifth year maintenance in 1980 was 15.5 cents, some 533 percent higher.

However, Evangelist said, most small-fleet operators replace some units each year, so inflation masks the high-mileage cost increases.

As another example, the study shows, while first-year expenses for a tractor-trailer purchased in 1980 came to that 65 cents per mile figure, fifth-year 1980 expenses for a combination acquired in 1976 were only 69 cents a mile, because of the lower purchase price of the rig five years ago. The lower purchase price offsets a 311 percent rise in upkeep costs for units between their first and fifth years.

The Hertz study shows that the cost of operating an 18-foot, gasoline-powered "straight truck" 15,000 miles a year in typical city-suburban pickup-and-delivery service came to almost $1.06 a mile in 1980, against 88.6 cents in 1979, a 19 percent advance.

For 15-passenger vans, typical of units used in commuter pools, the study estimated costs for 13,270-mile-per-year commutation for both four-and-7½-year ownership periods and also listed comparative per-mile and per-passenger-mile cost estimates for station wagons and sedans.

In four-year use, the per-mile van cost was about 61½ cents at 13,270 miles a year, a typical annual "van-pool" commuting distance. This compares with 38.8 cents a mile for a station wagon in the same circumstances and with just over 31 cents for a 1980 compact sedan.

(This is the same typical compact which cost 39.8 cents a mile to run 10,000 miles a year for three years at 1980 prices. By traveling more miles, per-mile expense drops, but overall annual dollar outlays increase.)

The Hertz data shows that per-passenger mile costs for the compact, assuming four accupants, would be 7.7 cents a mile at the 13,270-mile-a-year rate, while the per-rider, van-pool commuter costs would be about half that figure, or 4.1 cents a mile, for each of the 15 van occupants.

Hertz has issued vehicle-cost studies since 1973 to provide car and truck operators with a benchmark to measure their own expenses.

But the company emphasizes that a wide variety of circumstances can materially change costs for any individual unit, and for similar units in different use by different people in different sections of the country.

The company said annual percentage rises should provide guidelines against which operators can measure their own expense increases.

Also, vehicle specifications have varied slightly over the years for straight trucks, and a major change from higher-performance to "fuel-saver" units was made on the big tractors to conform with truck industry shifts to these units in the mid-1970s.

A Hertz coast-to-coast "Economy Run" for these 18-wheelers showed fuel savings of about 17 percent with the "derated" units as opposed to comparable units equipped with high-performance components.

truck personnel

Continued from Page 20

American field sales/marketing.

R. A. Ferguson, from North American field marketing vice president to customer relations vice president.

J. D. Clifford, from general manager of the Supply and Mass Transit Division to Truck Axle Division general manager.

R. A. Banfield, from manufacturing director to general plants manager of the Truck Axle Division.

D. J. McGregor, from general manager of the Highway Brake Division to general manager of the newly combined Highway Brake and Trailer Axle Division.

D. W. Oates, from general manager of the Trailer Axle Division to market-development vice president of the Highway Brake and Trailer Axle Division.

Mack appoints Davis to top marketing post

Mack Trucks, Inc., has elevated **Garner L. Davis** to executive vice-president-marketing. Senior vice president-sales since 1979, he succeeds **H. Kenneth Tooman,** who has taken early retirement. Davis joined Mack in 1946 as a sales trainee at the Houston factory branch.

Joseph P. Rossetti, marketing distribution vice president since 1977, was named to replace Davis, with responsibility for Mack's domestic sales program. He has been with Mack since 1964, starting as used-truck manager at the Providence (R. I.) branch.

The company also announced the appointment of **Gary D. Johnson** as Atlantic Region vice president, with responsibility for marketing operations in Pennsylvania, Ohio, Southern New Jersey, Delaware, Maryland and Northeastern Virginia. He succeeds **Paul C. Ritter,** who has been named acting general manager of Mack Canada, Inc.

G. L. Davis

J. P. Rossetti

Dealer to factory and back again

WALLA WALLA, Wash. — Robert Ahrent has come full circle in the auto business.

In 1969, he added Subaru to his Oldsmobile dealership in Aberdeen, Wash. Three years later, he sold the dealership and joined Subaru Northwest. Then in August, 1980, he bought a Lincoln-Mercury and AMC dealership here, although staying on with Subaru Northwest.

Last month he added Subaru to the dealership and resigned from Subaru Northwest. He also has an interest in a Toyota dealership here.

Koci, Downham get new positions at DDA

Ludvik F. Koci, formerly director of diesel engine and transmission engineering for Detroit Diesel Allison Division, has been appointed general engineering director. He now is also responsible for gas-turbine research and engineering.

Donavon F. Downham, who had been director of worldwide product planning, has been named strategic planning director and has become a member of the division's Executive Committee.

Happy anniversary

HARTFORD. — A. C. Hine Pontiac-Honda, hosted a surprise party honoring general manager Perry Briggs and parts manager Ed Swietlicki on their 35th and 41st anniversaries, respectively, with the dealership.

NIASE appoints unit to oversee its HD program

Continued from Page 20

who also serve on the NIASE Board of Directors, are Donald E. Hancock, service development manager, International Harvester; Harold E. Sullivan, fleet maintenance director, Commercial Motor Freight of Indiana, Indianapolis, and Bernard C. Uhl, Uhl Truck Sales, Palmyra, Ind.

Chuck F. Charpie, public relations manager, Service Parts Group, Dana Corp., also has been appointed to the Committee. It is expected that additional members who do not serve on the NIASE board will be named to the committee.

NIASE is nine years old and the heavy-duty truck tests have been conducted for eight of those years, with 13,416 heavy-truck mechanics certified in one or more areas of specialization. Of the total number of HD certified mechanics, 7,810 are employed by truck dealerships, while 2,074 are from fleets.

"The Institute understands that HD problems differ from those of the automobile sector, and this committee will help to address those that relate to heavy-duty particularly," said Hogan.

"We expect to target promotional activities to key HD specialists, encourage HD publications to cover NIASE HD activities, and to assist the NIASE staff in increasing HD truck registrations, particularly among fleet mechanics."

New officers in Oregon

Oregon Automobile Dealers Assn. members elected officers for 1981-82. From left, they are: Jack Koken, Lithia Motors, Medford, treasurer; Allan Larsen, Larsen Motor Co., McMinnville, secretary; Howard Trachsel, Trachsel Buick-Opel, Salem, president, and Bob Murray, Murray Chevrolet Co., Gresham, immediate past president.

Service, parts business climbs for second straight month

Continued from Page 1

portant indicator from the dealers' viewpoint—showed a gain of 6.1 percent. In March, this category showed an increase of 8.9 percent.

Sales of shop parts (those used on customer-paid and warranty repairs) were up 3.5 percent, while total labor sales (customer-paid and warranty) increased 1.3 percent over year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Service and parts business in the first four months of 1981 amounted to 102.5 percent of the business done in the same period a year ago. The rate of business growth in the January-April period was up over the three-month period by 1.2 percent.

Gross profit was the leading indicator for the year-to-date period with an increase of 6.8 percent, followed by sales of all parts and accessories, up 5.9 percent.

Shop parts sales recorded an increase of 1.7 percent, while labor sales moved up 0.1 percent. Despite the healthy increase recorded in April, repair orders written in the four-month period were down 4.9 percent.

SERVICE INDEX
106.5*

	April, '81 vs. April, '80	4 mos., '81 vs. 4 mos., '80
Gross Profit on All Labor and P&A Sales	+ 6.1%	+ 6.8%
Repair Orders Written	+ 9.9%	— 4.9%
Total Labor Sales (Customer & Warranty)	+ 1.3%	+ 0.1%
Shop Parts Sales (Customer & Warranty)	+ 3.5%	+ 1.7%
Sales of All P&A	+ 8.2%	+ 5.9%

*—Survey by Automotive News shows that dealers' service and parts business in April, 1981, was 106.5 percent of business in April, 1980. Service business in the four months of 1981 was 102.5 percent of business in the corresponding period in 1980.

Stripped Rabbit to offer price edge

Continued from Page 3

for their Escort and Chevette engines.

Meanwhile, EPA has also granted Ford a waiver from the CO standard for its innovative cast-aluminum 3.8-liter V-6 engine which will replace its V-8 engines. EPA accepted the company's position that "effective emission control technology is not available to meet the statutory CO standard of 3.4 grams per mile without unreasonable risk that production vehicles will not meet emission requirements or unreasonable cost penalties."

To date, EPA has now granted waivers of the 1981-82 CO standard to 10 different manufacturers and 23 engine families. More are expected this year in light of a recent National Academy of Sciences study indicating a CO emissions standard of 7 gpm instead of the 3.4 gpm standard would not lead to any violations of the national ambient air quality standard for CO or create a significant health hazard.

IH announces second venture south of border

Continued from Page 20

personnel to assist DINA in the integration and manufacture of the Transtar heavy conventional 4000 Series and its S-Series medium and heavy models. This assistance includes the transfer of specifications, test data and manufacturing processes.

3. The supply of specific parts and components such as cab stampings and structure members, as well as service parts. They will be provided from IH's truck and component plants.

This is the second major venture in Mexico for International trucks. In 1978, IH announced that it had purchased a 40 percent interest in Fabrica de Autotransportes Mexicana, S.A. (FAMSA) for the production and marketing of IH's S-Series medium and heavy trucks.

FAMSA now has about 10 percent of the medium and 31 percent of the heavy Mexican truck market. It will produce about 6,500 vehicles in 1981. These trucks are marketed under the joint IH/FAMSA nameplates.

International Harvester owns 37½ percent interest in DAF Trucks of Holland, that country's leading truck maker, and recently entered into a joint venture in Spain with that country's leading producer of trucks carrying the Pegaso name.

Domestic total 2nd-lowest since 1958

May sales rise, but slump continues

By Jenny L. King
Staff Writer

New-car sales in May nudged ahead of year-ago levels but were far from the spring-selling-boom numbers recorded just a few years ago. Domestic auto makers reported a 5.13-percent increase for the month, while imports were up 6.17 percent and accounted for 28.58 percent of the May market.

Domestic sales totaled 524,021, up from 498,474 a year earlier but far from the May record of 971,304 set in 1973 and the 962,985 of 1978. With 25 selling days this year compared with 26 a year ago, the daily selling rate of 20,961 for domestics was up 9.34 percent from 19,170.

Although domestic sales topped last year's, the total was the second lowest for May since 1958.

Import sales numbered 209,742, up from 197,549 in 1980, but they, too, were far behind their record for the month of 255,495 in 1979.

Combined sales for the month totaled 733,763, up 5.42 percent over 696,023 in 1980.

Combined year - to - date sales were down 2.31 percent, to 3,858,908 from 3,950,257 last year. Domestic sales for the five-month period were 2,790,654, down 3.38 percent from 2,888,304 reported for the first five months of 1980. Import sales for five months were 1,068,254, up 0.59 percent from 1,061,953. It was the first time this year the cumulative import total has surpassed its 1980 counterpart.

All five U. S. auto makers were up in May, both on a direct comparison and on a daily-selling-rate basis. Chrysler enjoyed the greatest growth, up 28.94 percent for the month to 58,791 from 45,594 last year. Chrysler was up 34.09 percent on a daily-rate basis.

General Motors sales climbed 1.51 percent to 314,764 from 310,074 (up 5.58 daily rate). Ford reported a 4.97-percent sales increase, to 122,343 from 116,548 (up 9.17 percent daily rate). American Motors sales of 13,648 new passenger cars were up 15.63 percent over 11,803 (up 20.26 percent daily rate), and Volkswagen of American was up 0.14 percent to 14,475 from 14,455 (up 4.14 percent daily rate).

Chrysler continued to get its double-digit percent share of the domestic market, earning 11.22 percent this May compared with 9.15 percent a year earlier. Ford cornered 23.35 percent, down slightly from 23.38 percent. GM had 60.07 percent, down from 62.21 percent. AMC grew to 2.60 percent from 2.37 percent, and VWoA sales accounted for 2.76 percent, down from 2.89 percent.

Of the U. S. makes, 10 of the 13 reporting sales for both years showed improvements this May. Plymouth was strongest, up 65.49 percent, followed by Dodge, up 25.47 percent; Mercury, up 25.38 percent; Oldsmobile, up 24.73 percent; Pontiac, up 21.74 percent; AMC, up 15.63 percent; Cadillac, up 10.43 percent; Lincoln, up 9.46 percent; Buick, up 6.54 percent, and VW, up 0.14 percent.

U. S. makes reporting sales declines were Chrysler, down 32.32 percent; Chevrolet, down 18.52 percent, and Ford, down 0.92 percent.

Ford Escort was the top-selling U. S. nameplate in May, with retail sales of 25,864. Chevrolet Chevette was second at 24,783, followed by Oldsmobile Cutlass at 21,557, Chevrolet Citation at 21,159 and Cutlass Supreme at 20,685.

A year earlier, the top five were: Citation, Chevette, Ford Fairmont, Ford Mustang and Chevrolet Malibu.

Third-period domestic sales were down 1.90 percent on a year-to-year basis, to 197,572 from 201,406. On a daily-rate comparison, May 21 - 31 sales were up 10.36 percent.

This year's eight selling days had an average of 24,697 compared with 22,378 per day for nine days last year. Chrysler and VWoA were up for the period, while GM, Ford and AMC were down.

The import market reflected gains for the major European auto makers and a mixed bag for the Japanese in May.

BMW had a record month, its sales up 40.54 percent from 1980; Mercedes-Benz was up 43.89 percent, and Saab was up 50.85 percent, Volvo was up 63.01 percent and reported its best first five calendar-year months in its U. S. history.

Toyota sales jumped ahead 27.27 percent, but Number-Two Datsun reported a 22.53-percent sales decline. Honda was down 4.33 percent, Mazda was up 15.57 percent and Subaru was up 19.42 percent.

With imports garnering the largest segment (28.58 percent) of the market class, the remainder was divided as follows: U. S. subcompacts, 17.20 percent; compacts, 19.04 percent; intermediates, 20.06 percent; standards, 10.32 percent, and luxury models, 4.80 percent.

IMPORTED CAR SALES

	May, 1981	May, 1980	Jan. 1-May 31, 1981	Jan. 1-May 31, 1980
Alfa Romeo	200†	367	661	1,396
Audi	4,900	2,801	20,221	18,023
BMW	3,740	2,469	16,331	14,765
Challenger	525	956	5,661	6,490
Champ/Arrow	1,626	4,182	19,790	31,578
Colt Hatchback/Colt	1,526	3,783	20,200	29,204
Datsun	35,605	45,961	205,550	242,090
Fiat	3,279	3,026	15,339	19,805
Fiesta	2,971	4,523	26,505	31,703
Honda	35,809	37,430	172,085	159,071
Isuzu	2,330	....	5,306	....
Jaguar	374	205	1,614	1,154
Lancia	97	202	444	1,064
Mazda	14,745	12,758	76,995	61,003
Mercedes-Benz	5,695	3,958	26,775	21,697
MG	460	862	2,151	4,265
Peugeot	1,397	1,035	6,760	5,582
Porsche	992	702	4,919	4,677
Renault	3,035	2,092	14,791	10,509
Rover	62	30	348	33
Saab	1,243	824	6,304	5,641
Sapporo	578	855	5,978	5,107
Subaru	13,325	11,158	64,801	59,654
Toyota	57,865	45,468	274,963	263,390
Triumph	1,171	947	5,427	4,166
Volkswagen	9,934	7,116	37,875	36,090
Volvo	6,258	3,839	30,460	23,796
TOTAL	209,742	197,549	1,068,254	1,061,953

† estimate

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DOMESTIC CAR SALES

	May 21 to May 31, 1981	Same Period, 1980	May, 1981	Same Month, 1980	Jan. 1 to May 31, 1981	Same Period, 1980
Spirit	....	....	3,757	4,564	18,041	24,352
Concord	....	....	5,553	5,464	26,066	29,443
Pacer	....	....	38	262	111	1,381
Eagle	....	....	4,300	1,513	21,130	12,610
AMERICAN MOTORS*	5,200†	5,400†	13,648	11,803	65,348	67,786
Horizon	3,451	1,799	7,525	4,551	38,363	32,843
TC3	2,042	1,259	5,648	3,225	24,509	27,041
Reliant	5,489	....	12,655	....	79,233	....
Volare	91	2,890	306	7,171	6,089	37,517
Plymouth	482	856	1,611	1,818	6,282	7,125
Total Plymouth	11,555	6,804	27,745	16,765	154,476	104,522
LeBaron	1,298	1,859	4,099	4,357	22,539	28,864
Cordoba	636	1,323	1,958	3,265	13,232	20,539
Chrysler	252	1,145	802	2,513	7,207	14,709
Total Chrysler	2,186	4,327	6,859	10,135	42,978	64,112
Total Imperial	302	....	731	....	2,574	....
Omni	1,898	1,541	5,113	3,732	28,875	26,677
024	1,787	1,216	4,988	2,881	21,156	22,380
Aries	3,695	....	8,709	....	60,435	....
Aspen	93	2,338	290	5,597	5,385	....
Diplomat	807	1,099	2,642	2,644	14,362	14,710
Mirada/Magnum	407	823	1,133	1,973	7,680	12,747
Dodge	173	884	581	1,867	4,342	8,884
Total Dodge	8,860	7,901	23,456	18,694	142,235	113,167
CHRYSLER CORP	22,903	19,032	58,791	45,594	342,263	281,801
Pinto	164	6,240	542	13,912	8,691	65,858
EXP	2,801	....	8,145	....	14,100	....
Escort	9,252	....	25,864	....	133,720	....
Mustang	5,138	8,284	14,432	21,041	77,764	107,704
Fairmont	4,834	9,421	14,535	24,223	85,665	140,131
Granada	2,494	2,573	7,424	6,261	45,097	31,568
LTD II	....	131	....	360	....	2,076
Thunderbird	1,678	3,167	4,833	7,822	33,932	67,979
Ford	4,241	5,162	10,403	13,363	47,504	65,795
Ford Division	30,602	34,978	86,178	86,982	446,473	481,111
Bobcat	52	1,012	125	2,352	1,996	13,705
LN7	748	....	2,023	....	3,967	....
Lynx	3,065	....	8,755	....	43,564	....
Zephyr	1,949	2,276	5,025	6,053	25,231	39,992
Cougar/Monarch	1,240	1,043	3,551	2,457	18,124	11,928
XR-7	809	1,273	2,187	3,148	12,827	27,711
Capri	1,666	2,262	4,614	5,665	22,437	29,313
Mercury	1,395	1,719	3,661	4,205	20,142	23,636
Total Mercury	10,924	9,585	29,941	23,880	148,288	146,285
Versailles	....	196	....	437	....	2,542
Lincoln	1,272	1,089	3,121	2,559	73,939	12,983
Mark VI	1,188	1,145	3,103	2,690	15,078	15,695
Total Lincoln	2,460	2,430	6,224	5,686	29,017	31,220
L-M Division	13,384	12,015	36,165	29,566	177,305	177,505
FORD MOTOR	43,986	46,993	122,343	116,548	623,778	658,616
Skyhawk	....	192	....	503	....	3,957
Skylark	6,340	5,848	16,190	14,464	91,593	75,942
Century	4,811	5,149	12,754	12,291	61,908	60,670
Regal	6,003	6,133	15,290	14,306	89,751	77,185
Le Sabre	2,474	2,971	6,571	6,535	32,082	38,779
Electra	1,686	1,781	4,378	4,420	22,089	24,190
Riviera	1,509	1,388	3,999	3,030	18,845	16,626
Buick Division	22,823	23,462	59,182	55,551	316,268	297,349
Cimarron	140	....	164	....	168	....
Seville	700	908	1,803	2,670	10,427	16,093
Cadillac	4,308	3,664	11,625	9,849	58,209	55,078
Eldorado	1,826	1,442	4,572	3,929	22,096	21,102
Cadillac Division	6,974	6,014	18,164	16,448	90,900	92,273
Chevette	9,169	10,803	24,783	26,604	181,318	175,783
Cavalier/Monza	1,693	5,083	2,543	11,898	14,808	63,658
Citation/Nova	8,597	12,368	21,159	31,689	138,370	171,264
Camaro	3,638	4,073	9,893	10,409	48,980	53,708
Malibu	7,450	8,603	20,399	20,783	103,272	114,064
Monte Carlo	4,126	4,917	11,005	11,717	73,301	68,701
Chevrolet	6,666	8,454	17,281	18,667	84,250	129,232
Corvette	887	1,136	2,689	2,938	14,509	15,732
Chevrolet Division	42,226	55,437	109,752	134,705	658,808	792,142
Starfire	....	142	....	389	....	4,255
Omega	2,522	2,533	8,972	6,959	49,630	37,854
Cutlass	6,444	5,688	21,557	15,435	93,795	90,463
Supreme	6,267	7,456	20,685	19,395	118,789	108,274
Olds 88	4,198	4,397	14,715	11,419	65,714	65,879
Olds 98	1,885	1,951	6,941	4,919	34,588	29,157
Toronto	979	1,125	3,369	2,609	15,705	15,952
Oldsmobile Division	22,295	23,292	76,239	61,125	378,221	351,834
T-1000	3,549	....	7,711	....	13,625	....
J-2000/Sunbird	2,602	2,968	4,204	7,709	27,873	56,256
Phoenix	3,281	2,238	7,315	6,796	41,361	41,942
Firebird	2,751	2,826	5,732	7,613	28,045	39,545
LeMans	3,111	1,933	7,052	5,457	34,063	34,602
Grand Prix	4,642	2,582	10,641	6,915	58,146	45,980
Pontiac	3,926	2,829	8,772	7,755	39,180	48,015
Pontiac Division	23,772	15,376	51,427	42,245	242,293	266,340
GENERAL MOTORS	118,090	123,581	314,764	310,074	1,686,490	1,799,938
VOLKSWAGEN	7,393	6,400	14,475	14,455	72,775	80,163
DOMESTIC TOTAL	197,572	201,406	524,021	498,474	2,790,654	2,888,304
IMPORT TOTAL	....	....	209,742	197,549	1,068,254	1,061,953
INDUSTRY TOTAL	....	....	733,763	696,023	3,858,908	3,950,257

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

NADA applauds financial tie of Chrysler, 2 others

WASHINGTON. — NADA applauded actions announced by Chrysler Financial Corp., Volkswagen of America and American Motors which will provide VWoA and AMC franchised dealers with wholesale and retail automobile financing.

"Access to credit is critically important to dealers," said NADA President Wendell H. Miller. "Through this agreement, VW and AMC dealers' ability to finance their inventories will be significantly improved, and they can also assure their customers of financing availability to purchase increasingly expensive cars."

Dealers are finding that retail financing is becoming increasingly difficult to arrange, particularly as commercial banks continue to withdraw from auto financing. Within the last decade, banks have reduced their market share from 60 percent of the retail automotive financing to less than 36 percent.

NADA has repeatedly pressed manufacturers, importers and distributors to provide retail as well as wholesale credit to their dealers, who need access to a finance organization which is responsive to the needs of dealers, as well as their customers.

Volkswagen and American Motors have recognized this need, Miller said, and through this new partnership with Chrysler Financial Corp., have increased their dealers' ability to compete effectively in the marketplace.

May total highest since October

Year-to-date auto output tops 1980

By Patricia Hoffman
Staff Writer

For the first time in nearly 23 months, U. S. auto production for the year-to-date has risen above the comparable year-ago level. And at the same time, the makers have reached the three-million mark for this year.

The last time the year-to-date output exceeded the year-earlier level was in July, 1979.

Output for last week was targeted at 163,772 units, up 16.96 percent from 140,027 built in the previous week, and up 30.73 percent from 125,272 completed in the comparable 1980 week.

So far this year, the makers have built 3,035,743 units, up 0.20 percent from 3,029,664 cars completed in the comparable 1980 period. Thus, the industry reached three million in the same week each year.

In May, the auto manufacturers assembled 666,399 cars, up 26.37 percent from the 527,353 units built in the same month last year. The total was the highest for the month since May, 1979, when the makers completed 935,198, and it was the most of any month since October, 1980, when 675,001 cars were built.

- Breakdown for May by company was: General Motors, 418,021 units, up 30.56 percent from 320,167 built in the comparable 1980 month; Ford Motor, 144,890, up 35.67 percent from 106,793; Chrysler Corp., 74,816, up 7.87 percent from 69,357; Volkswagen of America, 16,391, down 8.85 percent from 17,982; American Motors, 11,998, down 5.71 percent from 12,724, and Checker Motors, 283, down 14.24 percent from 330 completed in May, 1980.

The June forecast for the auto makers is 719,534 units, up 34.72 percent from 534,085 built in the comparable month last year.

For the second quarter, the car manufacturers have slated output at 2,048,596 units, up 24.74 percent from 1,642,293 built during the second three months last year.

Due to an increase in orders, Checker Motors, originally slated to go down today (June 8) has rescheduled its downtime for June 19, with operations resuming July 13.

Ford's Lorain assembly point was idle last week. Output resumes today (June 8).

Chrysler scheduled Saturday overtime last week at Belvidere and Jefferson. Both plants worked two eight-hour shifts on Saturday (June 6).

The Jefferson point will continue on daily overtime this week, working two daily nine-hour shifts. Chrysler's Newark plant will also work daily overtime this week.

GM scheduled Saturday overtime last week at its Flint, Oklahoma City and Van Nuys points.

VWoA's Westmoreland assembly point, down since June 1, will resume operations today with production reduced from 1,120 units per day to 752 per day.

Ford has slated daily overtime this week at six U. S. assembly plants. They are Kansas City, Atlanta, San Jose, Metuchen, Wayne and Wixom. The Oakville plant in Canada also will work daily overtime this week.

U. S. CAR PRODUCTION

	Week Ended June 6, 1981	Week Ended June 7, 1980	Week Ended May 30, 1981	May total	Jan. 1 to June 7, 1980	Jan. 1 to June 6, 1981
AMERICAN MOTORS	3,000*	2,978	2,400*	11,998	80,431	49,254*
AMX	....	....	....	....	....	....
Spirit	....	....	....	4,641	....	....
Concord	....	....	....	5,169	....	....
Eagle	....	....	....	2,188	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	19,400	10,150	14,962	74,816	298,4[illegible]3	370,027
Plymouth Total	10,600	4,200	8,647	43,119	136,226	190,425
Horizon	4,000	3,400	3,884	17,065	72,366	72,678
Reliant	6,600	....	4,763	26,052	....	108,160
Volare	....	700	....	....	50,065	....
Caravelle	....	100	....	2	3,240	2,139
Gran Fury	....	....	....	....	10,555	7,448
Chrysler Total	....	1,800	....	53	39,669	22,098
LeBaron	....	1,800	....	53	30,576	17,236
Chrysler	....	....	....	....	9,093	4,862
Dodge Total	8,800	4,150	6,315	31,644	122,548	157,504
Omni	3,600	2,800	2,493	12,747	63,481	55,417
Aspen	....	350	....	....	35,895	....
Aries	5,200	....	3,822	18,881	....	12,644
Diplomat	....	1,000	....	16	14,674	12,644
St. Regis	....	....	....	....	8,498	3,682
FORD MOTOR	34,034	20,275	32,171	144,890	600,621	646,374
Ford Division	22,450	15,812	21,845	96,770	440,442	443,590
Escort	8,091	....	7,395	29,062	....	167,762
Pinto	....	3,574	....	....	48,375	....
Fairmont	4,957	2,561	4,984	23,438	125,537	94,402
Must./Must. II	4,740	4,225	3,783	18,145	120,612	72,485
Granada	2,902	3,454	2,307	8,462	38,635	37,761
Thunderbird	....	1,998	1,749	8,748	66,033	32,017
Ford	1,760	....	1,627	8,915	41,250	39,163
L-M Division	11,584	4,463	10,326	48,120	160,179	202,784
Mercury Total	9,534	4,463	8,690	39,965	144,288	171,856
Bobcat	....	432	....	....	9,690	....
Lynx	3,067	....	2,122	9,688	....	57,776
Capri	1,822	1,215	1,682	7,846	34,752	24,655
Zephyr	1,981	1,416	1,778	7,908	40,621	27,840
Cougar/Monarch	1,363	1,400	1,183	4,973	13,332	19,152
XR-7	....	....	863	4,272	21,955	13,777
Mercury	1,301	....	1,062	5,278	23,938	28,656
Lincoln Total	2,050	....	1,636	8,155	15,891	30,928
Lincoln	1,025	....	817	4,077	5,880	15,013
Mark VI	1,025	....	819	4,078	8,150	15,915
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	107,263	87,409	87,443	418,021	1,958,004	1,887,198
Buick Division	20,357	16,134	17,105	82,651	388,154	426,331
Skylark	5,085	4,609	4,614	22,678	104,209	115,915
Century	2,386	3,650	2,232	10,621	85,164	78,881
Regal	7,627	4,520	5,981	29,349	101,640	128,284
Buick	3,929	2,200	3,180	14,487	73,986	76,048
Riviera	1,330	1,155	1,098	5,516	23,155	27,203
Cadillac Division	7,335	3,841	5,230	21,280	99,511	124,563
Cimarron	1,000	....	259	706	....	1,956
Seville	490	410	380	1,874	17,486	12,918
Eldorado	1,605	1,290	1,185	5,957	25,804	30,244
Cadillac	4,240	2,141	3,406	12,743	56,221	79,445
Chevrolet Division	41,665	36,956	33,412	15,934	818,484	676,508
Chevette	8,025	8,947	6,989	32,216	204,837	146,940
Cavalier	3,545	....	1,986	9,224	....	15,613
Monza ('80)	....	4,162	....	....	77,515	....
Camaro	4,410	2,540	3,368	15,117	60,961	63,203
Citation	9,210	10,133	7,184	33,381	216,224	167,330
Malibu	6,935	6,769	6,420	31,879	124,978	125,615
Monte Carlo	4,285	1,205	3,251	16,751	52,649	66,267
Chevrolet	4,800	2,400	3,894	19,192	60,987	78,396
Corvette	455	800	320	1,581	20,333	13,144
Oldsmobile Division	22,132	17,903	18,875	95,110	380,329	438,156
Omega	3,225	2,258	2,610	13,664	55,873	69,334
Cutlass	11,944	10,820	9,900	49,918	187,668	219,217
Oldsmobile	5,908	4,000	5,428	26,805	116,979	126,671
Toronado	1,055	825	937	4,723	19,809	22,934
Pontiac Division	15,774	12,575	12,821	59,639	271,526	221,640
Acadian†	455	650	457	2,365	12,312	10,695
J2000	3,239	....	1,502	6,992	....	14,255
Sunbird ('80)	....	3,218	....	....	69,031	....
T1000	2,425	....	2,037	9,973	....	29,732
Firebird	2,536	1,540	1,971	8,915	40,416	29,408
Phoenix	2,574	3,208	2,507	11,326	62,734	54,239
Grand Prix	2,555	1,590	2,422	11,562	26,952	47,460
LeMans	1,630	2,369	1,616	7,088	27,453	29,002
Pontiac	360	....	309	1,418	32,628	6,849
VOLKSWAGEN	....	4,375	2,981	16,391	90,673	81,812
CHECKER	75*	85	70*	283	1,492	1,078*
Total Cars, U. S.	163,772	125,272	140,027	666,399	3,029,664	3,035,743

Week's truck production rises; May total tops '80

For the second week in a row, the year-to-date output for the U. S. truck makers remained above the comparable 1980 period, and the total for the week showed a substantial improvement over those of the previous week and the year-ago week. The output for May was also up from the 1980 level.

Truck production last week was planned at 41,084 units, up 18.13 percent from 34,780 built in the previous week, and up a considerable 87.55 percent from 21,906 trucks completed in the comparable 1980 week.

In May, the makers assembled 159,400 units, up 45.46 percent from 109,585 built in the same month last year. But it was less than half of the 338,961 units completed in May, 1979.

So far this year, truck production has reached 791,288 units, up 4.06 percent from 759,184 built through June 7, 1980.

For June, the truck makers have forecasted 182,512 units, up 84.09 percent from 99,141 trucks completed in the comparable 1980 month. The slated total would bring the second quarter output up 46.28 percent from 338,454 last year to 495,102.

GMC's Pontiac assembly point (heavy-duty trucks) will boost its daily output on one shift from 53 to 76 units, beginning today, (June 8).

Volkswagen of America's Westmoreland point, down since June 1, resumes operations today with a production cut in pickups from 280 units per day to 188 per day. The reduction will put 60 workers on indefinite layoff.

Chrysler's Warren truck point continues on daily nine - hour shifts this week.

General Motors has scheduled downtime this week at its Pontiac (medium-duty truck) assembly plant. The closing will put 2,500 workers on temporary layoff.

Ford has scheduled daily overtime this week at its Lorain and Kentucky truck points. The Ford Kentucky plant also worked last Saturday (June 6).

TRUCK PRODUCTION IN U. S.†

	Week Ended June 6, 1981	Week Ended June 7, 1980	Week Ended May 30, 1981	May total	Jan. 1 to June 7, 1980	Jan. 1 to June 6, 1981
CHEVROLET	13,002	5,665	10,464	46,713	237,082	255,415
DODGE/PLYMOUTH	2,500	2,600	2,430	10,858	67,491	41,505
FORD	15,482	3,107	12,832	62,232	269,443	287,491
GMC	4,799	3,712	3,764	15,833	79,074	86,960
INTERNATIONAL	1,690	1,988	1,369	4,965	15,944	32,217
VOLKSWAGEN	....	625	734	4,054	12,799	20,001
MACK	....	450	....	....	12,066	....
JEEP	2,121*	2,500	1,697*	8,487	38,333	38,804*
AMC CORP.	90*	284	90*	378*	4,138	1,895*
WHITE	....	175	....	....	3,534	....
MISCELLANEOUS	1,400*	800	1,400*	5,880*	19,280	27,000*
Total Trucks, U. S.	41,084	21,906	34,780	159,400	759,184	791,288

CANADIAN TRUCK PRODUCTION

	Week Ended June 6, 1981	Week Ended June 7, 1980	Week Ended May 30, 1981	May total	Jan. 1 to June 7, 1980	Jan. 1 to June 6, 1981
CHRYSLER CORP.	2,000	728	2,561	8,270	18,060	34,307
FORD MOTOR	3,454	4,296	3,507	11,306	88,421	76,449
GENERAL MOTORS	6,658	4,362	6,558	25,229	122,248	135,871
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	440	251	998	6,753	5,471
MACK	....	40	....	....	1,159	....
WHITE	....	65	....	....	1,446	....
Total Trucks, Canada	12,357	9,931	12,877	45,803	249,731	252,098
N. American Trucks	53,441	31,837	47,657	205,203	1,008,915	1,043,386

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Canadian output of cars, trucks rises for month

Canadian car and truck production for May exceeded the year-ago-month, and last week's car output was substantially above the comparable 1980 period.

Canadian auto production last week was targeted at 21,925 units, up 5.0 percent from the 20,880 completed in the previous-week, and up 35.44 percent over the 16,188 built the week ended June 7, 1980.

In May, the auto manufacturers assembled 83,018 units, up 11.35 percent from 74,557 completed in the comparable 1980 month. The total was the highest for that month since 1979, when the makers built 99,878.

The June forecast for the car makers is 99,170 units, up 28.26 percent from 77,321 built in the same month last year. The second-quarter output is slated at 276,486 units, up 21.34 percent from 227,855 cars completed in the second three months last year.

Truck production last week was planned at 12,357 units, down 4.04 percent from 12,877 trucks built in the previous week, but up 24.43 percent from 9,931 completed in the comparable 1980 week.

Truck output for May was 45,803 units, up 5.01 percent from 43,617 built in the same month last year. But the total was far below the 1979 count of 74,003.

For June, the truck manufacturers have slated 49,524, up 14.33 percent from the 43,315 trucks assembled in June, 1980.

Truck production for second quarter is targeted at 143,051, up 4.42 percent from 136,991 built in the second three months last year.

So far this year, the Canadian auto makers have completed 385,521 units, down 1.82 percent from the 392,496 cars assembled in the comparable period last year.

The year-to-date output for the truck makers exceeds the year-ago level with output of 252,098 units, up from 249,731 trucks built through June 7, 1980.

CANADIAN CAR PRODUCTION

	Week Ended June 6, 1981	Week Ended June 7, 1980	Week Ended May 30, 1981	May total	Jan. 1 to June 7, 1980	Jan. 1 to June 6, 1981
AMERICAN MOTORS	720	....	852	3,125	....	14,263
CHRYSLER CORP.	924	2,152	....	2,237	29,901	13,334
FORD MOTOR	7,184	6,323	6,771	26,060	118,510	99,010
GENERAL MOTORS	12,872	7,488	13,032	50,696	239,057	254,156
VOLVO	225	225	225	900	5,028	4,758
Total Cars, Canada	21,925	16,188	20,880	83,018	392,496	385,521
N. American Cars	185,697	141,460	160,907	749,417	3,422,160	3,421,264
N. American Trucks	53,441	31,837	47,657	205,203	1,008,915	1,043,386
North American Cars and Trucks	239,138	173,297	208,564	954,620	4,431,075	4,464,650

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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A diesel for Datsun

Something new for 810 Maxima

Datsun is offering a diesel engine on 810 Maxima sedan and wagon models sold in the U. S. It's a 2.8-liter powerplant, and Datsun expects to sell about 1,000 diesel Maximas monthly now and more after the diesel becomes available in California as an '82 model. The price is $11,729 for both the sedan and the wagon, $850 more than the gasoline-engine version. Story on Page 6.

New-car inventory climbs to 1.4 million, 70 days

By Jenny L. King
Staff Writer

Mildly improved sales and healthy production levels in May left the domestic industry with increased inventories on June 1 compared with a month earlier. But the auto makers were in much better shape than they were June 1, 1980, when their highest days-supply level for that date was notched.

The industry opened this June with a 70-day supply of U. S.-built new cars, up from 66 days the preceding month but down from the glutted 83-day stockpile a year ago.

Total unsold cars on hand numbered 1,471,650, up from 1,348,836 on May 1 and lower than the 1,597,866 units at the beginning of the month in 1980. Most new-car supplies were at manageable levels, with shortages among those no longer produced.

Three of the five major auto makers increased their stockpiles during May, while Volkswagen of America remained the same and American Motors was down.

General Motors had a 70-day supply as this month opened, up from a 67-day level May 1. There appeared to be plenty of X-bodies, with Chevrolet's Citation in heavy stock. J-car figures are misleading because the cars went on sale late in May.

Ford Motor Co.'s inventory edged up to 73½ days' supply from a 68-day level a month earlier. Its June, 1981, stockpile was greatly improved from the 94-day supply for the month a year ago. Ford Thunderbird and Mercury XR-7 were again in abundance, as they were in May and a year ago.

Chrysler Corp. jumped to a 73-day supply from 58½ days a month earlier. One year ago, the corporation found itself with 134 days' worth of new cars to peddle. Chrysler's largest cars had manageable stock levels while its K-cars were getting heavy. Dodge Mirada topped them all with a 114-day supply.

American Motors was down to a 40-day level from 48 days the preceding month. A year ago, AMC had a 100-day supply of cars on hand. Volkswagen of America stayed at 72 days.

- The June 1 domestic inventory was divided this way: GM, 59.59 percent; Ford Motor Co., 24.46 percent; Chrysler Corp., 11.64 percent; AMC, 1.49 percent, and VWoA, 2.82 percent.

A month earlier the inventory breakdown read: GM, 58.78 percent; Ford Motor Co., 24.38 percent; Chrysler Corp., 11.98 percent; AMC, 2.00 percent, and VWoA, 2.86 percent.

By size class, only the stockpile of subcompacts was lighter than a month earlier as compacts and luxury units jumped and standard-size and intermed-

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NEW-CAR STOCKS

	June 1, 1981	May 1, 1981	June 1, 1980
Spirit	50	54	89
Concord	30½	57	77
Eagle	44	37	226
AMERICAN MOTORS	40	48	100
Horizon	61	62½	121
Reliant	90	54½	—
Volare	62½	24	147
Gran Fury	25	41	58
Plymouth	72	56	125
Imperial	41	81½	—
LeBaron	55	71	143
Cordoba	84	78½	170
Chrysler	61½	50	124
Chrysler	62	70	147
Omni	58	56	119
Aries	103	57	—
Aspen	54	22	152
Diplomat	57	75	148
Mirada	114	88	168
St. Regis	56	35	85
Dodge	77	58	135
CHRYSLER CORP.	73	58½	134
Escort/Exp.	61	59	—
Pinto	70	56	100
Mustang	65	71	85
Fairmont	88	68	75
Granada	97	84	114
Thunderbird	122	114	138
Ford	89	85	81
Ford	76	70	94
Lynx/LN7	63	56	—
Bobcat	20	32	122
Capri	62	53	84
Zephyr	59	61	86
Cougar	73	79	91
XR-7	106	113	134
Mercury	78	76	77
Mercury	68½	65	94
Lincoln	49	53	79
Mark VI	63	65	87
Lincoln	56	59	87
FORD MOTOR	73½	68	94
Skylark	50	44	29
Century	63	57	65
Regal	95	76	94
LeSabre	57	48	103
Electra	69½	57	108
Riviera	64	51	95
Buick	67	57	73
Cimarron	102	—	—
Seville	95	77	82
Cadillac	62	54	74
Eldorado	65	53½	59
Cadillac	66½	56	72
Chevette	43	43½	52
Monza/Cavalier	98	38	58
Citation	109½	111	41½
Camaro	66	63	89
Malibu	77	61	88
Monte Carlo	125	127	124
Chevrolet	83	80½	107½
Corvette	46½	50	56
Chevrolet	80	76	72½
Omega	64	64½	38
Cutlass	41	42	60
Supreme	78	77	76
Olds 88	53	49	71
Olds 98	42	41	79
Toronado	68	61	81
Oldsmobile	57	56	67
T-1000	41	52	—
Sunbird/J-2000	46	41	73½
Phoenix	83	95	47½
Firebird	57	62	93
LeMans	65	67	104
Grand Prix	94	110	130
Pontiac	76	89	109½
Pontiac	69	82½	93
GENERAL MOTORS	70	67	74
VOLKSWAGEN	72	72	40
Total	70	66	83

FTC asked to investigate

'Great rebate hustle' under attack

WASHINGTON. — The Federal Trade Commission has been asked to investigate the latest General Motors and Ford Motor Co. rebate programs which included dealer participation.

The Center for Auto Safety, in a letter to Acting Chairman David Clanton, claims the national advertising exaggerated the value of rebates because some dealers were not making their customary "best deals" because of their share of the rebate.

Examples of ads cited by the center are: "Make your best deal and get $700 rebate check direct from GM at your participating dealer" and "10-percent rebate from Ford — Get up to $1150.00 cash back."

The center finds significant consumer economic injury from what it calls the "great rebate hustle" as well as simple deception because of the failure to disclose the dealer share in the rebates. The ads, according to the center, appear to violate Section 5 of the FTC Act which bans unfair and deceptive acts and practices.

In the GM "direct-from-the-manufacturer" rebate of $700, the dealer's share was $300. Recently, an unnamed GM dealer wrote to the center: "The reason I am blowing the whistle on this marketing scheme started by General Motors is that it is an absolute fraud on the public. It forces the dealer to lie to the customers that he is getting 'the best deal' when in fact we have to hide $200 or $300 in the gross profit to return to the factory so they can send the customer a big check."

- Among similar consumer complaints received by the center is one from a woman in California citing her experiences with trying to buy a car before the rebate period with receiving one quoted price; her failure to buy during the rebate period, except at a price higher by more than $300, and then receiving a call from a dealer after the rebate period at the initial lower price deal.

The car in question was a Pontiac Grand Prix Brougham which was advertised with a $700 rebate on sales made between Feb. 18 and March 19.

A Virginia customer trying to buy a 1981 Mercury Zephyr told of a dealer who "included a $200 charge for the rebate with a deduction for $617 allowed for the 'L/M rebate' " written on the order form. Yet, before the customer visited the dealership, he "had been led to believe through manufacturer advertising that he would receive a full 10-percent rebate off the base price of the car rather than the 10-percent less $200 for the dealer's contribution."

The center acknowledges dealers have little choice but to participate and that NADA has voiced its objections to dealer participation.

But the center also points to

Continued on Page 50, Col. 4

Firms accused in rustproofing

By John A. Russell
New York Staff Writer

NEW YORK. — In a scathing report on the aftermarket rustproofing industry, State Attorney General Robert Abrams charged widespread faulty workmanship and inadequate warranty protection. He said that in his opinion, consumers in the state who purchase dealer-applied rustproofing are defrauded "of at least $11 million annually."

The report concluded a six-month investigation into dealer-applied rustproofing by the Attorney General's office. As a result, 8 new-car dealers agreed to inspect and redo allegedly un-

Continued on Page 50, Col. 1

breaking news

MIC cuts insurance rates on J-cars

NEW YORK.—Motors Insurance Corp., the General Motors insurance affiliate, is offering premium reductions on GM's new J-cars. The reductions range up to 17 percent on collision coverage and up to 28 percent on comprehensive, fire and theft. MIC said its studies indicate that damageability and repairability features of the J-cars will result in lower repair costs and that improvements in anti-theft characteristics will reduce theft exposure and expense.

L-M cash incentive includes LN7

DETROIT.—Lincoln-Mercury is running a June 10-July 20 incentive for salesmen whereby they receive $150 for selling any combination of three of four cars—LN7, Capri, Cougar or XR-7. A new demo allowance also knocks $350 or $400 off special value packages for LN7, but units must be put in service by Sept. 30 and kept there 90 days. If sold, a replacement may be ordered and put in service to balance out the 90 days on the original unit.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

Bill just missed last time around

Voluntary tire recall returns to Congress

WASHINGTON.—A bill coupling voluntary tire registration by independent dealers and allowing advertising of tire recalls has taken its first step in the 97th Congress.

It is virtually identical to a measure that came within a hair's breadth of passage during the 96th Congress when it had the misfortune to be included in an authorization measure with a controversial air-bag mandate and a change in bumper standards.

Although the tire bill is the same, there are now important differences: NHTSA support for voluntary tire registration and the desire by tire members of the Rubber Manufacturers Assn. for some change in the public notice provisions.

Voluntary tire registration is being pushed by the National Tire Dealers and Retreaders Assn. Last time, it was introduced by Kentucky Senator Wendell Ford, whose bill easily passed in the Senate.

Then it was coupled with a tire recall advertising bill introduced by Rep. Matthew Rinaldo, of New Jersey.

In the House, it was again passed by a majority, but this was not good enough since it had been brought up under suspension of the rules and needed a two-thirds majority.

As part of a compromise with the air-bag and bumper changes and authorizing funds for NHTSA, the tire measures again went through the Senate but never became final because the House failed to approve.

- This time, the backers of the tire provisions want—and have — an understanding that the Rinaldo bill, which now includes both registration and public notice, will not get tacked on to any other bill. NTDRA Executive Director Philip Friedlander devoutly wishes for quick, clean action with no floor amendments and no conference needed.

In the Senate, a virtually identical bill has been introduced by Alabama Democratic Sen. Howell Heflin.

Testimony before a House subcommittee headed by Colorado Rep. Tim Wirth revealed wide support for the Rinaldo bill and only limited opposition —from Clarence Ditlow III, director of the Center for Auto Safety.

But RMA vice president Thomas E. Cole, in a statement filed for the record, did ask for changes to protect tire makers from the burden of recall for tires for which they had no registration and to have the secretary reach agreement with the tire manufacturer before advertising of the recall.

NTDRA is concerned lest these RMA-backed changes endanger passage of their voluntary registration provisions.

Friedlander said his association believes tire registration will double or triple in a very short time and is ready to start a nationwide educational effort for its members.

NTDRA has already printed a wall chart and it plans to urge its members to be sure servicemen write the registration number on the card while the car is on the rack.

- NTDRA is being joined in its support of the Rinaldo bill by the American Automobile Assn., the American Farm Bureau Federation, the National Assn. of Farmer Cooperatives, the American Retail Federation, the National Grange, the National Rural Letter Carriers Assn., the Society of Independent Gasoline Marketers of North America and the Service Station Dealers Assn. of America.

The Center for Auto Safety, pointing out that tires are cited as causative in more than 1,300 fatal vehicle accidents every year, opposed voluntary registration. Ditlow argued that independent dealers would lose more in the long run by an increase in product liability suits that could be avoided by effective recalls.

Datsun offers diesel version of top-of-the-line Maxima

By Bob Hall
Los Angeles Staff Writer

LOS ANGELES. — It was inevitable, but one of Japan's "Big Two" has begun marketing a diesel passenger car in the U. S. Datsun has added a 2.8-liter diesel version of its most expensive sedan-wagon series, the 810 Maxima.

The price of each model is $11,729, which is $850 more than the gasoline cars, which retail at $10,879.

The 810 diesel uses a 2,793-cc (170.4-CID) diesel engine that is based on the Datsun ZX's OHC inline six of similar displacement.

Maximum power of the converted gasoline engine is 80 HP at 4,600 RPM, and peak torque of 120 pounds-feet is developed at 2,400 RPM. This compares with the 120 HP and 134 pounds-feet for the gasoline-fueled 810's 2,400-cc engine.

The diesel is offered only with automatic transmission, but unlike the gasoline 810's standard automatic, the transmission fitted to the diesel has a top-gear lock-up feature.

Gear ratios have been selected to work more efficiently with the diesel's torque characteristics, and the final drive has been reduced from 3.545:1 to 3.364:1, both moves made in the interests of extracting maximum economy from Herr Doktor Diesel's already frugal powerplant.

For the balance of the 1981 model year, Datsun plans to sell about 1,000 diesel Maximas per month in addition to the 3,000 monthly sales of the gasoline Maxima.

The diesel will be offered only in a 49-state model, with California versions becoming available in the 1982 model year.

Datsun officials said they believe that the dieselized Maxima may make up about 50 percent of 810 sales as the car becomes more readily available in 1982.

EPA fuel-economy figures on the diesel 810 Maxima are 28 MPG city/35 MPG highway. Equivalent EPA numbers for the 2.4-liter gas - inline - engine 810 are 22 MPG city/27 MPG highway.

80 U. S. dealers handle Comuta-Car electric auto

SEBRING, Fla. — Commuter Vehicles, Inc., manufacturer of the Comuta-Car electric auto, said it now has 80 authorized dealers in the U. S.

The company said it is exporting to six foreign countries — Ireland, Holland, Canada, Chile, Peru and Costa Rica. Negotiations are also under way for exports to Spain, the firm said.

Imports' share slips

Registrations increase in March

By Jenny L. King
Staff Writer

Total U. S. new-car registrations were up in March, buoyed by increases in both domestic and import numbers, according to figures compiled by R. L. Polk & Co.

The March total rose dramatically from February this year and from March of 1981. New-car registrations added to 848,967, 25.76 percent ahead of the preceding month's 675,045, and up 6.02 percent over the 800,780 recorded a year earlier.

Table on Page 48.

Of the March total, 225,733 were imports, an increase of 2.74 percent over 219,720 for March, 1980. Their share of the total market slipped, however, as domestic new-car registrations climbed. Imports accounted for

Continued on Page 48, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	MARCH					YEAR TO DATE				
	Regis., March, 1981	Percent Share of Market	Regis., March, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 3 mos., 1981	Percent Share of Market	Regis., 3 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	165,613	19.51	161,253	20.14	— 0.63	397,258	18.39	462,900	20.52	— 2.13
Ford	101,756	11.99	106,440	13.29	— 1.30	260,477	12.06	281,362	12.48	— 0.42
Oldsmobile	81,330	9.58	68,726	8.58	+ 1.00	200,358	9.27	193,405	8.58	+ 0.69
Buick	74,194	8.74	58,509	7.31	+ 1.43	179,357	8.30	167,954	7.45	+ 0.85
Pontiac	53,374	6.28	54,088	6.76	— 0.48	136,286	6.31	155,035	6.87	— 0.56
Plymouth	36,533	4.30	22,261	2.78	+ 1.52	88,843	4.11	59,634	2.65	+ 1.46
Mercury	32,780	3.86	33,372	4.17	— 0.31	85,537	3.96	91,087	4.04	— 0.08
Dodge	31,251	3.68	23,161	2.89	+ 0.79	80,949	3.75	63,179	2.80	+ 0.95
Cadillac	17,637	2.08	18,060	2.25	— 0.17	50,061	2.32	60,318	2.68	— 0.36
AMC	12,312	1.45	14,974	1.87	— 0.42	36,201	1.67	41,546	1.84	— 0.17
Chrysler	10,133	1.20	13,857	1.73	— 0.53	29,392	1.36	37,482	1.66	— 0.30
Lincoln	6,115	0.72	6,085	0.76	— 0.04	15,160	0.70	21,475	0.95	— 0.25
GENERAL MOTORS	392,148	46.19	360,636	45.04	+ 1.15	963,320	44.59	1,039,612	46.10	— 1.51
FORD MOTOR CO.	140,651	16.57	145,897	18.22	— 1.65	361,174	16.72	393,924	17.47	— 0.75
CHRYSLER CORP.	77,917	9.18	59,279	7.40	+ 1.78	199,184	9.22	160,295	7.11	+ 2.11
AMERICAN MOTORS	12,312	1.45	14,974	1.87	— 0.42	36,201	1.36	41,546	1.84	— 0.17
IMPORTS	225,733	26.59	219,720	27.44	— 0.85	600,050	27.77	619,144	27.45	+ 0.32
MISCELLANEOUS	206	0.02	274	0.33	— 0.01	570	0.03	784	0.03	......
TOTAL	848,967	100.00	800,780	100.00	......	2,160,499	100.00	2,255,305	100.00	......

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

Advertising chief receives doctorate

Ross Roy, left, founder and chairman of Ross Roy, Inc. (advertising), Detroit, receives a Doctor of Business Administration degree at Hillsdale (Mich.) College's 1981 commencement. The degree was presented by Dean John B. Muller, right, following an introduction by George C. Roche III, center, president of the college. Founded in 1926, Ross Roy, Inc., is today one of the top 26 ad agencies in the world, with annual billings in excess of $191 million.

Lotus, Toyota sign pact for long-term cooperation

NORWICH, England. — Lotus, the specialist sports car manufacturer, has reached agreement with Toyota of Japan for "future close cooperation and the supply of certain components."

A joint statement issued here and in Japan speaks of "a desire to cooperate on a long-term basis in engineering, manufacturing and other areas where practical."

Details have yet to be finalized, but Mike Kimberley, Lotus Cars managing director, admits that his company has looked at 1.6-liter and 2-liter Toyota twin-overhead-cam shaft engines and gearboxes.

Almost certainly, Toyota will supply these for the "slightly less expensive" new sports car Lotus has planned for 1984 or 1985. This coupe or convertible would have an annual volume of 3,000 to 5,000 units.

Such production levels would take Lotus back to those of the old Elan days in the early '70s.

Last year, Lotus made only 360 versions of its more expensive Elite, Eclat and Esprit models, compared with 1,050 the previous year and 1,200 in 1978.

Kimberley says, "We approached Toyota and other manufacturers about 12 months ago. I have been going backwards and forwards since then working on the details and so has the chairman."

There is to be no financial link between the companies. At present, the deal does not involve Toyota selling Lotus cars, though it must remain a long-term possibility. The two model ranges are complementary.

By buying fully certified components, Lotus will be a long way toward meeting type approval requirements in Japan and the U. S.

"It depends what the U. S. thinks of the car," says Kimberley.

The British company has been trying to establish a Porsche-type reputation as a design and development house for the motor industry. Its work for DeLorean is all but finished and there is a possibility that Toyota is interested in Lotus engine technology and advanced plastics techniques.

Lotus is known to have another additional model in the development stage, a luxury car powered by a V-8 engine.

Toyota tops in Japan in corporate profits

TOKYO. — Toyota Motor Co. was the largest corporate profit earner in Japan in 1980, according to a survey by Nikkei Business quoted in the Japan Economic Journal.

Other automotive firms ranked as follows: Nissan Motors, 4th; Toyota Motor Sales, 10th; Mitsubishi, 21st; Honda, 22nd, and Toyo Kogyo, 46th.

REGISTRATIONS OVERSEAS

HOLLAND

Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	1,399	1,663
BL	1,848	3,025
BMW	3,725	4,452
Daihatsu	718	708
Datsun	6,840	6,428
Fiat Auto	5,619	6,438
Ford	11,879	17,078
General Motors	19,454	26,820
Honda	7,180	8,635
Hyundai	826	432
Lada	1,371	1,860
Mazda	6,911	5,594
Mercedes-Benz	2,839	3,584
Mitsubishi	7,872	5,971
Peugeot SA	16,525	21,596
Renault	10,904	15,890
Saab	1,072	990
Subaru	425	202
Suzuki	645	69
Toyota	7,014	8,556
VAG	12,960	14,117
Volvo	5,066	7,072
Others	380	747
Total	133,396	161,561

UNITED KINGDOM

Cars

	4 mos., 1981	4 mos., 1980
Alfa Romeo	2,072	3,831
BL	112,234	115,949
BMW	6,496	5,057
Colt	4,866	3,718
Datsun	36,167	29,914
Fiat Auto	21,110	18,479
Ford	171,242	197,537
General Motors	47,972	59,408
Honda	5,921	9,834
Lada	4,515	5,212
Lotus	87	154
Mazda	6,730	4,148
Mercedes-Benz	4,181	3,679
Peugeot SA	44,751	60,357
Reliant	163	245
Renault	27,354	36,674
Rolls-Royce	557	649
Saab	3,590	2,854
Skoda	2,212	2,896
Subaru	1,031	843
Toyota	6,931	12,472
VAG	27,582	24,297
Volvo	15,068	15,888
Others	3,712	3,301
Total	556,544	617,396
Trucks, buses		
BL	14,812	21,700
Daf	428	788
Daihatsu	940	816
Datsun	2,316	2,615
ERF	432	1,049
Fiat Auto	1,114	659
Foden	236	504
Ford	22,006	35,738
General Motors	11,620	15,026
Hestair-Dennis	174	161
Honda	1,141	1,251
IVECO	521	1,183
MAN-VW	1,675	2,369
Mazda	1,527	622
Mercedes-Benz	1,807	2,139
Peugeot SA	5,213	7,122
Renault	621	835
Scania	292	485
Seddon-Atkinson	590	1,392
Subaru	536	329
Toyota	1,654	1,971
VAG	1,676	2,687
Volvo	933	1,564
Others	2,285	1,593
Total	74,549	104,599
Total vehicles	631,093	721,995

SWEDEN

Cars

	4 mos., 1981	4 mos., 1980
Alfa Romeo	199	152
BMW	899	887
Daihatsu	322	220
Datsun	1,701	1,896
Fiat Auto	1,291	2,123
Ford	7,383	5,797
General Motors	5,872	7,246
Honda	1,257	1,634
Lada	1,044	903
Mazda	3,089	2,357
Mercedes-Benz	1,727	2,141
Mitsubishi	779	....
Peugeot SA	2,327	3,263
Renault	1,047	1,788
Saab	8,633	9,122
Toyota	1,703	2,963
VAG	7,039	8,331
Volvo	17,872	20,099
Others	158	253
Total	64,342	71,175

PRODUCTION OVERSEAS

ARGENTINA

Cars

	12 mos., 1980	12 mos., 1979
Citroen	....	8,909
Ford	71,555	54,895
Renault	58,126	40,960
Sevel	65,665	62,993
Volkswagen	27,771	27,326
Total	223,117	195,083
Trucks, buses		
Citroen	....	1,588
Deutz	119	147
Fiat Concord	753	1,726
Ford	41,037	31,425
IME	2,041	8,898
Mercedes-Benz	9,797	8,752
Renault	178	261
Scania	788	623
Volkswagen	3,839	4,714
Total	58,552	58,134
Total vehicles	281,669	253,217

FRANCE

Cars

	3 mos., 1981	3 mos., 1980
Peugeot SA	323,506	448,645
Citroen	134,877	177,933
Peugeot	136,176	181,581
Talbot	52,453	89,131
Renault	370,098	425,823
Total	693,604	874,468
Trucks, buses		
C.B.M.	17	29
Peugeot SA	47,994	58,793
Citroen	12,354	13,812
Peugeot	32,412	36,649
Talbot	3,228	8,332
Renault	61,407	55,914
Sovam	35	39
Unic	3,361	5,408
Total	112,814	120,183
Total vehicles	806,418	994,651

Government switches plans

France's 1980 experimental economy cars, Renault Eve and Peugeot Vera, soon will be superseded by new government-sponsored projects.

The Vera has been handed over to the Agency for Energy Savings for testing and evaluation, while Eve is still in Renault's hands, having failed to meet its goals.

Work is already in progress on new cars, targeted for average fuel consumption not exceeding 3 liters per 100 km (78.33 MPG). Known as Peugot Vesta and Renault Eco-2000, they are due for completion in 1985.

The government hopes this work will lead to production by 1990 of a new generation of small super-economical production cars.

The plan, as approved by former industry minister Andre Giraud, committed the government to spend one billion Francs (approximately $180 million) toward this end.

DAF production down

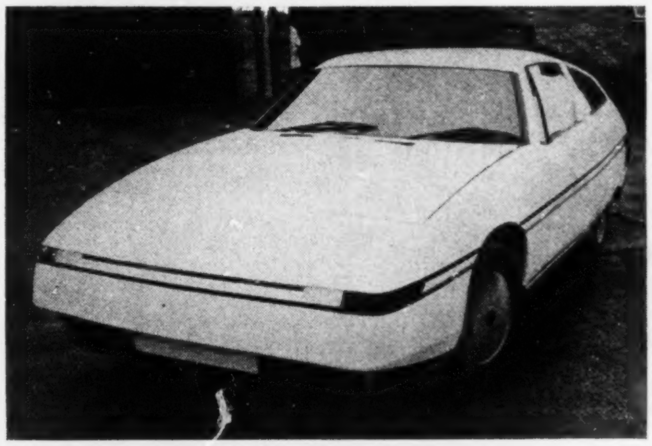
DAF Trucks of Eindhoven, Holland, built 13,554 vehicles in 1980, compared with 15,544 the previous year.

Profits went up, but management wants to keep the surplus in a reserve fund and again omit paying a dividend to stockholders.

Designs on prototype business

Englishman challenges Italians

By Jan P. Norbye
Staff Correspondent



TRX by International Automotive Design

The two-plus-two coupe is a study in materials applications, using the latest technology available from General Electric Plastics.

Car companies all over the world have a habit of going to Italy for styling prototypes. There are good reasons for this.

But a young Englishman, John W. Shute, figured there is no reason why an establishment providing the full services of an Ital Design, Bertone or Pininfarina could not prosper in the United Kingdom.

Five years ago he started a company called International Automotive Design (IAD) at Worthing in Sussex. Today his clients include Karmann, Audi-NSU, Daf, Lotus, Ford, Volvo, Saab, BMW and International Harvester.

IAD also has designed and supplied body assembly jigs to DeLorean Motor Co.

IAD goes beyond Italian houses in scope of services, and even undertakes chassis design. Shute has built a staff of 180 specialists who tackle a car project at concept and, assuming existing powertrain components are used, bring it to production prototype.

A special section works on production tooling for metal and plastic bodies, including jigs, fixtures, dies, molds and press tools.

The styling department is small, with two designers and 13 sculptor-molders working under direction of Eddie Peppall, formerly chief interior designer at British Leyland.

IAD has come up with a showcase vehicle called TRX. The two-plus-two T-roof coupe, built on the Triumph TR-7 chassis, was exhibited at the Motor Show in Birmingham last October and reappeared in May at SITEV in Geneva, the international exhibition for auto suppliers.

- From its styling, Italians may conclude they have little to fear from IAD. The TR-7's 85-inch wheelbase does not allow proper proportioning, and overall design betrays influences from Citroen and Porsche.

Nor is it the ultimate in aerodynamics, with a drag coefficient of 0.371, despite careful attention to detail such as flush-fitting window glass, wheel covers and headlamps, plus an air-dam-type front spoiler.

Its major interest, however, lies in materials. Body structure, panels, fittings and accessories were developed in collaboration with General Electric Plastics.

Most exterior body panels are made of CL 100, a polycarbonate thermoplastic with good dimensional stability and good impact resistance over a wide temperature range. The front fender, a CL 100 injection-molding, weighs only 3.62 pounds.

- Doors are comprised of inner and outer panels with a combined weight of 7 pounds. A complete door, including glass and window mechanism, weighs 28.7 pounds; with a steel outer panel, it would be more than 8 pounds heavier.

The integral front spoiler and bumper are entirely CL 100, and weigh 8 pounds. The simple rear bumper, also CL 100, weighs 3 pounds. Total savings per car, compared with the standard TR-7 (which has plastic bumpers), is about 21 pounds.

The rear hatch is made entirely of Lexan, which may be painted to match the body color. It is a large single piece, including the whole roof behind the B-post and the upper portion of the tail panel, yet weighs only 11 pounds. A hatch of steel-and-glass construction would weigh 22 pounds more.

The TRX has a custom interior, using the standard instrument cluster with a special center console. To make room for the rear seat, the fuel tank and spare wheel are relocated further back, outside the wheelbase.

- The TR-7 underbody structure is retained, with the same cowl and windshield-base positioning. Even the rectangular headlights are mounted on the same hinge points as the standard Triumph body. Overall length is 157.5 inches, width 65 inches, height 47.2 inches.

Shute, 41, got his engineering degree after six years of night-school studies at Brighton Technical College, while holding a full-time job as an apprentice with British Railways.

He worked in the body design office of Vauxhall Motors from 1961 to 1966, then briefly joined Chrysler-Australia.

After 2½ years on the staff of Leyland-Australia, he became an independant consultant, working exclusively at first with Leyland, and later adding Chrysler, Ford and International Harvester as clients.

In 1972, he went back to England on the strength of consultation agreements with Volvo and Porsche, and four years later was able to formally incorporate the business.

Jogging in any language

Capitalizing on the popularity of exercise running in France, Renault will adopt the name Jogging for a special series of 5,000 R4 recreational vehicles sold in French and Benelux markets.

General Motors buys 45 percent of Taiwan firm

General Motors will have a 45 percent holding in Hua Tung Automotive Corp., a new joint venture to produce trucks, buses and diesel engines in Taiwan.

Local interests have subscribed for the rest of the $120 million capital investment. Taiwan Machinery Mfg. Corp. will have 34 percent, Central Investment Holding Corp. 15 percent, Bank of Communications 5 percent, and China Steel Corp. 1 percent.

Using parts shipped from the U. S., assembly operations could begin as early as September, 1981, at an initial rate of 3,000 vehicles a year.

On completion of a new plant at the end of 1982, Hua Tung will have capacity for 10,000 vehicles a year. A manufacturing plant for diesel engines has a planned annual capacity of 15,000 units.

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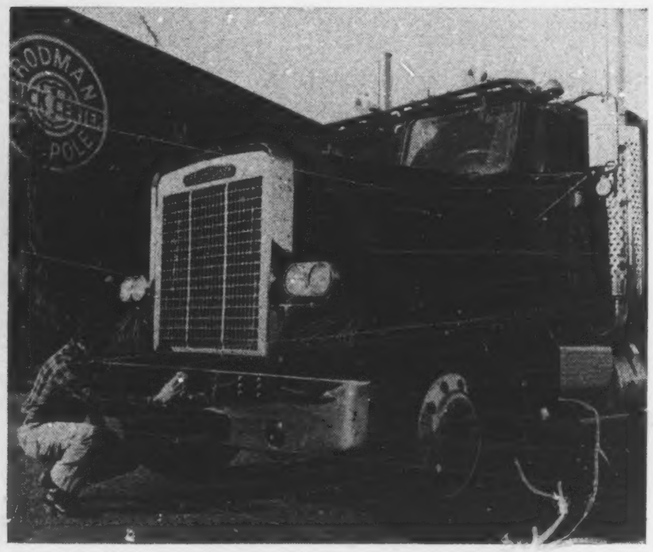

Freightliner's new bumper option

A new aluminum bumper clad with stainless steel now is available on Freightliner trucks. The firm said it has the weight of aluminum, the look of chrome-plated steel and durability that surpasses them both. It said the stainless-clad aluminum, made by the Metallurgical Materials Division, Texas Instruments, Inc., weighs 45 pounds less than a chrome-plated steel bumper.

IH, Snyder team up in high-tech engine line

By Jack Walsh
Truck Editor

DETROIT. — Snyder Corp. and International Harvester have gotten together again to design and build what the latter calls a "state of the art" engine-block machining line which will be installed in a new diesel-production facility in Spain.

It is the second machining system to be designed and built by the Detroit machine-tool manufacturer for Harvester. The first, in operation at the Melrose Park (Ill.) plant, was produced about 12 years ago for a new IH engine line—the 400 Series.

The new line, which will machine blocks for the DT-466 mid-range diesel, is 925 feet in length, almost triple that in use in Melrose Park, and has a capacity of 25 finished blocks an hour, compared with 15 for the original.

"In setting up the new line, we reviewed 12 years of downtime experience," said Vincent J. Spedale, general manager, Harvester's Engine Division, at a preview of the new line in the Snyder plant.

"We kept what was right and fixed what was wrong," he explained. "We wanted to set a new standard for our DT-466 blocks, and that's what Snyder has done for us with this machine."

- Emphasizing that the new system will allow Harvester and its partners to produce a diesel second to none in quality, Spedale called the block the backbone of any engine.

"Building the block right is the key to producing a first-class engine," he said. "If the block is wrong, nothing can be done to make up for it."

He added that the line incorporates these quality features: Accumulators between machine sections, idle stations for easy removal of a block when neces-

Continued on Page 25, Col. 3

Scale model of engine-block line

Richard Davidson, center, manager of the International Harvester Engine Division plant to be built in Spain to produce diesels in partnership with ENASA, Spanish vehicle maker, points out details of the Snyder Corp. block-assembly line on a scale model of the new line to Robert Johannessen, left, plant engineering manager, and Bill Murray, division mechanical engineering manager.

truck industry news

Only heavies lag as total rises for second month in row

Truck sales increase again in May

For the second consecutive month, retail sales of new trucks of all types in the U. S. have exceeded those in the same month a year ago. Preliminary figures for May show 199,063 sales, up 1.2 percent over last year's 196,758 units.

The industry total for the first five months of 1981, however, was still slightly below the year-ago count. Through May, 977,797 new trucks had been retailed in the U. S., down 3.1 percent from last year's 1,008,761 units.

In the first two months of the second quarter, franchised dealers and factory outlets have retailed 410,599 trucks, an increase of 2.7 percent over the year-earlier 399,727. First-quarter sales were down 20.1 percent, from 709,934 in 1980 to 566,452.

Table on Page 38.

Sales in May were higher than a year ago in two of the three market segments, the light and the medium trucks.

The light-truck total for the month, including the non-captive imports, was 180,857, an increase of 2.2 percent over last year's 176,923. The non-captive count was up 7.4 percent, from 20,524 units in 1980 to 22,037.

Medium-truck sales in May totaled 6,282 units, a gain of 6.1 percent over the year-ago 5,920.

- Heavy-truck sales continue to reflect the slowdown in the general economy. May sales were down 14.3 percent from a year ago, 11,924 units versus 13,915.

While sales of light trucks as a whole were up again in May, the number of compact-pickup deliveries continues to decline.

The May total was 38,497, a drop of 2 percent from last year's 39,300 units. The five-month count was down 9.7 percent, from 231,083 units a year ago to 208,773.

Toyota, Mazda and Volkswagen were the only compacts to register gains during the month. Sales were down for the Datsun, Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow pickups.

The Motor Vehicle Manufacturers Assn., in a preliminary report, said dealers franchised by U. S. producers and factory outlets retailed 177,026 units in May, up about a half of one percent over last year's 176,234.

The five-month total of 867,-

Continued on Page 38, Col. 3

truck watch

By JACK WALSH

Has Volvo foiled D-B plan?

Volvo may have thrown a wrench into the acquisition plans of Daimler-Benz, which is putting the final touches on its agreement with Consolidated Freightways, Inc., for the purchase of Freightliner Corp., a CF subsidiary.

The West German car-and-truck builder had been talking with both CF and White Motor Corp. about purchase possibilities before reaching an agreement in principle on the Freightliner bid.

Once the CF agreement was reached, Daimler-Benz interrupted, but did not break off, talks with White, and devoted its efforts to working out a definite arrangement for the Freightliner takeover.

Subsequently, Volvo of Sweden — faced with the possible loss of its U. S. truck-distribution (Freightliner) outlets if Daimler-Benz completed a deal with CF — opened negotiations with White and eventually an agreement in principle was reached.

Bill Panny, former Bendix Corp. president and a veteran in the truck and truck-component-manufacturing industry, was a consultant to Daimler-Benz in working out the preliminary details with CF.

- Under the "game plan," according to Panny, Daimler-Benz was to acquire both Freightliner and White, whose combined new-truck registrations in 1980 accounted for about 16 percent of the Class 8 total.

The Freightliner/White share was equal to that of PACCAR (Kenworth/Peterbilt), and was exceeded only by No. 1 International with 19 percent, Mack with 18.5 percent and General Motors (GMC/Chevrolet) with 16.4 percent.

At this point, apparently, the Daimler-Benz/Freightliner deal hinges only on approval by the federal government.

White and Volvo still have not

Continued on Page 24, Col. 1

Stahl announces 3-year warranty on truck bodies

CLEVELAND. — Stahl Division, Scott & Fetzer Co., has announced what it describes as the first three-year warranty ever offered by a manufacturer of service and utility truck bodies.

Robert J. Lytle, Stahl president, said the warranty will cover all bodies constructed of Jalvanneal alloyed zinc-coated steel. Locks and other components of the bodies also are covered.

"The unique qualities of Jalvanneal steel permitted us to extend our warranty an additional 2½ years beyond what other truck-body manufacturers offer," Lytle said. "By giving customers a warranty six times

Continued on Page 25, Col. 5

Truck calendar

Aug. 11-16—27th annual Midwest Mobile/Modular & RV Show, University of Notre Dame, South Bend.

Sept. 24-26—34th annual convention and exposition, Truck Body & Equipment Assn., Detroit Plaza Hotel and Cobo Hall, Detroit.

Sept. 24-26 — First World Truck Symposium & Expo, Cobo Hall, Detroit.

Oct. 18-21 — American Trucking Assns. annual convention, Washington Hilton, Washington.

Nov. 9-12 — SAE National Truck Meeting, Hyatt Regency Hotel, Dearborn.

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

1982

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

March 24-26 — International

Continued on Page 24, Col. 2

'Paul Bunyan' hoists hefty load

Capable of lifting up to a 2,000-pound load, the "Paul Bunyan" fork-lift attachment mounts onto the frame of standard snowplow equipment for 4x4s, pickup trucks and larger GVW trucks. Creative Magnetic Products, Inc., Farmington Hills, Mich., the manufacturer, said the unit is designe to convert seasonal equipment to year-round use.

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Only heavies lag as total rises for second month in row

Truck sales increase again in May

Continued from Page 22

Big Three May, year-to-date truck sales

	May 1981	May 1980	Year to date 1981	Year to date 1980
Ford				
Vans	9,918	9,299	42,422	47,908
Club Wagon	2,469	2,055	11,084	11,481
Courier	5,045	5,505	29,219	34,533
Bronco	2,635	2,707	14,115	15,603
Conventional Pickups	40,027	35,187	187,524	206,308
Mediums	3,322	4,998	17,104	23,215
Heavies	778	1,192	3,649	6,657
Chevrolet				
Vans	8,083	7,465	37,454	43,188
Sportvan	1,250	1,461	6,218	8,451
LUV	6,085	6,288	35,276	41,742
El Camino	3,124	3,125	14,853	18,388
Blazer	1,758	2,729	9,316	12,430
Suburban	1,820	1,329	9,197	9,989
Conventional Pickups	39,176	38,297	181,943	197,175
Mediums	2,206	1,811	10,311	13,607
Heavies	34	170	52	1,116
Chrysler				
Vans	4,596	5,419	20,233	31,631
Voyager	461	547	2,255	3,117
Ram Wagon	2,103	2,221	8,554	9,795
Arrow	543	1,407	4,681	9,096
Ram D-50	1,579	3,257	13,719	19,119
Trail Duster	126	200	861	1,877
Ramcharger	329	415	2,454	4,091
Conventional Pickups	6,804	6,953	30,906	37,346
GMC				
Vans	1,888	1,886	9,554	10,886
Caballero	354	331	2,027	1,926
Jimmy	329	441	2,015	2,457
Suburban	299	369	2,065	1,958
Conventional Pickups	8,074	8,368	44,553	44,482
P models	367	395	1,553	1,844
Mediums	1,514	1,553	9,095	11,875
Heavies	958	1,416	5,931	9,022

from the 992,768 units retailed in the comparable period in 1980.

The number of unsold new trucks in retailers' hand going into June was down significantly from a year ago, with substantial declines in all three market segments.

On June 1, there were 568,794 units of all types in inventory, down 21.9 percent from the year-earlier 727,877.

The light-truck total was down 21 percent, from 637,789 units a year ago to 503,937. The medium-truck total was 23,429, a drop of 25.6 percent below last year's 31,508, and the heavies were off 29.7 percent to 41,392 units, compared with 58,580 in 1980.

• Big Three truck sales in May were down about 700 units from the same month a year ago, but the five-month total was 13.7 percent lower than last year.

Dealers retailed 158,054 units during the month, compared with 158,796 in 1980. The total through May was 770,193, as against 892,313 a year ago.

Ford regained sales leadership by outselling Chevrolet by a slim margin in May. Its dealers sold 64,194 units, compared with 63,536 by Chevrolet outlets. Ford's five-month total of 305,117 was about 500 units higher than Chevrolet's 304,620.

Ford sales in May were up 5.3 percent from the year-earlier 60,943. The count included 5,045 Couriers, compared with 5,505 in 1980. The five-month total was off 11.7 percent from last year's 345,705. Through May, the Courier count was 29,219, almost 16 percent lower than the year-ago 34,533.

Chevrolet's May sales also were slightly higher than last year. The total was 1.4 percent higher than the 62,675 units sold in 1980. During the month, dealers retailed 6,085 LUVs, compared with 6,288 a year ago.

• Through May, the Chevrolet total was off 12 percent from last year's 346,086 units. Dealers sold 35,276 LUVs in the five-month period, a decline of 15.5 percent from the year-earlier 41,742.

Sales by Dodge and Chrysler-Plymouth dealers were down for both the month and the five-month period. In May, 16,541 units were retailed, off 19 percent from the year-ago 20,419. The five-month total of 83,663 was 27.9 percent lower than last year's 116,072.

During the month, sales of the Dodge Ram 50 and Plymouth Arrow pickups totaled 1,579 and 543 units respectively, compared with 3,257 and 1,407 a year ago. Ram 50 sales through May were down from 19,119 last year to 13,719, while Arrow dropped from 9,096 to 4,681.

GMC dealers retailed 13,783 units during the month, down 6.6 percent from last year's 14,759. The five-month total declined from 84,450 units in 1980 to 76,793, a dip of 9.1 percent.

For the second straight month, sales of Jeep four-wheel-drive vehicles exceeded the year-earlier count. In May, dealers retailed 6,104 units, an increase of 18 percent over last year's 5,174. The five-month total was off 29.2 percent, however, from 34,668 units in 1980 to 24,548.

Mercedes-Benz reported a 3.7 percent increase in May sales, from 301 units a year ago to 312. The five-month total was down only six units from last year, from 1,547 to 1,541 units.

May sales of Toyota and Mazda compacts were up significantly, while the Datsun total was down from a year ago. Only Mazda reported an increase over 1980 in calendar-year sales.

Toyota dealers sold 11,972 trucks during the month, an increase of 16.4 percent over the year-ago 10,284. The five-month total was down 12.2 percent, from 61,445 units to 53,947.

Mazda sales in May were more than double the year-ago count. Dealers retailed 1,355 units, a gain of 125 percent over last year's 602. The five-month total of 6,118 units was 57.7 percent over last year's 3,879.

During the month, Datsun dealers sold 8,710 trucks, a decline of 9.6 percent from the 9,638 retailed in the same month in 1980. Through May, the total was 50,504 units, only 165 units fewer than last year's 50,669.

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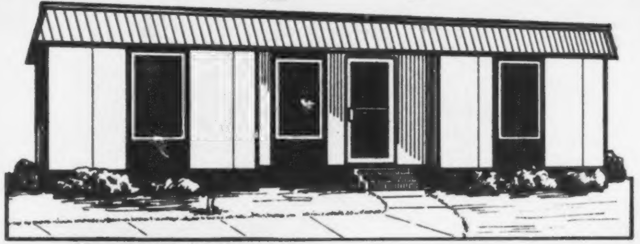

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20-year Volvo dealer
Alaska-based Volvo dealer Coy Hill, right, Auto Service Co., Inc., Fairbanks, receives his 20-year anniversary plaque plus an engraved block of Swedish crystal from Fred Kuble, Volvo regional sales manager.

SIXTH ANNUAL

Automotive News World Congress

□

For More Information

See Page 14

U. S. studying options on Standard 208

Belt/bag decision to impact many

WASHINGTON. — The auto industry, its manufacturing processes, motorists, makers of restraint systems, steel, plastic, fuel production, water and air quality and the production of toxic and hazardous materials will all be affected in some way by the coming decision on what to do about the passive restraint standard (208).

A draft environmental impact statement done by the Transportation Department and EPA shows that rescinding the standard entirely — meaning that about 11 million cars a year would have virtually no airbags or automatic belts—would have the least net safety benefits although it would have the greatest reduction in the use of steel, plastic, and energy consumption. This is the third alternative under consideration now by NHTSA.

The first alternative—a three-year phase-in starting with 1983 models and with small cars first, then mid-size and finally large cars — would mean that almost five million small cars would have automatic restraints before the 1984 model year.

Even though this would mean fewer automatic restraints than the current standard — which now has large and mid-size cars coming under the standard for 1983 models — "any loss in net safety benefits would be offset by the greater savings that would accrue from the higher risk small car."

It would also result in a decrease in the use of steel, plastic and energy consumption.

- The second alternative—mandating passive restraints for all cars as of March 1, 1983—would decrease the total number of cars with automatic restraints by about one million in the 1983 model year.

But it would increase the number of small '83 models with automatic protection by about 2.5 million. Since small cars present the greatest risk in crashes, "this would more than offset any loss of safety benefits resulting from fewer automatic restraint-equipped cars."

This alternative would also reduce the use of steel, plastics, and fuel over the current standard, but not as much as the first alternative.

This draft statement was finished about May 8. It assumes that air bags will be used in 50,000 to 100,000 cars. No companies will be installing air-bag systems in '82 models, but if the mandate is retained, there may be air bags in future Mercedes-Benz cars sold in the U. S. The assumption then is that other makers of luxury cars may follow suit.

M-B sells between 50,000 and 60,000 cars in the U. S. annually. Volvo had once planned for some 4,000 and BMW also has had plans on the books. GM and Ford have dropped plans for air bags even in their top-of-the-line cars.

The figure of 10 pounds of extra weight is used for auto-

Continued on Page 40, Col. 1

Where Auto Market Was In May

	Total Sales	Pct. of Total
SUBCOMPACT	126,201	17.20
COMPACT	139,718	19.04
INTERMEDIATE	147,210	20.06
STANDARD	75,716	10.32
LUXURY	35,176	4.80
IMPORT	209,742	28.58
TOTAL	733,763	100.00

GM awards go to Chicago U. and Columbia

DETROIT.—Winners of General Motors' annual Intercollegiate Business Understanding Competition were Columbia University in the undergraduate section and the University of Chicago in the graduate section.

GM said the 1981 program "assessed the responsibilities of business and government to contribute to a dynamic society and summoned — from future government people — recommendations for promoting a better relationship between the two."

Teams consisting of students from government/political science schools participated in the competition. There were nine universities in the undergraduate sector and four in the graduate sector.

As undergraduate winner, Columbia received $7,000, a plaque and letters of commendation for each team member. Vanderbilt University was second, winning $5,000, and Brown University received honorable mention and $2,500. Both received plaques and certificates. The money is for use in the schools' educational programs.

University of Chicago received $10,000 as graduate winner, and Massachusetts Institute of Technology earned $7,000 for second place. Both received plaques and letters of commendation for team members.

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DOT, EPA issue draft statement

U.S. looks at options on passive restraints

Continued from Page 39

matic belts, although some estimates have been as high as 40 pounds. The higher gasoline consumption comes from the 10-pound figure as well as from the projected use of steel and plastics.

Rescinding the entire standard would probably eliminate all air bags — hence any sodium azide or other pyrochemical.

The loss of safety benefits for rescinding the standard takes into account a projected rate of usage for automatic belts that ranges from 15 to 60 percent. This has been equated to a range of 750 to 7,500 lives saved and about 20,000 to 100,000 serious injuries prevented for the current standard if it goes into effect or the obverse with recission of the standard.

In other words, the first alternative would reduce the number of vehicles with automatic restraints by 1,950,000 on a one-time basis and the third alternative would reduce the number of those vehicles by 11 million annually.

The second alternative — across the board with passive restraints by '84½ model year— would reduce the number by 940,000.

EPA says that any of the three proposals would show an unqualified decrease in water pollution (because of the decreased production and transportation of steel and other energy absorbing materials used in automatic restraints) and would reduce the amount of material entering the solid waste stream.

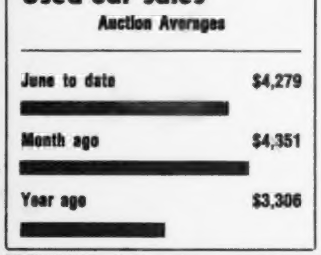
- Any disposal problem for air bags in the first and second alternative would not exist if the standard is rescinded. But based on discussions with manufacturers, "it is anticipated that manufacturers would provide a unique electrical plug or other device in their air-bag-equipped cars to allow recyclers to deploy the air bags as the car enters the scrappage process, from a remote location, so that workers would not be exposed to any danger."

The draft study adds: "It is further anticipated that most auto disposal businesses will adopt procedures for proper handling of these systems as they have for other parts of the disposed vehicles which require special treatment, such as gas tanks and batteries."

It was also found that all three alternatives — decreasing production of steel, plastics and fuel consumption — would also lead to a small, unqualified reduction in air pollution.

Used car sales

Auction Averages



Maserati dealer

HUNTINGTON STATION, N. Y. — Huntington Porsche-Audi, Inc., has been appointed a Maserati dealer. Peter Sinn owns the dealership.

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1981	$7,090	$7,326	$8,014
1980	5,915	5,697	5,872
1979	4,914	4,843	4,807
1978	3,434	3,845	3,748
1977	2,873	3,086	2,866
1976	2,236	2,264	2,144
1975	1,628	1,708	1,605
1974	1,328	1,457	1,358
Overall Average	$4,279	$4,326	$4,116

factories list auction dates

American Motors

June 16—D & A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Grove City, O.

June 17—South Seattle Auto Auction, Kent, Wash.

June 17—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

June 18—Todd Auto Auction, Rte. 309, Telford, Pa.

June 18—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

June 19—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 24—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 26—Concord Auto Auction, Hosmer St., Acton, Mass.

Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for further details.

Chrysler Corp.

June 16—Hatfield Recon Center, Te. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, Inc., Chicago, Ill.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 24—St. Pete Auto Auction, St. Petersburg, Fla.

June 25—Clanton's Auto Auction, Darlington, S. C.

Ford Motor Co.

June 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

June 18—Nashville Auto Auction, 1406 Lebanon Rd., Nashville.

June 24—Clanton's Auto Auction, Highway 34 West, Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

June 25 — Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

June 30 — Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

Ford Credit Atlanta office to sell commercial paper

DEARBORN. — Ford Motor Credit Co. has opened a financial sales office in Atlanta to market its commercial paper in the Southeast.

The Atlanta office becomes the company's ninth financial sales office in the U. S. and Canada. Others are in Boston, Chicago, Dallas, Detroit, New York, Pittsburgh, San Francisco and Toronto.

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Kelley marks 25

William J. Kelley, left, of Bill Kelley Chevrolet, Inc., Hallandale, Fla., receives Chevrolet's 25-year dealer award plaque from R. J. Bresnahan, Jacksonville zone manager.

Imports' share slips

Registrations increase in March

Continued from Page 8

26.59 percent of March registrations, compared with 27.32 percent a year ago.

Domestic new-car registrations totaled 623,234 for the month, up 31.22 percent over 474,970 in February, 1981, and 7.26 percent ahead of 581,060 a year earlier.

For the first three months of 1981 new-car registrations totaled 2,160,499, down 4.20 percent from 2,255,305 last year.

Chrysler Corp. and General Motors increased their market shares in March compared with a year ago. Chrysler boosted its share of registrations 1.78 percentage points to 9.18 percent from 7.40 percent, while GM's share was up 1.15 percentage points, to 46.19 percent from 45.04 percent.

Ford Motor Co. and American Motors lost market ground in March to their domestic competitors. Ford was off 1.65 percentage points, to 16.57 percent from 18.22 percent. AMC slipped back 0.42 of a percentage point, to 1.45 percent from 1.87 percent.

The share taken by miscellaneous domestic makes dipped 0.01 of a point, to 0.02 percent from 0.03 percent. Checker passenger cars account for about 80 percent of the miscellaneous category.

Excluding imports, domestic-only registrations in March were divided this way: GM, 62.92 percent; Ford Motor Co., 22.57 percent; Chrysler Corp., 12.50 percent; AMC 1.98 percent, and miscellaneous, 0.03 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.06 percent; Ford Motor Co., 25.11 percent; Chrysler Corp., 10.20 percent; AMC, 2.58 percent, and miscellaneous, 0.05 percent.

By size segments, subcompacts, compacts and intermediates increased their market shares compared with a year earlier, while standards took it on the chin and luxury models and imports were off slightly.

Imports cornered the largest share of the total—26.59 percent, down from 27.32 percent in March of 1980. U. S. subcompacts grew to 15.68 percent from 13.82 percent; compacts increased their share to 23.90 percent from 21.75 percent; intermediates were up to 21.87 percent from 21.31 percent; standard-size domestic models plunged to 8.03 percent from 11.60 percent, and luxuries were off, accounting for 3.93 percent, compared with 4.20 percent a year ago.

Registrations by size class in March were: Subcompacts, 133,137; compacts, 202,940; intermediates, 185,633; standard, 68,180; luxury, 33,344, and imports, 225,733.

The Top 20 nameplate listing (domestics, only) was headed by Chevrolet Chevette this March and last, but brand-new nameplates appeared in the "most popular" listing and old favorites tumbled back to make way. For example, Ford Escort was in fourth place in March while standard Chevrolet dropped from fourth to 13th. Plymouth Reliant and Dodge Aries made the top 20 as standard Ford and Ford Thunderbird vanished.

The best 20 domestic nameplates in March new-car registrations were:

1—Chevrolet Chevette	54,408
2—Chevrolet Citation	39,764
3—Olds Cutlass Supreme	32,081
4—Ford Escort	28,242
5—Buick Regal	24,543
6—Buick Skylark	24,525
7—Ford Fairmont	21,647
8—Chevrolet Monte Carlo	20,819
9—Ford Mustang	19,479
10—Plymouth Reliant	18,321
11—Chevrolet Malibu	18,144
12—Olds Cutlass	16,012
13—Standard Chevrolet	15,754
14—Pontiac Grand Prix	15,656
15—Plymouth Horizon	15,456
16—Dodge Aries	14,191
17—Oldsmobile Omega	13,029
18—Ford Granada	11,685
19—Pontiac Phoenix	11,469
20—Chevrolet Camaro	11,429

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

March '81 vs. March '80

	1981		1980	
	Mar.	Yr.	Mar.	Yr.
AMC Spirit	4,090	10,595	5,385	14,548
Concord	3,495	10,549	4,884	12,977
Concord Sta Wgn	1,176	3,987	1,425	4,050
Eagle 4 WD	635	2,101	1,209	3,864
Eagle Sta Wgn	1,347	4,164	1,768	5,077
Eagle SX4 4 WD	1,569	4,805		
Pacer			108	324
Pacer Sta Wgn			195	706
TOTAL AMC	12,312	36,201	14,974	41,546
Chrysler Le Baron	4,236	11,896	5,554	14,139
Le Baron Sta Wgn	845	2,312	786	2,091
Cordoba	2,902	8,788	4,495	11,995
Newport	745	2,244	1,105	3,613
New Yorker	912	2,805	1,917	5,644
Imperial	493	1,347		
Total	10,133	29,392	13,857	37,482
Horizon	15,456	37,783	13,348	36,064
Reliant	13,332	31,959		
Reliant Sta Wgn	4,989	11,662		
Volare	1,289	4,200	6,364	17,146
Volare Sta Wgn	252	921	1,363	4,351
Gran Fury	1,215	2,318	1,186	2,073
Total	36,533	88,843	22,261	59,634
Omni	10,507	27,542	11,030	29,325
Aries	10,230	24,717		
Aries Sta Wgn	3,961	9,301		
Aspen	1,036	3,382	4,225	12,964
Aspen Sta Wgn	257	848	921	3,131
Diplomat	2,522	7,038	2,689	6,402
Diplomat Sta Wgn	385	1,270	492	1,150
Mirada	1,622	4,912	2,476	6,640
St. Regis	731	1,939	1,328	3,567
Total	31,251	80,949	23,161	63,179
Total Chrysler Corp.	77,917	199,184	59,279	160,295
Escort	16,344	45,230		
Escort Sta Wgn	11,898	31,142		
EXP		1		
Pinto	1,859	6,467	9,850	29,160
Pinto Sta Wgn	524	2,025	2,812	8,559
Fairmont	16,372	41,941	25,555	61,551
Fairmont Sta Wgn	5,275	13,217	7,641	18,155
Granada	11,685	27,234	5,932	19,381
LTD II			436	1,551
LTD	4,679	12,607	7,988	23,999
LTD Crn Victoria	2,968	8,829	1,963	5,002
Ford Sta Wgn	1,567	4,547	2,354	7,210
Mustang	19,479	45,177	22,212	59,698
Thunderbird	9,106	22,060	19,697	47,096
Total	101,756	260,477	106,440	281,362
Lincoln Town Car	2,922	7,081	2,516	8,518
Cont Mark	3,193	8,079	3,072	11,312
Versailles			497	1,645
Total	6,115	15,160	6,085	21,475
Mercury Lynx	5,379	14,422		
Lynx Sta Wgn	3,530	8,875		
LN7				
Bobcat	431	1,563	2,258	6,735
Bobcat Sta Wgn	94	349	533	1,533
Zephyr	4,913	13,657	7,703	19,236
Zephyr Sta Wgn	1,482	3,520	1,754	4,303
'81 Cougar/Monarch	4,454	10,536	2,294	7,640
Marquis	651	1,808	1,058	3,542
Marquis Brougham	947	2,847	1,038	3,349
Grand Marquis	1,840	5,402	1,775	5,135
Marquis Sta Wgn	649	1,835	741	2,155
XR7	3,326	8,229	8,069	20,783
Capri	5,084	12,494	6,149	16,676
Total	32,780	85,537	33,372	91,087
Linc Merc Div. Total	38,895	100,697	39,457	112,562
Total Ford Motor Co.	140,651	361,174	145,897	393,924
Buick Skyhawk			857	2,696
Skylark	24,525	53,921	14,442	40,299
Century	9,906	27,643	10,358	26,902
Regal	24,543	54,468	15,134	44,017
Century Sta Wgn	1,315	3,561	1,422	4,082
Le Sabre	1,682	4,925	2,358	6,377
Le Sabre Limited	3,610	9,936	4,844	14,687
Electra 225	4,143	12,522	4,701	15,542
Buick Sta Wgn	960	2,455	1,106	3,026
Riviera	3,510	9,926	3,287	10,326
Total	74,194	179,357	58,509	167,954
Buick Div. Total	74,194	179,357	58,509	167,954
Cadillac de Ville	7,913	21,862	8,116	28,599
Cimarron				
Fleetwood & Chassis	3,381	9,234	2,513	8,333
Eldorado	4,199	12,150	4,153	12,549
Seville	2,144	6,815	3,278	10,837
Total	17,637	50,061	18,060	60,318
Chevrolet Chevette	54,408	117,964	38,514	102,485
Camaro	11,429	24,153	10,346	31,113
Monza	2,403	13,241	12,709	34,320
Cavalier				
Cavalier Sta Wgn				
Citation	39,764	89,886	32,487	93,291
Malibu	13,568	38,524	16,499	46,620
Malibu Sta Wgn	4,576	12,778	5,633	15,830
Monte Carlo	20,819	45,914	13,577	41,632
Impala	4,874	13,881	8,758	27,365
Caprice	7,440	22,598	12,948	41,527
Chevrolet Sta Wgn	3,440	10,590	6,666	20,053
Corvette	2,892	7,729	3,116	8,664
Total	165,613	397,258	161,253	462,900
Oldsmobile Starfire			934	3,101
Omega	13,029	27,476	7,426	18,820
Cutlass Salon	13,388	38,408	15,448	39,566
Cut. Supr/Calais	32,081	69,714	20,538	59,679
Cutlass Sta Wgn	2,624	7,094	2,466	7,327
Delta 88	959	2,873	1,842	5,090
Delta 88 Royale	9,080	25,412	9,491	27,661
98	6,024	17,601	5,645	17,033
Oldsmobile Sta Wgn	1,448	3,852	1,819	5,57[illegible]
Toronado	2,697	7,928	3,117	9,5[illegible]
Total	81,330	200,358	68,726	193,405
Pontiac T1000	43	43		
Sunbird	6,171	22,287	12,134	28,646
J2000				
J2000 Sta Wgn				
Phoenix	11,469	25,782	8,124	22,631
LeMans	4,396	12,836	4,859	14,477
LeMans Sta Wgn	1,678	4,747	2,163	6,748
Catalina	660	1,931	1,328	4,033
Bonneville	3,378	9,672	3,924	12,321
Bonne. Brougham	2,665	7,526	3,294	9,992
Pontiac Sta Wgn	707	2,015	1,179	3,948
Grand Prix	15,656	34,357	9,305	29,005
Firebird	6,551	15,090	7,778	23,234
Total	53,374	136,286	54,088	155,035
TOTAL GM CORP.	392,148	963,320	360,636	1,039,612
(Checker)	166	468	243	688
Misc. Domestic	206	570	274	784
Domestic Station Wagon Total	54,979	147,067	45,301	129,350
Domestic Grand Total	623,234	1,560,449	581,060	1,636,161
Import Total	225,733	600,050	219,720	619,144
Grand Total All Registrations	848,967	2,160,499	800,780	2,255,305

Registrations for Oklahoma not available. Registrations for District of Columbia temporarily delayed.

TOP CARS

U. S. new-car registrations for January-March. Registrations not available for Oklahoma, delayed for District of Columbia.

1981 Position				1980 Position
1	397,258	Chevrolet	462,900	1
2	260,477	Ford	281,362	2
3	200,358	Oldsmobile	193,405	3
4	179,357	Buick	167,954	4
5	143,939	Toyota	147,405	6
6	136,286	Pontiac	155,035	5
7	105,012	Datsun	128,510	7
8	94,398	Honda	83,029	9
9	88,843	Plymouth	59,634	12
10	85,537	Mercury	91,087	8
11	80,949	Dodge	63,179	10
12	55,803	Volkswagen	56,139	13
13	50,061	Cadillac	60,318	11
14	46,899	Mazda	38,198	15
15	36,201	AMC	41,546	14
16	32,683	Subaru	28,520	17
17	29,392	Chrysler	37,482	16
18	15,961	Fiesta	19,231	19
19	15,160	Lincoln	21,475	18
20	13,396	Colt	18,118	21
21	13,369	Mercedes	12,931	22
22	13,246	Champ	18,367	20
	65,344	Other Imports	68,696	
	570	Misc. Dom.	784	
	2,160,499	Total All Makes	2,255,305	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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New York attorney general completes 6-month investigation

Extensive rustproofing abuse found

Continued from Page 1

satisfactory rustproofing jobs on 3,600 cars.

"Because deficiencies in New York City, Westchester and Long Island jobs were so frequent and so great, I am impelled to conclude that the sale of rustproofing by New York City-area new-car dealers is permeated by gross negligence, or in many cases, outright consumer fraud," Abrams said.

In discussing the warranty provisions of aftermarket rustproofing, the report said: "We found that although aftermarket rustproofing warranties vary greatly among manufacturers, they all contain limitations of conditions that render them essentially worthless."

This statement was used on an analysis of most rustproofing manufacture warranties.

It went on to say that "the warranties insulate the rustproofing companies from liability for claims, rather than provide meaningful protection to purchasers."

• For this investigation, the Attorney General's office trained an investigator in rustproofing. This person visited new-car dealers in Buffalo, Albany, Troy, Schenectady and the New York metro area.

A total of 122 new cars that had been rustproofed by 46 different new-car dealers were inspected and each car was rated on the extent to which the rustproofing compound was applied to auto surfaces vulnerable to rust.

A minimum acceptable score was established at 76. According to the attorney general, 83 percent of the cars inspected scored 75 or less and more than half scored below 50.

The worst abuses were found in the New York City area where 96 percent of the cars failed to achieve the minimum acceptable score, and the average score was 38. The average score for all cars was 46.

In the report, the Attorney General said that most of the manufacturers' warranties had potential loopholes: "The mere presence of such restrictions creates a chilling effect on a consumer's assertion of legitimate rust damage claims."

He listed those alleged loopholes as:

1. The one-remedy loophole, in which protection is limited to either one repair or to one damaged part of the car, or to a refund or the cost of the rustproofing at the warrantor's option.

2. The proper allocation loophole, in which protection is offered only to those areas of a car to which the rustproofing compound was applied or, in the case of some warranties, properly applied. If the car dealer or agent applies the compound poorly, the rustproofing company can deny liability for rust damage.

3. The registration loophole, in which the consumer or dealer is required to register with the warrantor within a specified period.

4. The transferability loophole, which provides that if the consumer sells or otherwise disposes of the car "regardless of how soon after the rustproofing job was done, the warranty terminates."

5. The required inspection loophole, which provides that the car must be periodically inspected by the dealer or warranty protection will be lost.

6. The accident loophole which specifies that if the car is in an accident, the consumer must bring the car back within a specified time to the dealer who did the rustproofing job for inspection and reapplication. Failure to do so voids the warranty protection even if rust subsequently develop in an area not affected by the accident.

7. The manufacturing defect loophole which provides that if the warrantor determines that the rust damage is due to a manufacturing or design defect, warranty coverage does not apply.

8. The pre-existing warranty loophole which requires that the consumer must first look to any pre-existing warranty for satisfaction of claims.

The attorney general's report went on to say that "all vehicle manufacturers provide at least a three-year rust protection warranty."

The report added that "consumers, therefore, may have no protection under their (rustproofers') warranty for dealer-installed rustproofing during the three-year period both warranties are in effect. Therefore, some rustproofing warranties which are stated to be for five years are really only two-year warranties with three-year waiting periods."

The report continued that "since many cars are sold or traded within three years, this limitation, when joined with the limitation barring transfer of the warranty, may result in the denial of even two years' protection."

9. The limited remedy loophole provides that in the event of rust damage, recovery is limited to the original purchase price of the rustproofing.

The report added that "other warranties provide that the remedy is limited to repair of the damaged area or refund of the purchase price of the rustproofing at the option of the rustproofing company."

"Of course, the original job may often cost substantially less than repair or replacement of rust-damaged parts," the report continued.

10. Notification of first sign of rust loophole requires the consumer to return the vehicle to the dealer "immediately," "promptly" or "within a reasonable time" after the first evidence of rust. This requirement, the report said, is vague and "moreover, the warrantor determines whether the notice provided by the consumer is timely."

The attorney general determined that "all domestic and foreign car manufacturers provide extensive anti-corrosion treatments to their new cars in the manufacturing process" and "virtually all manufacturers of domestic and foreign cars offer at least a three-year anti-rust warranty for perforation caused from inside out."

The report concluded that rustproofing applied by car dealers "is best avoided because manufacturers provide adequate rustproofing backed by at least a three-year warranty; there is a widespread pattern of inferior workmanship in post-manufacture rustproofing sold by new-car dealers, and, warranty protection is poor or non-existent."

It concluded that "for those consumers who intend to retain their cars for three years or less, there is no benefit gained from the additional aftermarket rustproofing and for customers who plan to keep their cars for more than three years, benefit from aftermarket rustproofing depends on the elimination of the deficiencies discussed in this report."

As part of its report, the attorney general's office also made a series of recommendations for rules and legislative action.

It also suggested that car manufacturers "include a conspicuous notice in their anti-corrosion warranties to advise consumers that aftermarket rustproofing is unnecessary at least for the period the car manufacturer's warranty is in effect."

It urged adoption of a regulation to require that dealers, prior to sale, disclose the existence and terms of any manufacturer's anticorrosion warranty and the car maker's recommendations relating to the use of aftermarket rustproofing.

It also recommended legislation to correct the alleged loopholes in the warranties including:

1. Honoring all eligible rust damage claims arising within the warranty period regardless of the number of claims.

2. Requiring that claims be honored regardless of how, or even whether the rustproofing was applied, if the warrantor authorized the dealer to furnish the warranty to the customer.

3. Warranties be transferable to anyone who owns the car during the warranty period.

4. Warranties not impose unreasonable conditions such as registrations, periodic inspections, accident reporting and unreasonable notification of first sign of rust.

5. Warranties, as a minimum, offer consumers a choice of repair or replacement of rust-damaged parts or refund of the purchase price of the option.

6. Dealers selling rustproofing be required to assume warranty liability in addition to the rust compound manufacturer or applier of the product.

The attorney general also noted that in addition to the eight dealers that agreed to redo the rustproofing jobs, all dealers included in the investigation will be required to reinspect all 1980 and 1981 rustproofing jobs and redo those that are unsatisfactory. Action is being taken against the dealers.

Domestic makers open June with 70-day inventories

Continued from Page 1

iate new cars squeezed ahead.

On June 1, the industry had a 57-day supply of subcompacts, down from 58 days a month earlier. Intermediates were up to 79 days from 74 days May 1. Compacts climbed to 75 days from 66 days; luxury models were up to 62½ days from 56½, and full-size cars weighed in at 68½ days compared with 65 days a month earlier.

The June 1 inventory was divided this way among the size classes: Subcompact, 19.71 percent; compacts, 28.62 percent; intermediates, 31.59 percent; standard size, 14.10 percent, and luxury models, 5.98 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.42 percent; compacts, 27.78 percent; intermediates, 31.95 percent; standards, 14.64 percent, and luxuries, 6.21 percent.

• The June 1 days-supply figures by market class were:

Subcompact — Bobcat, 20; T-1000, 41; Chevette, 43; Sunbird/J-2000, 46; Spirit, 50; Omni, 58; Horizon, 61; Escort/EXP, 61; Lynx/LN7, 63; Pinto, 70; Rabbit, 72, and Monza/Cavalier, 98.

Compact — Concord, 30½, Eagle, 44; Skylark, 50; Aspen, 54; Firebird, 57; Zephyr, 59; Capri, 62; Volare, 62½; Omega, 64; Mustang, 65; Camaro, 66; Phoenix, 83; Fairmont, 88; Reliant, 90; Aries, 103, and Citation, 109½.

Intermediate — Cutlass, 41; LeBaron, 55; Diplomat, 57; Century, 63; LeMans, 65; Monarch, 73; Malibu, 77; Supreme, 78; Cordoba, 84; Grand Prix, 94; Regal, 95; Granada, 97; XR-7, 106; Mirada, 114; Thunderbird, 122, and Monte Carlo, 125.

Standard — Gran Fury, 25; Oldsmobile 98, 42; Oldsmobile 88, 53; St. Regis, 56; LeSabre, 57; Chrysler, 61½; Electra, 69½; Pontiac, 76; Mercury, 78; Chevrolet, 83, and Ford, 89.

Luxury — Imperial, 41; Corvette, 46½; Lincoln, 49; Cadillac, 62; Mark VI, 63; Riviera, 64; Eldorado, 65; Toronado, 68; Seville, 95, and Cimarron, 102.

FTC probe urged on rebates tied to dealer money

Continued from Page 1

the action taken by the New York Attorney General's Office, which made a formal agreement with GM requiring the company to add a line saying, "Participating GM dealers are contributing to the bonus," to their New York print advertising.

• GM's strong market position, the center notes, forces Ford and Chrysler into rebates and the Ford program, although different from GM, was just as "deceptive" as GM's so far as dealer participation goes, but the Chrysler rebate was factory alone.

The center believes the rebate "hustle" is vulnerable to action not only under Section 5 of the FTC Act but under the FTC's guidelines concerning the use of the word "free." A violation of the Robinson-Patman Act possibly may have occurred also, it believes.

The center says FTC should seek the maximum sanctions against GM and other manufacturers with similar rebate programs. FTC "should order affected consumers to be reimbursed for the difference in value between the rebate as advertised and the rebate as practiced, usually the amount that the dealer was required by the manufacturer to contribute to the rebate," it says.

Further, the center contends, FTC should ban such "deceptive" ads in the future.

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Total is 29 pct. above last year

Week's auto output tops 170,000

By Patricia Hoffman
Staff Writer

For the second week in a row, U. S. auto production for the year-to-date output remained above that of the comparable 1980 period, and the week's total was also up from the previous week, and last year's comparable week.

The auto manufacturers targeted production last week at 170,655 units, up 7.39 percent from 158,908 built in the previous week, and up a substantial 29.41 percent from 131,869 completed in the comparable week last year.

So far this year, the makers have completed 3,201,534, up 1.35 percent from 3,158,822 units assembled through June 14, 1980.

Breakdown for last week by company is: General Motors, 62.88 percent; Ford Motor, 21.87 percent; Chrysler Corp., 11.25 percent; Volkswagen of America, 2.20 percent; American Motors, 1.76 percent, and Checker Motors, 0.04 percent.

Saturday overtime was scheduled at five assembly plants last week.

Chrysler's Jefferson and Newark points both worked eight-hour shifts on Saturday (June 13).

Also on Saturday overtime were GM's Pontiac, Flint and Tarrytown assembly points.

Daily overtime is scheduled this week at Chrysler's Jefferson, Newark and Belvidere points. The three Chrysler plants will work nine-hour schedules.

NADA will fight White sale unless dealers are protected

By Jack Walsh
Truck Editor

DETROIT. — NADA's American Truck Dealers Division said last week it will fight the sale of White Motor Corp. truck assets to AB Volvo unless White dealers' franchise rights are spelled out to ATD's satisfaction.

If the White/Volvo sales agreement is approved intact, every White dealer "would be left holding a virtually worthless franchise," said the ATD, which is a member of the creditors committee in White's Chapter 11 proceedings in U. S. Bankruptcy Court.

An ATD spokesman noted that the sales agreement calls for Volvo to acquire "all contracts and leases except dealer agreements."

White Motor Corp. called the ATD position "misleading and potentially damaging to the survival of White and White dealers."

Craig Thompson, White public relations vice president, said that if Volvo were to assume the existing dealer agreements, "it would expose them to potentially endless and uncertain liabilities because of White's bankruptcy proceedings."

Thus far in negotiations with Volvo, there have been no indications that the Swedish firm is planning any significant change in the existing franchise agreements, he added.

Thompson said Volvo has indicated it will be meeting with dealers between now and August to sign new franchise agreements to become effective on the date that Volvo takes over.

"They recognize the need to put into place quickly a strong and loyal dealer body, and that it is critical to the success of the new company," he said.

A Volvo spokesman said Sten Langenius, president, Volvo Truck Corp., an AB Volvo subsidiary, is hoping to meet with ATD representatives in New York Wednesday (June 17) to discuss franchise arrangements.

NADA and ATD have urged the creditors committee to reject the sale if the dealer interests are not "adequately and legally protected."

"Verbal assurances are not enough protection for the many dealers who have worked so hard to preserve this network," the ATD spokesman said. "White dealers need and deserve written and legally binding assurance that their franchise relationship will continue past any reorganization.

"Anything less," he continued, "amounts to a termination of that relationship now."

The spokesman said "unjust termination" could lead to hundreds of individual lawsuits or possible class actions which "would only serve to impede and ultimately destroy any viable reorganization of White Motor."

Because of the uncertainty of their future, he observed, dealers will have no incentive to "continue the aggressive representation of White products," and their reluctance to order trucks, parts and accessories could destroy the White nameplate and badly damage the value of White's assets.

He said ATD has requested a formal meeting with representatives of Volvo, and that the Swedish firm will be asked to extend a new sales agreement to all current holders of agreements with White prior to approval of the sale by the Bankruptcy Court.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 13, 1981	Week Ended June 14, 1980	Week Ended June 6, 1981	June to Date	Jan. 1 to June 14, 1980	Jan. 1 to June 13, 1981
CHEVROLET	12,895	4,515	13,297	26,192	241,774	268,605
DODGE/PLYMOUTH	2,900	3,700	2,487	5,387	72,330	44,392
FORD	15,795	....	15,682	31,477	269,478	303,486
GMC	3,441	2,912	4,413	7,854	81,475	90,015
INTERNATIONAL	1,690	2,485	1,658	3,348*	18,878	33,875
MACK	....	450	....	....	12,490	....
JEEP	2,121*	1,428*	1,697*	3,818*	39,761	40,501
AMC CORP.	90*	143*	90*	180*	4,281	1,985
VOLKSWAGEN	940	625	....	940	13,462	20,941
WHITE	....	174*	....	....	3,708	....
MISCELLANEOUS	1,400*	881*	1,400*	2,800*	20,011	28,400
Total Trucks, U. S.	41,272	17,313	40,724	81,996	777,648	832,200

CANADIAN TRUCK PRODUCTION

	Week Ended June 13, 1981	Week Ended June 14, 1980	Week Ended June 6, 1981	June to Date	Jan. 1 to June 14, 1980	Jan. 1 to June 13, 1981
CHRYSLER CORP.	2,000	1,995	2,028	4,028	20,835	36,335
FORD MOTOR	3,424	4,242	3,348	6,772	92,189	79,767
GENERAL MOTORS	6,670	4,770	6,723	13,393	127,444	142,606
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	475	247	492	7,264	5,718
MACK	....	40	....	....	1,191	....
WHITE	....	65*	....	....	1,511	....
Total Trucks, Canada	12,339	11,587	12,346	24,685	262,078	264,426
N. American Trucks	53,611	28,900	53,070	106,681	1,039,726	1,096,626

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Truck makers assemble 41,272 for weekly gain

U. S. truck production rose last week above the previous week's output, and the total was up substantially from the comparable 1980 week at which time Ford Motor scheduled downtime at all of its truck assembly plants.

The truck makers targeted production last week at 41,272 units, up 1.35 percent from 40,724 built the previous week, and up sharply from 17,313 completed in the comparable week last year.

So far this year, the makers have completed 832,200 units, up 6.56 percent from 777,648 trucks assembled in the comparable 1980 period.

Saturday overtime was scheduled last week at Chrysler's Warren truck assembly plant. The plant, which worked an eight-hour shift on Saturday (June 13), will continue on daily overtime schedules this week, working nine-hour shifts.

Canadian output rises for week, nears 1980 total

Canadian auto production last week rose above the previous week and the comparable 1980 week's totals. However, the year-to-date output continues to lag slightly behind that of last year.

Last week, the Canadian auto makers slated output at 23,041 units, up 1.61 percent from 22,675 built in the previous week, and up 10.65 percent from 20,824 built in the comparable 1980 week.

So far this year, the car manufacturers have completed 409,312 units, down 1.10 percent from 413,810 assembled through June 14, 1980.

Canadian truck production for the week was targeted at 12,339, almost the same as the 12,346 built the previous week, but up 6.49 percent from 11,587 in last year's comparable week.

Year-to-date, the truck makers continue to stay above last year.

So far this year, truck production is 264,426 units, up 0.89 percent from 262,078 completed through June 14, last year.

U. S. CAR PRODUCTION

	Week Ended June 13, 1981	Week Ended June 14, 1980	Week Ended June 6, 1981	June to Date	Jan. 1 to June 14, 1980	Jan. 1 to June 13, 1981
AMERICAN MOTORS	3,000*	3,726*	2,400*	5,400*	84,157	51,654*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	19,200	11,730	19,434	38,634	310,261	389,261
Plymouth Total	10,600	5,050	10,244	20,844	141,332	200,669
Horizon	3,200	3,350	3,602	6,802	75,619	75,480
Reliant	7,400	....	6,642	14,042	....	115,602
Volare	....	750	....	....	50,757	....
Caravelle	....	300	....	....	3,751	2,139
Gran Fury	....	650	....	....	11,205	7,448
Chrysler Total	....	2,450	....	....	42,046	22,098
LeBaron	....	1,900	....	....	32,403	17,236
Chrysler	....	550	....	....	9,643	4,862
Dodge Total	8,600	4,230	9,190	17,790	126,883	166,494
Omni	3,300	2,750	4,096	7,396	662,248	59,213
Aspen	....	350	....	....	36,397	....
Aries	5,300	....	5,094	10,394	....	90,955
Diplomat	....	850	....	....	15,460	12,644
St. Regis	....	260	....	....	8,778	3,682
FORD MOTOR	37,322	29,510	34,153	71,475	630,143	683,815
Ford Division	24,577	23,523	22,313	46,890	464,468	468,030
Escort	7,721	....	8,154	15,875	....	175,546
Pinto	....	3,569	....	....	52,131	....
Fairmont	4,909	7,020	4,921	9,830	132,649	99,275
Must./Must. II	5,133	5,104	4,702	9,835	125,729	77,580
Granada	2,953	3,828	2,739	5,692	42,674	40,551
Thunderbird	2,157	2,002	....	2,157	68,035	34,174
Ford	1,704	2,000	1,797	3,501	43,250	40,904
L-M Division	12,745	5,987	11,840	24,585	165,675	215,785
Mercury Total	10,695	5,987	9,790	20,485	149,784	182,807
Bobcat	....	443	....	....	9,975	....
Lynx	2,909	....	3,064	5,973	....	60,682
Capri	2,027	1,574	1,874	3,901	36,409	26,734
Zephyr	2,057	1,668	1,994	4,051	42,030	29,910
Cougar/Monarch	1,339	1,022	1,532	2,871	14,197	20,660
XR-7	1,069	....	....	1,069	21,955	14,846
Mercury	1,294	1,280	1,326	2,620	25,218	29,975
Lincoln Total	2,050	....	2,050	4,100	15,891	32,978
Lincoln	1,031	....	1,032	2,063	5,880	16,051
Mark VI	1,019	....	1,018	2,037	8,150	16,927
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	107,298	82,447	102,851	210,149	2,031,314	1,990,084
Buick Division	20,553	16,646	19,227	39,780	404,609	445,754
Skylark	5,394	5,126	5,327	10,721	109,446	121,551
Century	2,351	3,690	2,324	4,675	88,732	81,170
Regal	7,553	4,475	7,364	14,917	106,214	135,574
Buick	3,925	2,200	3,099	7,024	75,908	79,143
Riviera	1,330	1,155	1,113	2,443	24,309	28,316
Cadillac Division	6,638	3,841	7,335	13,973	103,336	131,201
Cimarron	1,000	....	664	1,664	....	2,620
Seville	490	410	411	901	17,904	13,329
Eldorado	1,605	1,290	1,350	2,955	27,088	31,594
Cadillac	4,240	2,141	4,213	8,453	58,344	83,658
Chevrolet Division	41,280	34,845	39,505	80,785	853,329	715,628
Chevette	8,375	9,605	7,325	15,700	214,943	154,615
Cavalier	3,630	....	2,695	6,325	....	18,393
Monza ('80)	....	4,155	....	....	81,421	....
Camaro	4,425	2,540	4,711	9,136	63,436	67,929
Citation	8.285	9,175	8,418	16,703	225,249	174,823
Malibu	6,595	4,970	6,981	13,576	129,836	132,256
Monte Carlo	4,650	1,200	4,144	8,794	53,951	70,776
Chevrolet	4,800	2,400	4,776	9,576	63,369	83,172
Corvette	520	800	455	975	21,124	13,664
Oldsmobile Division	22,044	15,324	21,991	44,035	393,480	460,059
Omega	3,225	2,674	3,269	6,494	57,594	72,603
Cutlass	11.856	7,825	11,915	23,771	194,377	231,044
Oldsmobile	5,908	4,000	5,921	11,829	121,038	132,592
Toronado	1,055	825	886	1,941	20,471	23,820
Pontiac Division	16,783	11,791	14,793	31,576	282,560	237,442
Acadian†	475	410	473	948	12,488	11,188
J2000	3,324	....	2,095	5,419	....	16,435
Sunbird ('80)	....	3,027	....	....	71,900	....
T1000	2,661	....	2,375	5,036	....	32,343
Firebird	2,536	1,540	2,753	5,289	41,952	32,161
Phoenix	2,538	2,851	2,526	5,064	65,471	56,729
Grand Prix	3,019	1,590	2,546	5,565	28,515	50,470
LeMans	1,872	2,373	1,663	3,535	29,606	30,907
Pontiac	358	....	362	720	32,628	7,209
VOLKSWAGEN	3,760	4,375	....	3,760	95,373	85,572
CHECKER	75*	81*	70*	145*	1,574	1,148*
Total Cars, U. S.	170,655	131,869	158,908	329,563	3,158,822	3,201,534

CANADIAN CAR PRODUCTION

	Week Ended June 13, 1981	Week Ended June 14, 1980	Week Ended June 6, 1981	June to Date	Jan. 1 to June 14, 1980	Jan. 1 to June 13, 1981
AMERICAN MOTORS	720	....	724	1,444	....	14,987
CHRYSLER CORP.	1,824	2,360	1,187	3,011	32,281	15,421
FORD MOTOR	7,256	6,319	7,699	14,955	125,124	106,781
GENERAL MOTORS	13,016	11,920	12,871	25,887	251,377	267,171
VOLVO	225	225	194	419	5,028	4,952
Total Cars, Canada	23,041	20,824	22,675	45,716	413,810	409,312
N. American Cars	193,696	152,693	181,583	375,279	3,572,632	3,610,846
N. American Trucks	53,611	28,900	53,070	106,681	1,039,726	1,096,626
North American Cars and Trucks	247,307	181,593	234,653	481,960	4,612,358	4,707,472

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Smith names Baudhuin

MILWAUKEE. — Terrence J. Baudhuin, 43, has been named director of operations for the Automotive Division of A. O. Smith Corp. He has been manager of materials since 1971.

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NADA urges action to trim high interest

NEW YORK. — NADA last week demanded administrative and Congressional action to reduce the high interest rates that are crippling the automobile industry.

At its board of directors meeting here, NADA called for immediate passage of federal spending cuts plus the three-year personal tax cut.

Additional NADA actions included petitioning the Senate Banking Committee to assess the effects of high interest rates on small businesses and consumers and initiation of an NADA investigation to isolate the effect of lending practices based upon what it called the artificial term "prime rate."

"Our industry is integral to the nation's well being," said NADA President Wendell H. Miller. "These actions are the necessary first steps in starting the desperately needed economic recovery."

Cuts in federal spending will lessen inflationary expectations, Miller said, while multi-year tax cuts will restore confidence and increase disposable personal income.

"Our dealer members will personally appeal to their congressional representatives to support the actions called for by the NADA board today," Miller said.

NADA said it will meet with Senator Jake Garn, Utah Republican and chairman of the Senate Banking Committee which has oversight of the Federal Reserve Board, to seek to guarantee that the Fed's actions "do not continue to shift the fight against inflation to the back of small businesses."

NADA said that results of its investigation into the effects of lending practices based upon the prime rate will be presented to Administration and Congres-

Continued on Page 7, Col. 4

Konvertible

Airier Reliant from Grandeur

Grandeur Motor Car Corp., Pompano Beach, Fla., has started production of K-car convertibles and expects to build up to 100 a month. Conversion takes less than four weeks, and the converted cars retail for upwards of $15,000. The annual Automotive News review of the conversion and specialty-car industry follows Page 28.

Specialty-car makers note a sales rebound

DETROIT. — Like the mass producers, many low-volume builders of specialty cars experienced rough sledding last winter, as interest rates climbed and even high-income buyers delayed limousine purchases or scrapped plans to spend $50,000 to $100,000 on an exotic model in favor of high-yield bank notes.

Builders of U. S. exotica insist sales are now on the rebound, and many expect sales to remain strong until Detroit once again has the capital and manpower to spend to personalize its models.

In this week's Custom Market EXTRA, AUTOMOTIVE NEWS assesses that forecast, examines the kit-car boom and reports converters are girding for some tough convertible competition from the major makers.

Both high- and low-volume producers talk about their interdependence and the inevitable friction in their relationships.

Marketing strategies of the specialty-car builders and their distributors are examined, and dealers talk about the new- and used-car pitfalls in the exotic-car business that don't exist for traditional lines.

Industry sources offer suggestions on picking the right product and builder.

But even when the exotics suffer Detroit sales blues or when they merge and diversify like their big brothers, they operate with a flair for the unconventional and with unbridled enthusiasm for the cars they build, often by hand. It's a business built on power and egos. Reports on it follow Page 28.

Slow J-car sales linked to output; quality praised

By Kathleen Hamilton
News Editor

It looks as though General Motors is living up to its promise of the slowest startup in its history for its new J-cars.

Dealers and factory agree the new subcompacts are coming off the line with excellent quality, but that insistence on quality is suppressing early production levels and apparently wearing down dealers and customers made impatient by heavy J-car advertising schedules.

Production should be up to full speed "within weeks," according to a General Motors Assembly Division spokesman. He would not be more specific.

Divisional spokesmen would not speculate on how soon back orders will be filled.

But Chevrolet and Pontiac dealers surveyed by AUTOMOTIVE NEWS said they have been told to not expect comfortable supply levels for at least 60 days, and some are expecting to get a full complement no sooner than November.

"We aren't happy they're in short supply," a Chevrolet spokesman said.

Cadillac said its single-line dealers (who get the Cimarron first) in the East have the shortest supplies, as the pipeline from the South Gate (Calif.) assembly plant fills eastward.

The Chevrolet Cavalier is also built at South Gate, but it is also assembled, along with the Pontiac J2000, at Lordstown, O. Pontiac and Chevrolet report no such regional scarcities.

- Their scarcities are universal: Pontiac, for example, had an average of two J2000 models for each of its dealers on opening day, but now has an unfilled order bank of more than 87,000—largest in its history.

Meanwhile, Cavalier's order bank tops 100,000, but the division doesn't have comparisons for earlier models.

Cadillac took better than 10,000 orders for the $12,000-plus Cimarron within 25 days of its introduction; planned production for the car is only 15,000 by Sept. 24, when the remaining 1,350 dealers will begin taking orders for the car.

In any case, early supplies are much tighter than when the X-cars were introduced during a fuel crisis in 1979.

A look at early production figures shows anticipated production levels through last week for the three lines at 21,568 Cavaliers, 18,885 J2000s and 3,437 Cimarrons.

Cars are coming off the

Continued on Page 7, Col. 4

breaking news

Camaro/Firebird delayed until December

DETROIT.—General Motors hasn't officially announced any dates yet, but the debut of its 1982 F-body Camaro and Firebird has been set back to Dec. 3 from Nov. 19. The reason: Trouble meeting the Job One deadline for Camaro/Firebird, which is being completely redone for '82. This will be the second delay in the F-body intro date.

New Chrysler intro dates

DETROIT.—Latest plans call for Chrysler Corp. to introduce its carryover K-cars and Omni/Horizon on Oct. 1 and have a separate intro for the new LeBaron and Dodge 400 Oct. 29. C-P dealers will get four styles of LeBaron—four-door, two-door, wagon and, later, a convertible. Dodge dealers will get only a two-door Dodge 400, but will have exclusive access to the new Omni/Horizon-derived pickup truck, L-29, being introduced in January.

GM backs off rebates—for now

DETROIT.—General Motors reportedly backed off from a consumer rebate—for the time being. Reports have it that Chevrolet wanted a consumer rebate, but didn't have Buick-Oldsmobile-Pontiac support. Chevrolet had a 109-day supply of Citations and a 125-day supply of Monte Carlos on June 1, compared with a 50-83-day supply of B.O.P X-cars and a 77-95-day supply for B-O-P intermediate specialties. If the current Citation program doesn't clear the decks, and GM's stocks as a whole continue climbing in June/July, observers predict another round of industrywide rebates for the third quarter, triggered by GM.

See BREAKING NEWS, Page 8, Col. 1

Move could wipe out project

GM puts 'hold' on Pontiac P-car

By Jim Plegue
Staff Writer

Development of Pontiac's sporty two-seat P-car has been placed on "indefinite hold" by General Motors management, a move that could delay its introduction or even result in total cancellation of the program, according to sources.

"Right now, the future of the P-car is of unknown status," said a source.

The decision to stop work on the mid-engined fiberglass car was made several weeks ago by the GM Executive Committee, according to the source, and follows closely a recent decision to push back P-car introduction from late '82 to early '83. That decision reportedly was to allow extra plant conversion time.

Several reasons have been mentioned for the latest GM decision regarding the project. One source cited the cash squeeze. Purchasing agents have told tooling vendors to hold further spending on the P-car project.

The P-car has been planned as a Pontiac exclusive, at least during its first production year, sources said. A project with such limited production might be the first to be axed during a cash crisis.

Another source cited a development problem. Engineers, he said, are having trouble properly anchoring the subframe which holds the P-car's mid-mounted engine.

Whatever the reason, the recent GM decision clouds the P-car's future. The last time a program was put on indefinite hold, a source said, "it was gone by the next quarter." But he added

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Mazda and domestic makers the targets

CASA may sue on 'standard' radios

By Marjorie Sorge

The Custom Automotive Sound Assn. (CASA) and Mazda Motors may do legal battle over the auto company's radio standardization.

And CASA is also contemplating action against the domestic auto makers concerning their special promotion options, packaging and dealer credit programs for deleted radios. All the domestic makers have some radios as delete options but CASA would like that situation changed to optional equipment which dealers must specifically order, not delete.

CASA has not yet filed the lawsuit against Mazda but is researching its case with the intention to sue in the future, according to Cheryl Hollins, CASA executive director.

"By its refusal to halt the installation of unordered sound equipment at the ports and standardization of radios in many of its models, Mazda is denying dealers and consumers the freedom to purchase sound equipment of their choice," said Philip Christopher, CASA President, "Consequently, CASA has no other recourse but to initiate a lawsuit against Mazda."

He said CASA will seek injunctions and other relief against the company because of what he called its "arrogant disregard of antitrust laws."

In the past two years, CASA has filed suits against General Motors, Toyota and Volkswagen charging they were in violation of the Clayton and Sherman antitrust acts by making radios standard equipment.

The association won out-of-court settlements from the auto makers which eliminated standard radios in most models. Both GM and Toyota now have delete-option radios, while VW radios are optional and treated as add-on items. At the time of the VW agreement, Christopher said CASA would use the "add-on" terminology to go after the other manufacturers.

• GM agreed in its original settlement not to make radios standard on any cars, except the Chevette and all Cadillacs, through 1983. (Radios are delete options on many GM cars.)

GM contended in the 1979 suit that the Chevette radio must be standard to compete with the imported small cars. However, CASA has now won agreement from some of the major importers, and Christopher has said these agreements may force GM to reevaluate its standardization in the Chevette with a little prodding from CASA. Last year, he said once these agreements were reached CASA would go back to GM and demand the Chevette be stripped of its standard radio.

According to Hollins, the market for the Chevette is large, and the aftermarket sound equipment manufacturers feel they should not be excluded competitively because of standard radios.

Thomas Leary, GM assistant general counsel, said GM has offered to reconsider the radio standardization on the Chevette from time to time depending on the situation of its competitors. He said that currently, major competitors of the Chevette still have radios standard and GM management feels "as long as some competitors are doing what they want to (with standard radios) we will do what we want to do (in the Chevette line)."

While the agreement did call for delete options in all new cars introduced through 1983 there have been some judgment calls which Leary said have gone CASA's way. Since the agreement did not include Chevette it was questionable whether its sister, the Pontiac T1000, should have a standard radio. Also, the Cadillac line was not included and the same question erupted about the Cimarron. In both cases, he said, GM decided to make the radios delete options.

• Chrysler Corp. and Ford Motor Co. were not sued by CASA. Ford already had radios as delete options in most models, and Chrysler voluntarily changed its program. Honda also voluntarily stopped putting standard radios in its cars in 1980 models that came to the U. S.

Subaru changed its radio pol-

Continued on Page 7, Col. 1

Nader seeks reopening on Ford transmissions

WASHINGTON. — Ralph Nader has petitioned NHTSA to reopen the investigation into certain automatic transmissions on Ford vehicles that allegedly slip from Park to Reverse.

In a separate but related action, the Center for Auto Safety —started by Nader but now independent of him—has filed a motion for summary judgment in response to the government's motion to dismiss its case earlier brought by the center on the same subject.

Both the petition and the court filing cite a survey of 750 vehicles and owners in San Francisco, metropolitan Washington and Minneapolis, claiming that only 49 consumers — or 6.5 percent of those surveyed —have placed warning labels on the cars.

Last December, then Secretary Neil Goldschmidt — disagreeing with advice given him by former NHTSA Chief Joan Claybrook — negotiated a settlement with Ford Motor Co. in the defect investigation of some 16 million 1970-79 Ford vehicles.

Ford agreed to mail owners a warning label. Proponents of a mandated recall and correction point out that the deaths of more than 140 individuals and injuries to some 1,700 people have been linked to the transmissions.

• The center has been joined in litigation by several persons injured or relatives of those who have been killed and by the Washington - based Automobile Owners Action Council, the Quebec - based Automobile Protection Assn., Minnesota Public Interest Group and San Francisco Consumer Action.

Plaintiffs contend that after the initial findings of a safety-related defect for some transmissions, Claybrook's October, 1980, memo recommending a final determination was binding on Secretary Goldschmidt because he had delegated authority to her.

The center and the others also maintain that warning labels are not a "remedy" under the law.

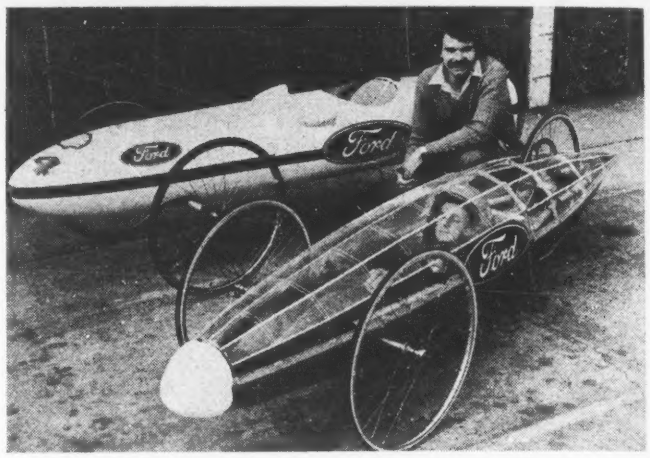
The government says the federal district court lacks jurisdiction in this case and even if it had it, DOT's agreement with Ford is perfectly legal.

The settlement does not injure plaintiffs, says the government, and can only help. To remand it to the agency would not change anything since it is no more likely to find a defect and force a recall than it was before.

If it did reopen the investigation, according to the government, Ford would resist and DOT adds, there is no mechanical fix for the alleged problem. Finally, the court has nothing to review since DOT never reached a final determination. The Claybrook memo was merely an opinion with which her boss disagreed.

Remembering the Cord

Southeastern Replicars, Largo, Fla., builds a fiberglass replica of the 1937 Cord 812 Phaeton so true to the original that parts are interchangeable. The $65,000 815 SE is sold by Southeastern directly. It features front-drive, like the original, and a modified Oldsmobile powertrain. Power equipment, air conditioning and stereo are standard. Each car takes 2,000 hours to build; anticipated production is put at 24 per year.



Fuel-economy giants

Engineers from Ford Motor Co. of Australia entered two "cars" in this year's Shell/The Australian Mileage Marathon, in Sydney. Ford engine design engineer Ian Cole shows the newest vehicle, piloted by 16-year-old Shane Thomas, an apprentice at the Ford Apprentice Training School, Geelong, along with the one run last year as well as this. Cole predicted the new vehicle can beat the world record of 2,684.7 MPG.

Early-June sales rise; few cheers are heard

By Jenny L. King
Staff Writer

Early-June sales of domestic new cars topped the 1980 period but were still disappointing to those anticipating an end to the 26-month retail sales recession. The daily selling rate, based on nine selling days, averaged 19,493, up 10.72 percent from the extremely low 17,606 average for eight days a year ago.

The May 21-31 daily selling rate this year had showed more strength with its average of 24,697 sales per day; the mid-May rate was 21,309.

The year-to-date daily selling rate for the 136 days of 1981 was a modest 21,809, down 1.36 percent from 22,110 in 1980. Year-to-date sales totaled 2,966,089 this year compared with 3,029,154 a year earlier.

June 1-10 sales numbered 175,435, up 24.59 percent from 140,851 last year. High for the period was posted just three years ago, in 1978: 283,274. The daily selling rate for that period was 31,475.

On a year-to-year basis, four of the five major U. S. auto makers were up for the period, while on a daily-rate basis that was pared to three with improved sales. Chrysler Corp. enjoyed the greatest gain; its sales were up 46.70 percent to 19,684 from 13,418 (30.41 percent on a daily-rate basis). General Motors sales were up 29.61 percent, to 108,082 from 83,387 (up 15.22 percent daily rate).

Ford Motor Co. sales totaled 40,383, up 8.45 percent from 37,236 last year (down 3.61 percent daily rate). Volkswagen of America reported sales of 2,886 Rabbits, down 17.78 percent from 3,510 (down 26.88 percent daily rate), while estimated sales of American Motors passenger cars were 4,400, up 33.33 percent from 3,300 (up 18.40 percent daily rate).

GM earned 61.62 percent of the early-June market, up from 59.20 percent a year earlier. Ford's share dropped to 23.02 percent from 26.44 percent. Chrysler cornered 11.22 percent, up from 9.53 percent. AMC had an estimated 2.50 percent of the market, up from 2.34 percent, and VWoA sales accounted for 1.64 percent, down from 2.49 percent.

On a year-to-year basis, nine of the 14 makes reported increases over year-ago sales. Plymouth doubled its sales, jumping to 9,998 from 4,551; Buick did the same, going to 27,875 from 13,050. Oldsmobile sales were up 42.18 percent, Dodge was up 34.36 percent, Mercury was up 33.98 percent, AMC was up 33.33 percent, Cadillac was up 29.36 percent, Chevrolet was up 4.13 percent and Ford was up 2.35 percent.

Chrysler continued its long slide, its sales down 40.94 percent to 1,913 from 3,239. VWoA was down 17.78 percent, Lincoln was down 5.22 percent and Pontiac was down 0.14 percent. Imperial was not on the market a year ago.

Ford Escort was the top-selling nameplate during the period, with sales of 8,849. Second was Chevrolet Chevette at 8,221, followed by Chevrolet Citation, 7,613, Buick Skylark, 7,555 and Buick Regal, 7,546.

DOMESTIC SALES

	June 1-10, 1981	June 1-10, 1980
AMERICAN MTRS.	4,400†	3,300†
Chrysler	1,913	3,239
Imperial	211	....
Plymouth	9,998	4,551
Dodge	7,562	5,628
CHRYSLER CORP.	19,684	13,418
Ford	28,820	28,157
Mercury	10,109	7,545
Lincoln	1,454	1,534
FORD MOTOR	40,383	37,236
Buick	27,875	13,050
Cadillac	5,001	3,866
Chevrolet	36,597	35,146
Oldsmobile	24,620	17,316
Pontiac	13,989	14,009
GENERAL MTRS.	108,082	83,387
VOLKSWAGEN	2,886	3,510
INDUSTRY TOTAL	175,435	140,851

† estimate

VWoA names VP

WASHINGTON. — Phil Hutchinson, director of government and industry relations for Volkswagen of America, has been named vice president-government and industry relations.

Axle venture links IVECO and Rockwell

AMSTERDAM, The Netherlands. — Rockwell International Corp. and IVECO B.V., a member of the Fiat Group, will establish a joint venture to build and market Rockwell heavy-truck axles for Europe, North Africa and the Middle East.

The joint venture, to be called Rockell CVC/OMEVI, S.p.a., is acquiring an IVECO plant in Cameri, Italy, and will retool it for axle production scheduled to begin in 1983.

Initially, the new company will produce Rockwell axles for IVECO's five truck nameplates, and eventually they will be available to other commercial-vehicle manufacturers.

At the start, according to Robert Anderson, Rockwell chairman, the U. S. firm will have only a minority interest in the joint venture, with plans to assume a majority holding with the startup of production in 1983.

"When Rockwell axles reach volume production, the investment by Rockwell and IVECO will be well in excess of $150 million," Anderson said here after the signing of the agreement to set up the joint venture.

Martin D. Walker, president, Rockwell Automotive Operations, called the venture "part of our long-held strategic objective of applying Rockwell's advanced technical resources to develop, design and engineer components for the European truck industry.

- "The joint venture," he added, "will give us a great platform to introduce fast-ratio, single-reduction axle technology to this market."

Walker said the new firm will build to OEM and fleet-operator specifications from both the plant in Cameri, about 30 miles west of Milan, and Rockwell's present manufacturing facility at Maudslay, England.

Giorgio Manina, IVECO managing director, said Rockwell's plan to expand its product offerings in Europe coincided with IVECO's desire to free current resources for other projects.

"IVECO is moving from total integration to deintegration of some major truck components," he explained. "Our long-range strategy . . . is to continue to seek other leading international

Continued from Page 17, Col. 1

Utilimaster's new van body

Utilimaster Corp., Wakarusa, Ind., has introduced a new aluminum van body for the IVECO Z-100 truck chassis. The van's aerodynamic front cap and radius corners follow the truck cab's airflow design. Other features include a strong ladder-type floor frame and rub rail, and a fully lined plywood interior.

Six more states boost big-truck weight limit

ATLANTA. — Six states have joined the list of those raising truck weight limits to 80,000 pounds as the trucking industry continues its drive to obtain more uniformity among states for over-the-highway trucks.

Tennessee is the latest to raise the weight limit, increasing it to 80,000 pounds from 73,280 pounds.

The legislature approved the increase, which has now been implemented.

One of the provisions which lured Datsun's light-truck plant to Smyrna, near Nashville, was that the state liberalize its stringent trucking laws. Gov. Lamar Alexander promised the Datsun manufacturer that the law would be changed.

However, one of the provisions of the weight-increase law was that trucks help pay for highway maintenance with a boost of five cents per gallon in the price of diesel fuel. The legislature approved it and also raised gasoline taxes by two cents a gallon.

- The Missouri legislature also has approved a bill increasing weight limits to 80,000 pounds. If signed by the governor, the law would go into effect this fall.

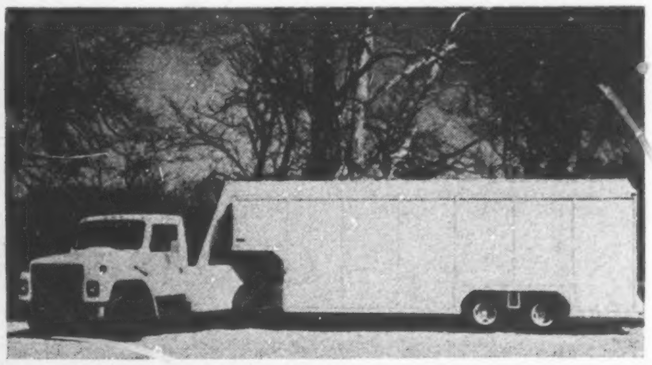
The American Trucking Assns. said Mississippi and Indiana legislatures also have passed bills raising the weight limits to 80,000 pounds.

In Mississippi, the new law will become effective in November, while Indiana is scheduled to implement the new limits in January.

Georgia also has modified its heavy-truck limitations on certain agricultural products, raising the limit to 80,000 pounds and extending truck lengths to 36 feet.

By extending the length, officials said, weights would be more evenly spread out, minimizing damages to roads.

The Arkansas legislature has approved a one-year test that will require the Arkansas Highway Commission to issue special permits to haul agricultural commodities on trucks with a gross weight of 80,000 pounds. The test is to start July 1.



'I-Hauler' set for beverage run

The new "I-Hauler" combines an International S-Series medium tractor with a special low-profile service body and a Swan "Supergoose" or "Hawk" gooseneck trailer for multistop beverage pickup-and-delivery applications. The unit is rated at 32,000 pounds gross combination weight, with either diesel or gas power.

Beverage hauler from IH teamed with 'goosenecks'

CHICAGO. — The beverage industry has a new delivery team at its disposal — International "S-Series" medium trucks and special gooseneck trailers which are designed to provide more expedient deliveries for multistop beverage runs.

The new unit is called an "I-Hauler" and is available with a choice of Swan "Supergoose" or "Hawk" gooseneck beverage trailers.

The S-Series single-rear axle tractor is fitted with a special low-profile service body equipped with compartments sized to accommodate beverage cases.

A special spring package and low-profile wheels and tires are specified to reduce vehicle overall height for complete compatibility with the Swan trailers. Gross combined weight is rated at 32,000 pounds.

The I-Hauler will be available as a diesel Model 1654 S-Series with an International 9.0 liter V-8 engine, or gasoline-powered Model 1724 with an International MV-404 V-8. Both models will offer a choice of a four or five-speed manual transmission or a four-speed automatic, and a choice of a 15,000-pound single-speed or two-speed rear axle.

truck industry news

'81 count off 22.4 pct. from year ago

4-month registrations are lowest since 1975

Four-month registrations of new trucks of all types in the U. S. were off 22.4 percent from the same period a year ago, with only one of the eight weight groups showing an increase.

Through April, according to R. L. Polk & Co. statistics, there were 686,657 registrations, compared with 884,661 in 1980. It was the lowest four-month total since 1975, when the count was 658,993. The alltime high of 1,184,771 was hit in 1979.

The April total was down 16 percent, from 221,404 a year ago to 185,927. As with the four-month count, registrations during the month were lower than last year in all three market segments.

There was a decline of 22 percent in light-truck registrations through April. The Group 3 tallies, however, were up dramatically over last year, 4,264 versus 2,550.

The Group 1 count suffered the smallest percentage loss, down 12.2 percent with 243,355 tallies, compared with 389,901 a year ago. Group 3 registrations totaled 272,874 units, a decline of 32.2 percent from 1980.

- Four-month registrations of medium trucks dropped 18.8 percent below the year-earlier levels, while the heavies had a decrease of 28.7 percent.

The biggest percentage decline in the medium-truck segment was suffered by Group 4. Only four units were registered over the four-month span, down 97.2 percent from last year's 143 units.

There were 481 Group 5 tallies through April, a drop of 42.5 percent from the year-ago 836, while the Group 6 count

Continued on Page 38, Col. 2

International ups lead over Ford in HD registrations

International increased its lead over Ford in heavy-truck registrations by more than 2,300 units through April, and improved its share of the industry's four-month total by almost 10 percentage points over a year ago.

R. L. Polk & Co. reported 13,083 Group 7 and 8 International trucks were registered in the first four months of the year, compared with 10,759 for Ford. In April, International had 3,777 tallies and Ford had 2,909.

While International is No. 1 in total four-month registrations, Ford is the leader in Group 7 tallies with 8,057, compared with 6,631 for Interna-

Continued on Page 38, Col. 2

U. S. TRUCK REGISTRATIONS

FOUR MONTHS, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	4 mos., 1981	Percent Share of '81 market	4 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	220,085	32.05	281,210	31.79	+ 0.26
Chevrolet	211,907	30.86	269,756	30.49	+ 0.37
Dodge	52,174	7.60	78,544	8.88	− 1.28
GMC	50,235	7.32	66,774	7.55	− 0.23
International	20,077	2.92	21,115	2.39	+ 0.53
Jeep	15,681	2.28	30,052	3.40	− 1.12
Mack	6,035	0.88	7,720	0.87	+ 0.01
Plymouth*	5,897	0.86	10,703	1.21	− 0.35
Kenworth	3,385	0.49	4,449	0.50	− 0.01
Freightliner	2,701	0.39	4,297	0.49	− 0.10
Peterbilt	1,799	0.26	2,815	0.32	− 0.06
White	970	0.14	1,839	0.21	− 0.07
Autocar	423	0.06	655	0.07	− 0.01
Volvo	372	0.06	244	0.03	+ 0.03
Western Star	246	0.04	402	0.04	....
Diamond Reo	4	0.01	28	....	+ 0.01
Miscellaneous**	94,644	13.78	104,058	11.76	+ 2.02
TOTALS	686,657	100.00	884,661	100.00	....

★—No registrations for Oklahoma, 1981 and 1980; District of Columbia, April, 1981; Hawaii, 1980.
*—Plymouth trucks are Trail Duster, Voyager and Arrow.
**—Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

FOUR MONTHS, 1981 VS. 1980★

Based on R. L. Polk & Co. statistical report

	4 mos., 1981	Percent Share of '81 market	4 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	13,083	26.04	11,202	16.24	+ 9.80
Ford	10,759	21.42	16,618	24.09	− 2.67
GMC	6,534	13.01	11,300	16.38	− 3.37
Mack	5,674	11.29	7,651	11.09	+ 0.20
Kenworth	3,385	6.74	4,431	6.42	+ 0.32
Chevrolet	3,330	6.63	6,351	9.21	− 2.58
Freightliner	2,701	5.38	4,297	6.23	− 0.85
Peterbilt	1,799	3.58	2,811	4.08	− 0.50
White	970	1.93	1,836	2.66	− 0.73
Autocar	423	0.84	654	0.95	− 0.11
Volvo	360	0.71	244	0.34	+ 0.37
Western Star	246	0.49	402	0.58	− 0.09
Diamond Reo	44	0.09	28	0.04	+ 0.05
Miscellaneous	929	1.85	1,167	1.69	+ 0.16
TOTALS	50,237	100.00	68,992	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; District of Columbia, April, 1981; Hawaii, 1980.

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Registrations lowest since '75 for four months

Continued from Page 16

was off 17.2 percent, from 19,869 units in 1980 to 16,927.

Group 7 registrations for the four months totaled 21,779, a decline of 22.5 percent from last year's 28,107 units. The Group 8 count was down 30.6 percent, from 40,985 units a year ago to 28,458.

No. 1 Ford increased its lead over Chevrolet by about 400 units in April and boosted its four-month edge to approximately 8,200 units.

In April, Ford had 57,555 registrations, compared with 57,158 for Chevrolet. Through April, Ford's total was 220,085 and accounted for 32.05 percent of the industry count.

Chevrolet's four-month registrations totaled 211,907 units, accounting for 30.86 percent of the tally.

International ups lead over Ford in HD registrations

Continued from Page 16

tional. But the latter is far ahead in the Group 8 count, 6,452 versus 2,702.

International registrations through April accounted for 26.04 percent of the industry total, an increase of 9.80 percentage points over the year-ago 16.24 percent on 11,202 tallies.

Ford's share of the industry total was off 2.67 points from a year ago from 24.09 percent on 16,618 registrations to 21.42 percent on 10,759.

During the first four months, 50,237 Group 7 and 8 new trucks were registered in the U. S., down 27.3 percent from last year's 69,092. April tallies were off 25.9 percent, from 19,435 a year ago to 14,392.

Pochiluk joins Chase

BALA CYNWYD, Pa. — William R. Pochiluk Jr., has been named vice president and director of the automotive group at Chase Econometrics. He formerly was with General Motors as manager of North American passenger-car market analysis and forecasts.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

FOUR MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	April, '81	....	....	....	....	....	....	....	123	123
	April, '80	....	....	....	....	....	....	....	192	192
	Year to Date '81	....	....	....	....	....	....	....	423	423
	Year to Date '80	....	....	....	....	....	....	....	654	654
BROCKWAY	April, '81	....	....	....	....	....	....	....	....	....
	April, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	April, '81	31,994	22,340	948	....	95	838	846	97	57,158
	April, '80	32,213	29,149	41	....	181	1,175	1,268	296	64,323
	Year to Date '81	113,914	87,240	4,060	....	297	3,066	2,969	361	211,907
	Year to Date '80	127,706	129,367	697	....	630	4,457	5,162	1,189	269,208
(Memo Units) #	April, '81	13,783	6,665	....	....	....	....	....	....	20,448
	April, '80	15,278	8,189	....	....	....	....	....	....	23,467
	Year to Date '81	46,195	24,533	....	....	....	....	....	....	70,728
	Year to Date '80	61,292	38,951	....	....	....	....	....	....	100,243
DIAMOND REO	April, '81	....	....	....	....	....	....	....	9	9
	April, '80	....	....	....	....	....	....	....	5	5
	Year to Date '81	....	....	....	....	....	....	....	44	44
	Year to Date '80	....	....	....	....	....	....	....	28	28
DODGE	April, '81	7,811	6,064	76	....	....	....	....	....	13,951
	April, '80	8,374	11,937	448	48	....	....	....	....	20,807
	Year to Date '81	30,596	21,387	190	1	....	....	....	....	52,174
	Year to Date '80	30,953	45,683	1,592	139	....	....	....	....	78,367
(Memo Units) #	April, '81	4,714	3,477	8	....	....	....	....	....	8,199
	April, '80	5,682	8,202	349	....	....	....	....	....	14,233
	Year to Date '81	19,172	12,045	20	....	....	....	....	....	31,237
	Year to Date '80	20,881	29,273	647	....	....	....	....	....	50,801
FORD	April, '81	19,718	33,891	....	....	....	1,037	2,163	746	57,555
	April, '80	22,200	43,456	64	....	....	2,230	4,391	1,607	73,948
	Year to Date '81	74,457	130,649	....	....	....	4,220	8,057	2,702	220,085
	Year to Date '80	86,302	170,743	246	....	....	6,599	11,460	5,158	280,508
(Memo Units) #	April, '81	7,906	10,879	....	....	....	....	....	....	18,785
	April, '80	9,450	15,429	....	....	....	....	....	....	24,879
	Year to Date '81	29,616	40,491	....	....	....	....	....	....	70,107
	Year to Date '80	37,039	54,861	....	....	....	....	....	....	91,900
FREIGHTLINER	April, '81	....	....	....	....	....	....	....	864	864
	April, '80	....	....	....	....	....	....	....	1,264	1,264
	Year to Date '81	....	....	....	....	....	....	....	2,701	2,701
	Year to Date '80	....	....	....	....	....	....	....	4,297	4,297
VOLVO	April, '81	....	....	....	....	....	3	52	49	104
	April, '80	....	....	....	....	....	....	53	....	53
	Year to Date '81	....	....	....	....	1	11	206	154	372
	Year to Date '80	....	....	....	....	....	....	210	34	244
GMC	April, '81	5,164	6,503	8	....	37	473	950	936	14,071
	April, '80	4,030	7,503	3	....	60	772	1,403	1,692	15,463
	Year to Date '81	18,513	23,032	12	....	180	1,964	3.405	3,129	50,235
	Year to Date '80	16,974	34,821	4	....	191	3,354	5,580	5,720	66,644
(Memo Units) #	April, '81	807	1,890	....	....	....	....	....	....	2,697
	April, '80	758	2,217	....	....	....	....	....	....	2,975
	Year to Date '81	2,808	5,771	....	....	....	....	....	....	8,579
	Year to Date '80	3,443	9,990	....	....	....	....	....	....	13,433
INTERNATIONAL	April, '81	....	224	....	....	....	1,185	1,807	1,970	5,186
	April, '80	....	1,033	....	....	....	815	1,033	1,289	4,170
	Year to Date '81	....	1,242	....	....	....	5,752	6,631	6,452	20,077
	Year to Date '80	....	5,562	....	....	....	4,232	5,067	6,135	20,996
(Memo Units) #	April, '81	....	....	....	....	....	....	....	....	....
	April, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
JEEP	April, '81	2,643	1,552	....	....	....	....	....	....	4,195
	April, '80	4,306	2.168	....	....	....	....	....	....	6,474
	Year to Date '81	9,051	6,630	....	....	....	....	....	....	15,681
	Year to Date '80	18,122	11,772	....	....	....	....	....	....	29,894
(Memo Units) #	April, '81	2,643	1,143	....	....	....	....	....	....	3,786
	April, '80	4,306	1,624	....	....	....	....	....	....	5,930
	Year to Date '81	9,051	4,908	....	....	....	....	....	....	13,959
	Year to Date '80	18,122	8,784	....	....	....	....	....	....	26,906
KENWORTH	April, '81	....	....	....	....	....	....	....	1,088	1,088
	April, '80	....	....	....	....	....	....	....	1,147	1,147
	Year to Date '81	....	....	....	....	....	....	....	3,385	3,385
	Year to Date '80	....	....	....	....	....	....	....	4,431	4,431
MACK	April, '81	....	....	....	....	....	120	26	1,638	1,784
	April, '80	....	....	....	....	....	40	....	2,129	2,169
	Year to Date '81	....	....	....	....	....	361	44	5,630	6,035
	Year to Date '80	....	....	....	....	....	67	....	7,651	7,718
PETERBILT	April, '81	....	....	....	....	....	....	....	464	464
	April, '80	....	....	....	....	....	....	....	782	782
	Year to Date '81	....	....	....	....	....	....	....	1,799	1,799
	Year to Date '80	....	....	....	....	....	....	....	2,811	2,811
PLYMOUTH	April, '81	1,001	378	....	....	....	....	....	....	1,379
	April, '80	1,883	901	....	....	....	....	....	....	2,784
	Year to Date '81	4,443	1,436	....	....	....	....	....	....	5,879
	Year to Date '80	7,314	3,346	....	....	....	....	....	....	10,660
WESTERN STAR	April, '81	....	....	....	....	....	....	....	55	55
	April, '80	....	....	....	....	....	....	....	97	97
	Year to Date '81	....	....	....	....	....	....	....	246	246
	Year to Date '80	....	....	....	....	....	....	....	402	402
WHITE	April, '81	....	....	....	....	....	....	....	183	183
	April, '80	....	....	....	....	....	....	....	451	451
	Year to Date '81	....	....	....	....	....	....	....	970	970
	Year to Date '80	....	....	....	....	....	....	....	1,836	1,836
MISCELLANEOUS*	April, '81	26,624	492	1	1	....	314	136	190	27,758
	April, '80	25,855	2	7	....	1	265	151	185	26.466
	Year to Date '81	91,381	1,258	2	3	3	1,088	487	462	94,644
	Year to Date '80	100,311	3	10	4	12	1,122	565	602	102,629
TOTALS	April, '81	94,955	71,444	1,033	1	132	3,970	5,980	8,412	185,927
	April, '80	98,861	96,149	563	48	242	5,297	8,299	11,136	220,595
	Year to Date '81	342,355	272,874	4,264	4	481	16,442	21,779	28,458	686,657
	Year to Date '80	387,682	401,297	2,549	143	833	19,831	28,044	40,948	881,327

★—No registrations Oklahoma, 1981 and 1980; District of Columbia, April, 1981; Hawaii, 1980.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino, Blazer and LUV; Dodge and Plymouth compact trucks; Ford Econoline, Bronco and Courier; GMC, Vandura, Jimmy and Caballero; International Scout; Jeep, CJ-5 and CJ-7.

*—Miscellaneous includes imports, Mercedes-Benz, Hendrickson, Oshkosh, etc.

factories list auction dates

American Motors

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

June 24—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Pte., Conn.

June 26—Concord Auto Auction, Hosmer St., Acton, Mass.

Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for further details.

Chrysler Corp.

June 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 24—St. Pete Auto Auction, St. Petersburg, Fla.

June 25—Clanton's Auto Auction, Darlington, S. C.

Ford Motor Co.

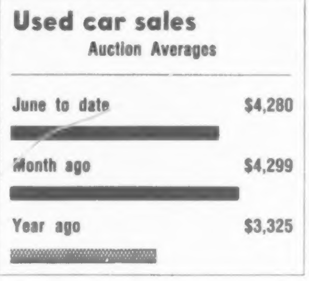
June 24—Clanton's Auto Auction, Highway 34 West, Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

June 25—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

June 30—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

Used car sales

Auction Averages



June to date	$4,280
Month ago	$4,299
Year ago	$3,325

UOP to supply catalysts to Fuji for Subaru

DES PLAINES, Ill. — UOP, Inc., announced that its Automotive Products Division will supply emission control catalysts to Fuji Heavy Industries, Ltd., Tokyo.

The three-component catalysts will be installed on Fuji's Subaru vehicles to be marketed in the U. S. and Japan.

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1981	$7,128	$7,326	$8,014
1980	5,869	5,697	5,872
1979	4,873	4,843	4,807
1978	3,560	3,845	3,748
1977	2,973	3,086	2,866
1976	2,255	2,264	2,144
1975	1,658	1,708	1,605
1974	1,353	1,457	1,356
Overall Average	$4,280	$4,326	4,116

Mair looks at the engines of tomorrow

More cars, but they'll use less fuel

WARREN, Mich. — Even though there are going to be increases in the number of cars on the road and in miles traveled, cars in the U. S. will use at least one-third less fuel in 1990 than they did in the record high usage year of 1978.

That is the prediction of Alex C. Mair, vice president and group executive in charge of General Motors' Technical Staffs. It was made at a press gathering as GM observed the 25th anniversary of its Technical Center here.

The reduced consumption will come from increased fuel economy. Mair said there is intramural competition among proponents of various engines in GM with each group contending its favorite engine is the best.

He said turbine engines lag behind three other powerplants, at least for the mid-term period.

He said GM engineers consider the most promising candidates over the next 20 years or so to be advanced gasoline engines, advanced diesel engines and advanced electric vehicles.

Gasoline engines, already being improved by the use of fast-burn combustion chambers, lower bore-to-stroke ratios, electronic knock limiters and friction reducers, can achieve further fuel-economy gains by port fuel injection and ram tuning, he said.

- Diesels, which today typically get 25 percent more mileage than comparable gasoline engines, might achieve an even greater advantage with the use of direct fuel injection and turbocharging, Mair said.

Durability tests of its nickel-zinc batteries, now being conducted, probably are the most critical phase in determining whether GM will achieve its goal of introducing electric-powered vehicles in the mid-'80s, he said.

"Because of more-stringent emissions standards, the gas engine has to be fitted with many complex devices — three-way catalysts, closed-loop controls and a small computer to keep the engine operating at optimum conditions for emissions control and fuel economy and performance," he said.

Diesels must simultaneously meet very strict standards for particulates and oxides of nitrogen.

With GM's advanced, nickel-zinc batteries, electric vehicles are expected to get about 80 miles between recharges.

"This target range would satisfy over 90 percent of the daily trips that can be envisioned for electric vehicle users," Mair said. "But the batteries won't last the life of the vehicle, and because batteries are relatively expensive, a large percentage of our current work is directed at improving battery life," Mair said.

Hittle award

Donald E. Hittle, left, dealer at Hittle Pontiac-Cadillac, Inc., Greenville, O., is presented with his 25-year Pontiac recognition award by Charles L. Gress, assistant zone manager in Cincinnati.

used-car auction directory

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Brown receives NIADA's top dealer award

NEW ORLEANS. — The National Independent Automobile Dealers Assn. has presented its 1981 National Quality Dealer Award to Berford O. Brown, a used-car dealer in Trussville, Ala., for 19 years.

Brown is president of Trussville Motors, Inc. He received the award during NIADA's convention here.

Brown began selling and servicing cars at the age of 16 when a new-car dealer let him have a used car to recondition and sell. He purchased other cars and began to build a business.

His present dealership began in 1962 when, at the age of 26, he purchased property and started with a five-car inventory. Ten years later, he built his present facility, which has a showroom, sales offices and a service area. Trussville Motors merchandised nearly 700 cars in 1980.

Brown is first vice president and president elect of his state's independent dealer association.

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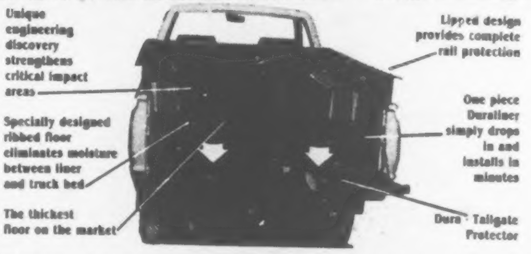
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Ranking of U.S. tire manufacturers

COMPANY	TIRES AND RELATED PRODUCTS SALES BY YEAR									
	1980		1979		1978		1977		1976	
	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole
Goodyear	7,015.6	83.1	6,860.9	83.3	6,313.4	84.3	5,579.1	84.2	4,833.9	83.5
Firestone	3,840.0	79.2	4,144.0	78.4	3,896.0	79.9	3,591.0	81.1	3,213.0	81.6
B. F. Goodrich	1,294.1	42.0	1,295.6	43.4	1,234.4	47.6	1,127.9	47.7	963.5	45.4
Uniroyal	1,117.4	48.6	1,359.3	52.8	1,575.3	57.6	1,489.0	57.7	1,322.8	57.3
General	981.3	44.2	1,061.8	46.2	971.8	44.2	856.4	40.6	810.6	40.1
Armstrong	401.3	100	393.7	100	377.0	100	367.1	100	329.4	100
Cooper†	324.0	100	283.2	100	260.7	100	246.5	100	240.1	100
Mohawk	142.2	78.7	163.8	77.9	174.9	79.1	168.8	83.5	165.6	91.4

(Profits)

COMPANY	TIRES AND RELATED PRODUCTS SALES BY YEAR									
	1980		1979		1978		1977		1976	
	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole	$ millions	% of whole
Goodyear	502.1	82.2	347.7	71.1	541.6	83.3	500.4	83.7	322.7	76.2
Firestone‡	(43.0)*	......	157.0	54.3	(152.0)	......	207.0	65.1	163.0	58.4
B. F. Goodrich	64.6	42.6	48.4	26.3	84.4	50.6	91.5	52.0	28.5	27.9
Uniroyal	3.6	3.2	(98.7)	......	56.3	45.4	77.1	52.2	57.6	50.5
General	2.2	4.4	36.6	30.2	63.5	35.0	87.1	40.9	91.7	45.1
Armstrong	(21.3)	......	19.3	100	24.2	100	34.0	100	23.7	100
Cooper**	24.5	100	7.8	100	10.3	100	14.1	100	18.6	100
Mohawk	11.5	85.1	10.2	67.6	5.7	43.3	6.4	53.4	N.A.	74.1

*parentheses indicate loss **pretax income †Cooper does not separate tire and non-tire sales ‡after phaseout and recall N.A.—not available

Goodyear remains No. 1 by wide margin

Goodrich passes Uniroyal in tire-firm rankings

Crain News Service

AKRON.—B. F. Goodrich Co. displaced Uniroyal, Inc., as the No. 3 domestic tire maker in 1980.

Goodrich experienced a slight decline in tire sales in 1980, but climbed above Uniroyal when the New York-based firm's sales slid even more.

Goodyear Tire & Rubber Co. remained the largest tire maker by far, outdistancing second place Firestone Tire & Rubber Co. by 82.7 percent, based on sales of tires and related products. Firestone in turn, sold nearly three times as many tires and related products as did third place BFG.

Goodrich, Uniroyal and General Tire & Rubber Co. are all grouped closely around the $1 billion sales mark. All three companies' tire sales comprise less than 50 percent of their respective companies' overall sales.

The next two companies, Armstrong Rubber Co. and Cooper Tire Co., are the antitheses to BFG and General; tires and related items are the only products they manufacture. Mohawk Rubber Co., on the other hand, has been concentrating on several non-tire product lines, a fact reflected in its past five years' results; tires have gone from 91 percent of Mohawk's sales in 1976 to 78 percent the past two years.

Goodyear has shown consistency in its tire segment, with tires comprising 83 to 84 percent of the company's overall sales and 71 to 83 percent of its operating profits in the past five years.

- Of the eight domestic tire makers, only Goodyear, Armstrong and Cooper experienced increased tire sales in 1980.

Goodyear, Armstrong and Cooper also were the only three to experience higher sales in each of the past five years. Goodyear's sales grew an average of about 10 percent per year, Cooper 7 percent and Armstrong roughly 3 percent.

Goodrich, after growing more than 8 percent yearly from 1976 to 1979, faltered slightly last year, as tire sales were down by 0.12 percent. Even taking that into consideration, BFG still grew almost 7 percent a year during the five-year period.

General also was growing nearly 8 percent yearly before experiencing an off year last year to slow its annual growth to about 4 percent.

The eight companies' overall figures reflect the tire rankings mirror perfect. Goodyear had overall 1980 sales of $8.44 billion, good for 36th place on the Fortune 500 list of the nation's top industrial firms.

Firestone was 73rd with sales of $4.85 billion while BFG was ranked 122nd based on sales of $3.08 billion. Uniroyal and General are nearly neck and neck at $2.3 billion and $2.22 billion respectively, putting them 164th and 171st on the Fortune 500 list.

Armstrong, $401.3 million, Cooper, $324 million, and Mohawk, $180.7 million, follow in the second 500.

Machine Tool Operations is newly formed GM unit

WARREN, Mich.—Recognizing the potential use of the General Motors - developed Numerically Controlled (N/C) Painting System in GM plants worldwide, the GM Manufacturing Staff has established a new activity, Machine Tool Operations, according to Thomas O. Mathues, GM vice president in charge of the Staff.

The N/C Paint System, which is still in the development stage, totally automates the spray painting of car and light truck bodies. In its first installation, the computer - operated paint system will consist of three pairs of automatic roof and side sprayers, five pairs of N/C paint machines with door openers, and an off-line teaching booth that houses one N/C painter with door opener.

Automatic side and roof sprayers are fixed-length stroke devices that are already widely used in painting operations. The system's hardware will vary depending upon painting requirements and physical limitations of the plant.

Guilford W. Forbes has been named the director of the section. Reporting to Forbes is Robert J. Caulfield, manager, Flexible Automation Systems, and Gerhard K. F. Haas, manager, Balance Engineering.

"Flexible Automation Systems will provide, install and service the N/C Painter System in GM plants," Mathues said. "This new operation is the most expeditious and efficient way of insuring the speedy introduction of this new technology into our manufacturing plants.

"The N/C painter has taken six years to develop by GM scientists and engineers. There is no similar product like this on the market today," he added.

Balance Engineering, also being brought under the umbrella of the newly-formed section, has a long history within GM. Formed by GM Research Labs in 1923 to manufacture balance machines for use in GM plants, Balance Engineering has developed into an industry leader in the making of high-technology precision balancing machines for companies and governments throughout the world.

Some decanter!

Pete Barengo, left, owner of Sierra Wine & Liquor, Reno, Nev., presents the first of a 2,500-limited edition whiskey decanter to Mead Dixon, chairman, Harrah's Hotels and Casinos, Reno and Lake Tahoe. The special decanters are tiny replicas of the 1933 Duesenberg.

Oregon dealers elect Trachsel president

PORTLAND, Ore. — Howard Trachsel, of Trachsel Buick, Salem, has been elected president of the Oregon Automobile Dealers' Assn. He succeeds Bob Murray, Murray Chevrolet Co., Gresham.

Other officers are Wayne Kuni, Kuni Cadillac, Beaverton, vice president; Jack Koken, Lithia Motors, Medford, treasurer, and Allan Larsen, Larsen Motor Co., McMinnville, secretary.

But total is well ahead of year-ago period

Auto production drops for week

By Patricia Hoffman
Staff Writer

Although U. S. auto production last week fell below the previous week's total, output continues to stay above the comparable year-ago figures.

The auto makers targeted production last week at 158,925 units, down 4.91 percent from 167,125 built the previous week, but up 25.31 percent from 126,822 assembled in the comparable 1980 week.

So far this year, the makers have completed 3,356,232 cars, up 2.15 percent from 3,285,626 built in the same period last year.

Breakdown for last week by company is: General Motors, 64.33 percent; Ford Motor, 20.73 percent; Chrysler Corp., 10.63 percent; Volkswagen of America, 2.37 percent; American Motors, 1.89 percent, and Checker Motors, 0.05 percent.

Saturday overtime was scheduled last week at six assembly plants.

GM's Flint, Oklahoma City, Wilmington, Lordstown and Van Nuys assembly points all worked Saturday (June 20).

Also working last Saturday was Chrysler Belvidere. The plant worked only one of two shifts on Friday, June 12, and Monday, June 15.

Belvidere will continue on daily overtime schedules this week with both shifts working nine-hours.

Also at Chrysler, the Jefferson and Newark assembly plants will work two daily nine-hour shifts this week.

GM said that its Framingham assembly plant (Century, Regal and Cutlass) closed Monday (June 15) to begin changeover into 1982 models.

According to GM, the plant is slated to resume operations either the third or fourth week of September, (tentatively Sept. 21) with production of the new front-wheel-drive A-cars.

Due to lagging sales, Checker Motors' Kalamazoo assembly point has scheduled downtime, which began Friday (June 19) with operations resuming July 13.

Saturday overtime was scheduled last week at two Ford assembly plants—Kansas City and Atlanta.

Also at Ford, daily overtime is slated this week at Wayne, Dearborn and Metuchen. Downtime is slated this week at the Ford Chicago plant.

Complaint on Volvo pricing ruled a class-action matter

SAN FRANCISCO. — The three-judge First District State Court of Appeals here has ruled that a lawsuit in which Charlene P. Rosack, of San Mateo, charges Volvo of America Corp. with price-fixing should be tried as a "class action."

The ruling will, in the event Rosack proves her charges, open any money judgement against Volvo to sharing by approximately 50,000 buyers of Volvo automobiles.

The 33 page ruling, written by Justice Betty Barry-Deal, was unanimous, with the concurrence of Acting Presiding Justice James Scott and Justice Sidney Feinberg.

The litigation, which eventually will be heard before a San Mateo County Superior Court judge still to be assigned, accuses Volvo of "discouraging dealers from offering discount prices to potential and actual buyers of Volvo models."

"This decision," said Rosack's attorney, Susan Yvonne Illzston, "will have a substantial impact. What it means, is that large corporations cannot henceforth attempt to prevent consumers from obtaining relief in the courts merely by creating minor differences in marketing techniques or in pricing practices."

Volvo will be represented by several attorneys, including Daniel Williams, of Los Angeles.

The litigation began in March, 1976, when Rosack filed suit against Volvo charging representatives of the company had "engaged in a vertical retail pricing management scheme between 1967 and 1976 in which Volvo dealers were coerced into offering little or no discount from the vehicle sticker price."

"This resulted," the legal action alleged, "in artificial maintenance of the price of Volvo vehicles above the free competitive levels, in violation of California's antitrust laws embodied in the Cartwright Act."

That initial action was appealed to the U. S. Supreme Court which ruled the case was a state and not a federal issue.

EV marketing seminar opens in New York

NEW YORK. — Electric Vehicle Progress, an industry newsletter, is sponsoring a two-day seminar here June 22 and 23, "Moving Toward EV Marketing: Mobilizing a New Industry."

Government and industry speakers will address methods of overcoming technical and marketing barriers. Results of a new marketing study will also be presented.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 20, 1981	Week Ended June 21, 1980	Week Ended June 13, 1981	June to Date	Jan. 1 to June 21, 1980	Jan. 1 to June 20, 1981
CHEVROLET	14,397	5,732	12,651	40,345	247,086	282,758
DODGE/PLYMOUTH	2,400	4,300	2,952	7,839	77,259	46,844
FORD	15,296	11,843	16,056	47,034	281,321	319,043
GMC	3,990	....	3,665	12,068	78,563	94,229
INTERNATIONAL	1,690*	2,485	1,658*	5,006*	21,364	35,533*
MACK	940	625	834	1,774	14,110	21,775
JEEP	....	445	....	....	13,014	....
AMC CORP.	2,121*	1,428*	1,697*	5,515	41,189*	42,198
VOLKSWAGEN	90*	143*	90*	270	4,424*	2,075
WHITE	....	....	....	....	....	....
MISCELLANEOUS	1,400*	881*	1,400*	4,200	20,661	29,800
Total Trucks, U. S.	42,324	27,882	41,003	124,051	798,991	874,255

CANADIAN TRUCK PRODUCTION

	Week Ended June 20, 1981	Week Ended June 21, 1980	Week Ended June 13, 1981	June to Date	Jan. 1 to June 21, 1980	Jan. 1 to June 20, 1981
CHRYSLER CORP.	2,400	1,997	2,011	6,439	22,536	38,746
FORD MOTOR	3,472	3,720	3,493	10,813	95,552	83,308
GENERAL MOTORS	6,531	6,570	6,546	19,800	134,079	149,013
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	475	249	741	7,661	5,967
MACK	....	40	....	....	1,232	....
WHITE	....	....	....	....	....	....
Total Trucks, Canada	12,648	12,802	12,299	37,293	272,704	277,034
N. American Trucks	54,972	40,684	53,302	161,344	1,071,695	1,151,289

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Truck production top week ago; far ahead of 1980

U. S. truck production last week took a substantial jump over the comparable year-ago week's total, and year-to-date, output continues to climb above the comparable 1980 period.

The truck makers slated 42,324 units last week, up 3.22 percent from 41,003 completed in the previous week, and up considerably by 51.80 percent from 27,882 built in the same week last year.

Year-to-date, the makers have assembled 874,255 trucks, up 9.42 percent from 798,991 built in the same period last year.

Saturday overtime was scheduled last week at General Motors' Detroit (Chevrolet chassis) truck assembly plant.

Daily overtime is slated this week at the Chrysler Warren truck point. The plant will work a daily nine-hour shift.

Saturday overtime was scheduled last week at Ford's Ohio truck facility.

Downtime is slated this week at the Ford San Jose truck assembly point.

Canadian output of cars climbs to 23,617 for week

Canadian auto production last week was up from the previous week and the comparable 1980 week, although the total remained below last year's year-to-date output.

The auto makers targeted production last week at 23,617 units, up 2.84 percent from 22,965 built the previous week, and up 12.41 percent from 21,010 in the comparable year-ago week.

So far this year, the makers have assembled 432,853 cars, down slightly from 434,543 built in the comparable 1980 period.

Canadian truck production last week was 12,648, up 2.84 percent from 12,299 trucks built the previous week, but down 1.20 percent from 12,802 completed the same week last year.

Year-to-date output for the truck manufacturers was 277,034 units, up 1.59 percent from 272,704 built the same period in 1980.

Overtime was scheduled last Saturday (June 20) at Chrysler's Pillette Road truck assembly point. The plant has also slated overtime for next Saturday (June 27).

All other Canadian assembly plants will be working regular schedules this week.

U. S. CAR PRODUCTION

	Week Ended June 20, 1981	Week Ended June 21, 1980	Week Ended June 13, 1981	June to Date	Jan. 1 to June 21, 1980	Jan. 1 to June 20, 1981
AMERICAN MOTORS	3,000*	....	2,400*	7,800*	84,157	54,054*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	16,900	7,700	18,865	55,199	318,178	405,826
Plymouth Total	8,800	4,150	10,228	29,272	145,426	209,097
Horizon	3,300	3,300	9,929	9,831	78,851	78,509
Reliant	5,500	....	7,299	19,441	....	121,001
Volare	....	....	....	....	50,706	....
Caravelle	....	....	....	....	3,739	2,139
Gran Fury	....	850	....	....	12,130	7,448
Chrysler Total	....	150	....	....	42,376	22,098
LeBaron	....	....	....	....	32,543	17,236
Chrysler	....	150	....	....	9,833	4,862
Dodge Total	8,100	3,400	8,637	25,927	130,376	174,631
Omni	3,800	2,800	2,955	10,851	69,078	62,668
Aspen	....	....	....	....	36,328	....
Aries	4,300	....	5,682	15,076	....	95,637
Diplomat	....	....	....	....	15,566	12,644
St. Regis	....	600	....	....	9,404	3,682
FORD MOTOR	32,952	29,075	36,900	104,005	659,354	716,345
Ford Division	21,509	23,690	24,079	67,901	488,329	489,041
Escort	8,359	....	7,475	23,988	....	183,659
Pinto	....	3,521	....	....	55,781	....
Fairmont	5,211	6,366	4,863	14,995	138,805	104,440
Must./Must. II	4,956	5,305	5,013	14,671	131,159	82,416
Granada	2,983	....	2,811	8,533	42,808	43,392
Thunderbird	....	4,811	2,231	2,231	72,846	34,248
Ford	....	3,687	1,686	3,483	46,930	40,886
L-M Division	11,443	5,385	12,821	36,104	171,025	227,304
Mercury Total	9,760	5,385	10,771	30,321	155,134	192,643
Bobcat	....	451	....	....	10,309	....
Lynx	3,041	....	2,840	8,945	....	63,654
Capri	1,933	1,428	2,136	5,943	37,703	28,776
Zephyr	2,100	1,740	1,996	6,090	44,052	31,949
Cougar/Monarch	1,393	....	1,458	4,383	14,131	22,172
XR-7	....	1,766	1,034	1,034	23,721	14,811
Mercury	1,293	....	1,307	3,926	25,218	31,281
Lincoln Total	1,683	....	2,050	5,783	15,891	34,661
Lincoln	839	....	1,028	2,899	5,880	16,887
Mark VI	844	....	1,022	2,884	8,150	17,774
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	102,243	85,591	105,502	309,899	2,122,389	,089,834
Buick Division	17,988	13,731	20,774	57,989	418,185	463,963
Skylark	5,089	4,333	5,554	15,970	113,765	126,800
Century	1,810	3,690	2,254	6,388	92,271	82,883
Regal	5,830	4,473	7,617	20,811	110,686	141,468
Buick	3,929	1,235	4,013	11,041	77,147	83,160
Riviera	1,330	....	1,336	3,779	24,316	29,652
Cadillac Division	7,335	2,141	6,813	20,786	105,480	138,014
Cimarron	1,000	....	817	2,481	....	3,437
Seville	490	....	490	1,391	17,906	13,819
Eldorado	1,605	....	1,603	4,558	27,097	33,197
Cadillac	4,240	2,141	3,903	12,356	60,477	87,561
Chevrolet Division	41,089	36,947	40,060	120,654	889,941	755,497
Chevette	7,491	9,655	8,298	23,114	224,632	162,029
Cavalier	3,945	....	2,860	9,500	....	21,568
Monza ('80)	....	4,153	....	....	85,013	....
Camaro	4,424	2,540	4,099	13,234	65,928	72,027
Citation	8,865	9,429	8,240	25,523	234,880	183,643
Malibu	6,875	6,770	7,009	20,865	136,580	139,545
Monte Carlo	4,029	1,200	4,291	12,464	55,221	74,446
Chevrolet	4,800	2,400	4,810	14,386	65,765	87,982
Corvette	660	800	453	1,568	21,922	14,257
Oldsmobile Division	20,213	19,024	22,001	64,205	412,635	480,229
Omega	3,300	2,254	3,166	9,735	59,899	75,844
Cutlass	9,950	10,820	11,863	33,728	205,229	241,001
Oldsmobile	5,908	5,950	5,914	17,743	127,033	138,506
Toronado	1,055	....	1,058	2,999	20,474	24,878
Pontiac Division	15,618	13,748	15,854	46,265	296,148	252,131
Acadian†	475	360	559	1,507	12,753	11,747
J2000	3,055	....	2,719	7,869	....	18,885
Sunbird ('80)	....	3,766	....	....	75,491	....
T1000	2,444	....	2,423	7,242	....	34,549
Firebird	2,536	1,540	2,395	7,684	43,529	34,556
Phoenix	2,580	2,932	2,475	7,581	68,403	59,246
Grand Prix	2,555	2,240	3,037	8,138	30,808	53,043
LeMans	1,615	1,720	1,894	5,172	31,346	32,544
Pontiac	358	1,190	352	1,072	33,818	7,561
VOLKSWAGEN	3,760	4,375	3,383	7,143	99,974	88,955
CHECKER	70*	81	75*	215*	1,574	1,218*
Total Cars, U. S.	158,925	126,822	167,125	484,261	3,285,626	3,356,232

CANADIAN CAR PRODUCTION

	Week Ended June 20, 1981	Week Ended June 21, 1980	Week Ended June 13, 1981	June to Date	Jan. 1 to June 21, 1980	Jan. 1 to June 20, 1981
AMERICAN MOTORS	840	....	728	2,292	....	15,835
CHRYSLER CORP.	2,232	2,400	1,879	5,298	34,504	17,708
FORD MOTOR	7,256	6,465	7,358	22,313	131,516	114,139
GENERAL MOTORS	13,064	11,920	12,775	38,710	263,203	279,994
VOLVO	225	225	225	644	5,230	5,177
Total Cars, Canada	23,617	21,010	22,965	69,257	434,543	432,853
N. American Cars	182,542	147,832	190,090	553,518	3,720,169	3,789,065
N. American Trucks	54,972	40,684	53,302	161,344	1,071,695	1,151,289
North American Cars and Trucks	237,514	188,516	243,392	714,862	4,791,864	4,940,374

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Delay in Clean Air action poses a threat to makers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Substantive talk of what to do about future auto emission standards has started in the Senate Environment Committee, although the Reagan Administration has yet to make known its position.

The first two days of hearings clearly indicated wide disagreement between the auto makers and their suppliers of control equipment; between some Senators (including the Republican Chairman Robert Stafford of Vermont) and what is believed to be the position of the Administration, and between environmentalists and the auto makers over the concept of averaging.

The failure of the Administration to consult with key Congressmen, the delay in its proposals—which will probably not come until after the July 4 recess — and the speculation of "gutting" the law have combined to make it almost certain that the Clean Air Act will not be changed by the end of September. (Last time around, it took almost three years to deal with this enormously long and complex law.)

Any delay beyond September or October becomes crucial for the auto companies, for they would normally be making hardware and emission-control decisions for '83 models by that time.

They all want the CO standard to be changed to 7.0 gpm and the NOx standard changed to 2.0 gpm. The fight will be over both, but primarily the NOx level and whether or not three-way catalysts will be used.

Other fights will occur over diesel particulates and the adequacy of trap oxidizers, the level of control for heavy-duty trucks, high-altitude vehicles and, above all, over the "mobile bubble" concept of averaging fleet emissions in much the same way as CAFE is used for fuel-economy standards.

- On the first day, the committee gave the star role to Tom Austin, head of the California Air Resources Board and a former EPA employe. Austin said flat out that two proposals of the auto makers and some EPA staffers — relaxing NOx and averaging — would double auto pollution and contribute to acid rain as well.

He cited data gathered by California to show that fuel economy can be improved and more diesels used without relaxing standards.

Countering auto makers' arguments that relaxing NOx control is acceptable because few violations of the ambient air nitrogen dioxide standards occurs outside California, Austin said such a relaxation would mean more "junk" in the air, such as nitrate particles. It also raises the possibility of nitric acid rain to damage lakes, streams and forests, he said.

Other arguments for relaxing NOx emissions — fuel-economy improvement and more diesels —were questioned by Austin. Citing California experience (where manufacturers can certify at 1.5 gpm NOx with a 100,000 mile warranty or at 0.7 gpm for the normal 50,000-mile life —Austin noted that Checker, using the General Motors diesel engine, had slightly increased the exhaust-gas recirculation (EGR) rate, certified at 0.7 gpm NOx and found city fuel economy was 20-MPG — the same as for the GM diesel at 1.5 gpm NOx.

Moreover, said Austin, Mercedes-Benz has told CARB it is

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AMC Targa

Open-air four-wheelin'

One of the newest conversions on the market is the targa-top treatment for American Motors four-wheel-drive Eagle models by Griffith Co., Ft. Lauderdale, Fla. Griffith plans 1,200 such conversions in the '82 model year, each retailing for $3,795. It says it has an interrupt-ship arrangement with AMC whereby converted targa-top cars are shipped to dealers through regular factory channels.

3-cylinder turbo diesel and CV transmission

75-MPG Volkswagen in the wings

By Paul Lienert and Jake Kelderman

"There's a good chance we'll be building a 75-MPG car in the next five years."

Those words from Volkswagen of America's top engineer, Duane Miller, signal the small-car/fuel-economy wars have just begun in this country.

"We're already over 40 MPG (Rabbit diesel) with pretty decent performance, using relatively straightforward powertrains," said Miller, engineering vice president of VWoA. "With more-advanced designs, like our supercharged three-cylinder diesel engine and possibly a continuously variable transmission, we should be able to get into the 70s with just a small sacrifice in performance."

To date, the only major auto company to even talk about that kind of fuel economy has been General Motors, where design boss Irv Rybicki has said his staff is developing a small four-passenger car that could be capable of delivering 75 MPG with a two-cylinder, motorcycle-type engine.

But Miller's comments indicate VW is moving ahead with a full-scale production program designed to put the first true 75-MPG car on the road by 1986.

Like GM, VW feels it can squeeze that kind of mileage from a four-passenger car.

"I don't think we need to build any tiny two-passenger models," said Miller. "Maybe we'll need something smaller than the Rabbit. I'd like to see us bring the Polo (the smaller sister to the Rabbit, sold only in Europe) to this country in a few years. We see a market for it here."

Several auto firms are planning to build two-passenger models by 1985-86, capable of delivering up to 60 MPG, according to industry insiders. But the new four-passenger minicars planned by GM, Ford Motor Co. and others during the same period are likely to get only 40 to 50 MPG, using current powertrain technology.

It is clear VWoA intends to maintain its lead in the fuel-economy derby in the U. S., where the Rabbit diesel has been the top-rated car for the last four years.

Miller did not specify which vehicle may receive the production version of the supercharged three-cylinder diesel, basically a development of the current four-cylinder block.

It is believed the company will introduce a redesigned Rabbit here in late '84, but it will use existing gas and diesel powertrains. The three-cylinder apparently won't be ready for production before '85, according to sources at VWoA. By then, it may be installed in the next-generation Rabbit or in an updated version of the Polo. There is even talk of designing a new four-passenger, front-drive model to accommodate the engine.

The engine is already being tested in running prototypes, according to Miller. With a supercharger, the diesel three is said to have the same power characteristics as a larger four-cylinder gas engine.

Fuel economy in preliminary testing by VW is in excess of 90 MPG, according to sources who say VW has conducted the tests using a duplicate of the EPA fuel-economy test cycle. Most of the tremendous gains in mileage come from shutting off the engine at stops—the EPA city cycle has 26 stops and the highway cycle has 10—then restarting it, and boosting it to maximum efficiency via the supercharger, which does not exhibit the low-speed lag normally associated with turbochargers.

Advanced engine electronics also may be used to meter fuel more precisely and govern engine operation, based on electronic sensing of engine tem-

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breaking news

McNealy joins Kenyon & Eckhardt

DETROIT.—William McNealy Jr. has joined Kenyon & Eckhardt Advertising as executive vice president, a new position, on the Chrysler Corp. account. Most recently a management consultant and earlier a senior executive at companies such as AMF, Inc., and American Motors, McNealy will be responsible for K&E's Chrysler account management group, as well as for the agency's 10 U. S. field offices that service Chrysler dealer associations. He will headquarter in Detroit.

Recchia to head Mitsubishi in U. S.

LOS ANGELES.—Richard Recchia has been named general manager of Mitsubishi's U. S.-based operations. The firm will start importing cars in the 1983 model year. Recchia resigned last March as president of Fiat Motors of North America.

Nissan to drop Datsun name in U. S.

TOKYO. — Nissan Motor Co. Ltd. plans to drop the Datsun nameplate in the U. S. in favor of a Nissan nameplate beginning with 1982 models. A Nissan source said the change will be made despite protests from export officials.

Japan sets up quotas for shipments to U.S.

TOKYO.—Japan's Ministry of International Trade and Industry has given that nation's auto makers quotas on car shipments to the U. S. for the first year of the three-year voluntary limitation of such shipments.

Under the agreement reached by the two nations, Japanese car shipments to the U. S. will be limited to 1,680,000 for the period from April 1, 1981, to March 31, 1980. .

The estimated quotas are as follows: Toyota, 518,000; Nissan (Datsun), 453,000; Honda, 350,000; Mazda, 159,000; Mitsubishi, 114,000; Subaru, 66,000, and Isuzu, 17,000.

Those figures add up to 1,677,000, close to the voluntarily established limit of 1,680,000.

Japanese makers shipped about 1,820,000 cars to the U. S. during the 1980 calendar year.

The April 1-March 31 time period in the quotas is based on the Japanese fiscal year.

Japanese car sales in the U. S. during that period will undoubtedly be higher than the 1,680,000 quota because the makers had good inventories of cars in the U. S.

The year-to-year changes listed by sources here for the various makers actually show a bit of an increase over year-earlier totals. This is because they are changes in the number of cars actually shipped from Japan to the U. S. from April of last year to March of this year. Shipments had begun to taper off by the beginning of that fiscal period.

Changes listed by sources show declines of 7,000 for Toyota and 6,000 each for Nissan and Honda. There are increases of 4,000 each for Mazda and Mitsubishi and 2,000 for Subaru.

Diesel

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Diesel auto market bucks trend, tops last year by 31 pct.

By Jim Plegue
Staff Writer

Sales of diesel-powered automobiles in the U. S. continue to buck the nation's overall car sales trend, posting a healthy 31.45-percent increase during the first five months of calendar 1981.

Manufacturers sold 220,204 diesel-powered cars in the U. S. from Jan. 1 to May 31, up from 167,513 sold during the equivalent period in 1980. Total domestic new-car sales during the period were down 3.38 percent.

General Motors continues to lead the pack, with sales of 138,893 diesel models, up a whopping 59.16 percent from the 93,116 diesel cars sold during the first five months of 1980. Likewise, GM's share of the diesel market increased — from 55.58 percent to 63.07 percent of the market this year.

Oldsmobile — GM's divisional diesel sales leader — increased its production for the period but actually lost slightly over one percentage point of its market penetration because Buick, Pontiac and Chevrolet substantially increased their diesel output.

- Oldsmobile built 69,389 diesel-powered vehicles during the period, followed by Pontiac, 20,025; Buick, 18,744; Chevrolet, 15,422, and Cadillac, 15,313. Pontiac, Buick, Oldsmobile and Cadillac offer the Oldsmobile-built 350-CID (5.7-liter) diesel V-8 engine in full-size and intermediate models.

Chevrolet offers the 350-CID diesel in its full-size models, and in March added the Isuzu-built 1.8-liter four-cylinder diesel to the Chevette's option list.

Sales of diesel-powered Volkswagen Rabbit and Dasher, and Audi 5000 models dropped slightly for the period. The VW-Audi total of 51,655 diesel sales was down 4.42 percent from 54,045 diesels sold last year.

The VW-Audi reduction, combined with GM's increase, helped knock nearly nine percentage points off VW-Audi market penetration. VW-Audi's market share for the first five months of this year was 23.45 percent, down from 32.26 percent for the comparable '80 period.

Volkswagen noted, however, that much of its diesel capacity is being funneled into its VW Pickup model, which has a diesel installation rate of 75 percent, compared with the Rabbit's installation rate of 55 percent. Production of diesel trucks has more than doubled since last year, the company said.

VW-Audi has forecast sales of 124,000 diesel models through calendar '81.

- Mercedes-Benz sold 21,280 diesel models in the U. S. during the first five months of calendar '81, up 37.65 percent from the 15,459 sold during the equivalent period last year. Currently, diesels account for 79.5 percent of total Mercedes sales in the U. S. The company has originally expected that figure to be 76 percent.

Mercedes expects to sell more than 43,000 diesel models in the U. S. through the '81 calendar year. The German maker's top-seller for the last two years has been the 300-SD turbodiesel model, which accounted for 26.6 percent of total sales during the January-May period. That model lists for $34,185.

Peugeot, which sold 5,697 of its 505 diesel and 505 turbodiesel models during the period, posted an increase of 22.09 percent over the 4,666 diesels sold during the equivalent '80 period. The company's diesel target for calendar '81 is 16,000 sales.

Newcomer Isuzu, which started selling to the U. S. market April 1, had retailed 1,390 of its diesel-powered I-Mark models through the end of May. Isuzu's sales target for calendar '81 is 16,000 diesel I-Marks.

- Volvo numbers do not accurately reflect its diesel sales potential. The company was unable to certify its '81 diesel because, according to the maker, there were problems with EPA's diesel fuel supply. All Volvo figures are for 1980-model diesels. Volvo had planned to sell 7,000 of the 1981-model diesels.

Latest diesel car models to debut in the U. S. are the Volkswagen Jetta and Datsun Maxima diesels, both which bowed this month. Datsun expects first-year sales of 6,000 diesel Maxima models, while VW's Jetta target is 9,800 units through calendar '81.

Continuing demand for fuel-stingy diesel cars is prompting other companies to prepare diesels for the U. S. and convincing others to expand their current offerings.

General Motors, for example, is readying a new V-6 diesel engine for the '83 model year, while Ford Motor Co. plans to purchase six-cylinder diesel engines from BMW-Steyr for its future fullsize models. Chrysler is planning to buy diesels from Peugeot for cars in the mid-1980s.

Sales of diesel-powered new cars in the U. S.

	Jan.-May 31, 1981	Percentage Share of Market	Jan.-May 31, 1980	Percentage Share of Market
Oldsmobile	69,389	31.51	54,958	32.81
Cadillac	15,313	6.96	17,400*	10.39*
Buick	18,744	8.51	6,892	4.11
Pontiac	20,025	9.09	10,473	6.25
Chevrolet	15,422	7.00	3,393	2.02
GM Total	138,893	63.07	93,116	55.58
VW Rabbit	41,912	19.03	42,051	25.10
VW Dasher	7,044	3.20	8,521	5.09
Audi 5000	2,699	1.22	3,473	2.07
VW-Audi Total	51,655	23.45	54,045	32.26
Mercedes-Benz	21,280	9.66	15,459	9.23
Peugeot	5,697	2.59	4,666	2.79
Volvo	1,289#	0.58	227	0.14
Isuzu	1,390	0.63	....	....
TOTAL	220,204	....	167,513	....

*Estimated #1980 models

Two favorites

Side by side, in West Berlin, are the most popular Mercedes-Benz sports car and probably the most famous. Left, a 1981 380-SL, the 100,000th of the two-seat coupe/roadsters that found their warmest welcome in the U. S. market and have been offered with engines ranging from 2.8-liters to 5.0-liters, snuggles up to 300-SL gull-wing, of which only 1,400 were built during the 1954-57 production run.

Toyota expands body operations in Australia

MELBOURNE, Australia—The Toyota Motors Group here has approved the start of the second phase of a major expansion of its factory on the outskirts of Melbourne, where a new $46 million (Australian dollars) body press addition is scheduled to go into production early in 1983.

Toyota already is undertaking a $146 million (Australian) expansion of its plant facilities at Altona and Port Melbourne to produce cylinder blocks and parts for the General Motors-Holden's world car.

The new body press plant will produce 3,000 units a month, increasing the total capacity and output to 5,500 units a month. The Melbourne plants will represent Toyota's largest overseas investment and will amount to $1 billion (Australian).

Grass-roots meetings are part of program to restore confidence

Ford dealers get voice in planning

By Marjorie Sorge

Ford Motor Co. has cleaned out the pipeline between the dealers and factory and is giving the dealers a grass-roots voice in company planning.

With the new program, factory and dealers have held grass-roots meetings with no-holds-barred sessions discussing problems, products, selling techniques, advertising and future outlooks among others.

"We are not going to play 52 pickup any more," said Gordon B. MacKenzie, general manager of Lincoln-Mercury Division. "We want the entire selling organization to be fully aware of how we intend to market every product and we want dealer input at the early stages. We're putting our best brains together."

Dealers, too, are responding favorably to the widened communications line. Edward Soukup, Hempstead Lincoln-Mercury Motors Corp., Hempstead, N. Y., said there is now a restored confidence in Ford Motor Co. management among the dealers.

"It's more than just lip service," he said. "There is more promise for the future and an upbeat feeling about the company. We are over the hesitancy about the future."

Ford has opened the doors to future products to its dealers, showing members of the Marketing Committee of the L-M National Dealer Council the new 1982 and some 1983 models earlier this month.

Each of the nine members showed enthusiasm and optimism about the L-M products in the next two years and were also pleased that some of their marketing and styling suggestions were included.

They predicted a strong sales market in 1983 and said L-M has turned the corner to a new luxury car lineup and a more complete full-product line. According to the dealers the new luxury car lineup will be complete when the Lincoln line is revamped in 1984.

New lines for 1982 include the Continental and five-door Lynx while in 1983 the Topaz and a new XR-7 will be introduced.

"Ford looks like they have some style again," Soukup said. "They did well with the original Mark III and Cougar but then seemed to lose it. Now they are back into the market."

One thing the L-M dealers have fought the factory for in the past 12 to 15 years has been a greater differentiation in styling between Ford and L-M.

According to the dealers, the L-M products will now have a higher level of luxury than the Ford sister products and will also have some different styling. For example, the XR-7 will have an entirely different roofline than the Ford Thunderbird, sources said.

The change in styling will make it easier to sell the cars, the dealers said, because in the past it has been difficult to justify the higher L-M price when the cars look the same as the lower-priced Ford models.

Dealers are also getting more input into the corporate advertising program and hope to have the same theme line used by all districts across the country.

Currently it is planned with Moody Blues and Wings background and music, sources said.

Other ideas evolving from the dealer/factory communications include a pre-order program which MacKenzie characterized as "a plan of some magnitude" and discussions on the best method of selling. That could include rebates, dealer incentives or special packaging techniques, among others, he said.

"It's gratifying to talk openly with them (dealers)," he said. "And if we can't do something, they understand. We've always had a good relationship with the dealers but this is a step further."

The dealers characterized the new program as a "feed and fuel" method and said the factory is really listening to their suggestions. They said the new communications lines help their long-term relationship with the factory.

The expanded communi-

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Saudi Arabia threatens Toyota with blacklist

By Edward Lapham
Financial Editor

The Saudi Arabia threat to Toyota that a joint venture with Ford Motor Co. could mean economic reprisals is likely to affect talks between the two companies, auto analysts said.

Saudi Arabia last week "warned" Toyota that it should not enter into any arrangements with Ford, which is blacklisted by the Arab League nations because it maintains a CKD operation in Israel.

A Saudi Arabia official told a Japanese official, "This is the formal view of the Saudi Arabian government. Please convey this view to Toyota and the United States."

Later in the week the government of Kuwait joined the controversy by issuing its own caveat to Toyota.

Toyota has been a successful exporter to the Arab world. Last year, the Japanese auto maker exported about 200,000 units there, with more than 60 percent going directly to Saudi Arabia and about 15,000 to Kuwait.

"There is no doubt this is going to be a factor in the talks," said Prescott, Ball & Turben analyst Arthur Davis. "This puts Ford at a severe disadvantage in the talks."

Davis said Toyota is one of the few auto makers which has learned how to effectively serve the Arab world by exporting "batches" of cars which meet the individual market needs.

"Toyota is the best managed automotive company in the world," Davis said. "Toyota's management knows its Arab World exports could easily go to 400,000 a year and they don't want to endanger that."

He said several factors, including the Saudi threat, are affecting Toyota-Ford talks, not the least of which is Toyota's new strengthened position.

"Toyota is stalling," he said. "They want to do as harmless an arrangement as possible just to keep a foot in the door in case the shootout in the '83 (U. S.) market gets too bloody."

Arvid Jouppi, John Muir & Co. vice president and auto analyst, agreed that the threat is a factor but said it is nothing new.

"It is a factor, but there is no

Continued on Page 39, Col. 1

Sneak preview is a pleasant surprise

'82s and '83s impress L-M dealers

By Marjorie Sorge

Ford Motor Co. has made dramatic improvements in its '82 and '83 product lineup in the past 18 months, its dealers say, much to their surprise.

In early June, members of the Lincoln-Mercury National Dealer Council Marketing Committee were in Detroit to view the new offerings for 1982 and 1983. All were very impressed with the models and said the quality in both design and manufacturing is much improved.

"The quality and the Ford dealer system is 100 percent better than in the last two or three years," said Peter Assimon, Express Sales, Inc., Manlius, N. Y. "We had some nit-picky stuff before, in the last year or two, but that's improving."

The improvement in quality can be measured only by the number of complaints from the customers, said Fred C. Smith, council chairman and owner of Fred Smith Lincoln-Mercury, Independence, Mo. He said five years ago, buyers would bring their vehicles back often for little repairs, but the number of returns has dropped, indicating an improvement in quality.

The same group of council members checked out Ford's future plans 18 months ago and left that meeting thinking the company was a long way behind the other makers, the dealers said.

"There is now a vast improvement over the last 18 months," said Richard J. Clements, Clements Lincoln-Mercury, Inc., Shreveport, La. "It looks like they pulled out all the stops and began making the cars we needed. In 1982 we will almost be on par with the other makers and by 1983 we will be there."

- Ed Jussen Jr., council vice chairman and owner of Star Lincoln-Mercury Sales, Inc., Glendale, Calif., said Ford's new product mix will provide well-rounded competition for General Motors as well as the other makers. But the current gas glut may help give L-M an even stronger position.

That division has long been known for its big cars and dealers are hoping a heavy gas supply will bring prospective buyers into their showrooms.

Jussen, a dealer since 1963, said he feels Ford has been a year or two late on some products and "a year ago I would have said we were out of the fight on front-wheel-drive." Now, he said, the new products represent the best down-the-line mix the company has had in his experience.

Most committee members agreed that Lincoln-Mercury is behind the other makers now in the intermediate line but can hold its own in the luxury and small-car markets.

In the 1983 model year, that disparity will disappear, they said, when the new XR-7 is introduced. That car gets away from the boxy look, dealers said, and has flowing, rounded curves giving it a streamlined look. The car will compete not only with the domestics, but with higher-priced Japanese and European imports, they said.

Smith said Ford dealers really need the new intermediate now and its introduction date "may be too late for some dealers who aren't going to make it."

"As pretty as that car is it will sell anytime," he said. "People will be standing in line for it, but we need it this year for survival."

According to Jussen, dealers who will survive are those who are managing their dealerships correctly. He said the current sales slump leaves no room for any mismanagement and the surviving dealers are like the diamonds appearing after coal has been under pressure.

Ronald C. Dale, Rule-Dale Lincoln-Mercury, Modesto, Calif., said the new XR-7 "is the prettiest any manufacturer has produced in the last 15 years. If we had them today I'd take a hundred of them."

Also new for 1983 will be the Topaz, a front-wheel-drive replacement for the Fairmont and Zephyr, but it will not be introduced until '83½, sources said.

"When that car comes in, we are going to be the cat in the bird's nest," Jussen said.

- The members of the marketing committee agreed the Topaz will be a stiff competitor for the General Motors J-car, although the J will have a year's jump on the market, but they are worried about the pricing of the new car.

Smith said the J is priced too high for the market which, if Ford prices the car correctly, may help Topaz sales a year from now.

The Topaz has European styling, flush glass and limo doors, which open into the roof of the car. It will be available as two- or four-door models. And, like the new XR-7, dealers wish they had the car a year earlier.

"The 1983 lineup has the most dynamite models since I've been a dealer," said H. Herald Friedley, Friedley Lincoln-Mercury, Cedar Falls, Ia. He became a dealer in 1958 and opened a Lincoln-Mercury store in 1972.

For 1982, Lincoln-Mercury is also bringing out some new models but the one receiving the most attention from the marketing committee is the Continental, a newly four-door traditional luxury car with a 23-gallon gas tank, the dealers said.

"It drives and handles beautifully for that size car," Smith said. "Frankly, I was amazed. It should compete nicely with the Seville in ride and handling."

Clements expects the car to be one of the hottest sellers at his Southern dealership and said it may "not replace the Lincolns but it will attract a lot of Cadillac owners."

Rule sees the Continental as a catalyst to stimulate the luxury market in California.

Lincoln-Mercury is taking special care of the components in the new Continental. After the zinc die-cast grille surround is cast and buffed, it is plated with copper semi-bright nickel and bright nickel and then hand-buffed before being returned to the plater for final chrome plating, a company spokesman said.

According to Gordon B. MacKenzie, L-M vice president and general manager, the Continental is a "magnificant car equal to the division's Town Car." He said it has a 108-inch wheelbase, compared with the 117-inch last year, and a 3.8 liter V-6 engine (a new powertrain) or a 5-liter V-8.

"Our engines are pretty straightforward," he said. "And we aren't concerned. We will have no problem with powertrains next year."

- Ford Motor Co. is testing the new V-6 engine in pre-production and, according to a company spokesman, the procedure is the most extensive of any new engine in Ford history.

He said the new engines are subjected to nearly 1,200,000 miles of on-the-road testing and were also hooked up to dynamometers for more than 51,000 hours of testing. Each engine was completely torn down after 50,000 miles and each component was checked for evidence of wear and then compared with the program's objectives. Improvements were made when needed.

Also, coming in the '82 model year will be the five-door Lynx,

Continued on Page 34, Col. 3

L-M dealers inspect five-door Lynx

Members of the marketing committee of Lincoln-Mercury Division's National Dealer Council met with divisions management in Detroit in June. They discussed marketing of the new 1982 cars, including this 5-door Lynx, and test drove them at the Dearborn Proving Ground.

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56th year — No. 4869

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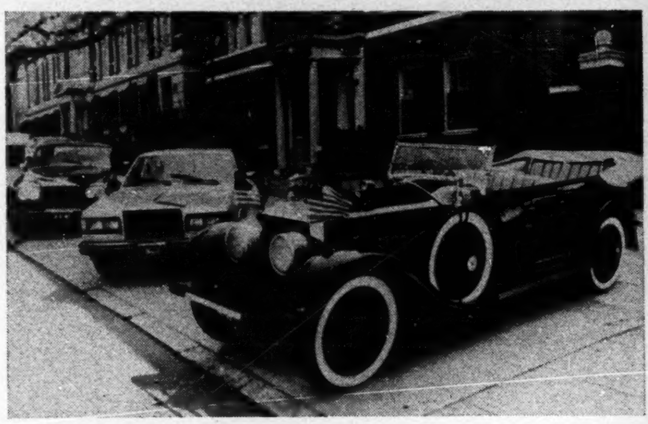


Woodrow Wilson's Rolls

The Silver Ghost Rolls-Royce in the foreground was owned by President Woodrow Wilson. The car was built not in Great Britain but at the firm's plant in Springfield, Mass. It was displayed for the introduction of the new Rolls Silver Spur and Silver Spirit.

Mid-June sales tumble; total lowest since 1961

By Jenny L. King
Staff Writer

Mid-June domestic new-car sales were off from the low year-ago total as the market continued to resist a sales recovery.

June 11-20 sales numbered 172,170, down 8.12 percent from 187,379 a year ago. Low for the period was 131,848 back in 1958 while the boom year of 1973 saw mid-June sales soar to 311,044. This year's total was the lowest since 1961.

So far this year, sales have been down in 10 periods and up in seven periods. The mid-June daily selling rate averaged 19,130, down 8.12 percent from the year-earlier rate of 20,820. There were nine selling days this year and last.

Year-to-date sales totaled 3,138,259, down 2.43 percent from 3,216,499 through June 20, 1980. The daily selling rate for the year-to-date period was 21,643.

Only Chrysler Corp. reported a sales gain for mid-June. Chrysler sales climbed 16.50 percent, to 19,210 from 16,489 last year. AMC, which does not report period sales, was estimated to be up 2.33 percent, to 4,400 from 4,300.

General Motors sales dropped 11.69 percent, to 103,331 from 117,014 in 1980. Ford Motor Co. reported sales of 41,644, down 5.90 percent from 44,256. Volkswagen of America sales plunged 32.61 percent, to 3,585 from 5,320.

- GM's share of mid-June market remained large but it was down from the preceding year. GM earned 60.02 percent; off from 62.45 percent. Ford's share increased to 24.19 percent from 23.62 percnt. Chrysler climbed to 11.16 percent from 8.80 percent. AMC had an estimated 2.55 percent of the market, up from 2.29 percent, and VWoA slipped to 2.08 percent from 2.84 percent.

Six of the 13 U. S. makes reporting sales a year ago were up for mid-June this year, and seven were down. Imperial is a 1981 newcomer. Plymouth sales leaped 77.57 percent, Mercury was up 32.08 percent, Cadillac was up 8.47 percent, Dodge was up 7.18 percent, Oldsmobile was up 6.78 percent and AMC was up 2.33 percent.

Chrysler sales dropped 58.82 percent, Buick was down 36.79 percent, Volkswagen was down 32.61 percent, Lincoln was down 21.86 percent, Pontiac was down 20.62 percent, Ford was down 13.79 percent and Chevrolet was down 13.44 percent.

DOMESTIC SALES

	June 11-20, 1981	June 11-20, 1980
AMERICAN MTRS.	4,400†	4,300†
Chrysler	1,623	3,848
Imperial	110	....
Plymouth	9,910	5,581
Dodge	7,567	7,060
CHRYSLER CORP.	19,210	16,489
Ford	29,843	34,617
Mercury	10,453	7,914
Lincoln	1,348	1,725
FORD MOTOR	41,644	44,256
Buick	12,101	19,144
Cadillac	5,624	5,185
Chevrolet	36,479	42,145
Oldsmobile	35,112	32,884
Pontiac	14,015	17,656
GENERAL MTRS.	103,331	117,014
VOLKSWAGEN	3,585	5,320
INDUSTRY TOTAL	172,170	187,379

† estimate

Emphasis shifts from van to car for Ford-Toyota

DEARBORN.—The drawn-out Ford-Toyota talks about a possible North American joint assembly venture are expected to now "center on a number of passenger vehicles" rather than a mini-van, a Ford official said last week.

Harold A. Poling, Ford North American Automotive Operations executive vice president, said the 12-month-old talks are complicated but that the two companies have "a good basic understanding" on the administrative and technical aspects but "have yet to agree on what product to produce."

He confirmed that in prior discussions the preferred vehicle was a mini-van, but that the emphasis had changed.

"I cannot predict the timing of an agreement," he said, "but it is becoming apparent that a decision will not be reached in the immediate future."

He said the two companies want to reach an agreement as quickly as possible and are working to that end but that they will take whatever time is needed to "assure the proper decision" about the right product for the venture.

To market Brazilian-made replicar of classic MG

Lafer building sales network in U. S.

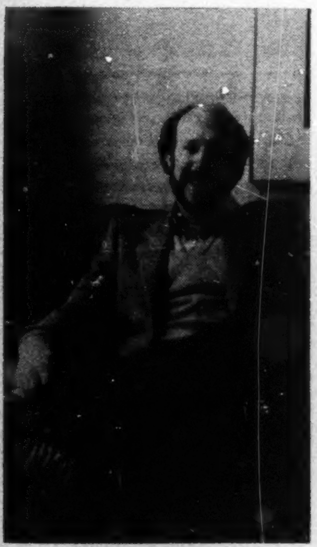
Brazilian replicar

Body of this MGTD roadster replica, the Lafer MP, is built in Brazil of hand-laid fiberglass, mated to a Beetle engine and chassis at four U. S. points. Interior features the same plush leather and woodwork that is found in Brazil Contempo furniture stores supplied by the parent firm. Power windows and hardtop are among the options; base retail price through the 30-dealer network is $13,900. The U. S. is receiving about 50 MPs a month.

NORTH HOLLYWOOD, Calif. — Word association time: Brazilian auto sold in the U. S .

Those who answered "Puma" are among the many who are unaware that a Brazilian furniture company has beaten Puma to the punch by selling an MG lookalike here called the Lafer MP.

It's a good-looking replica of the 1951 MGTD, built of hand-laid fiberglass mated to a Beetle chassis in the U. S. Unlike many, it is fully capable of freeway travel, with a top end put around 95 MPH.



Lafer man in U. S.

William Schumer parlayed his furniture connection with the Lafer brothers into the presidency of Lafer Auto Sales, the U. S. arm of the Brazilian-made Lafer MP.

And, unlike many specialty cars, the Lafer MP is being marketed through more than 25 auto dealers in the U. S. The U. S. is now getting 50 of the home firm's monthly production run of 110 autos.

But the most unusual feature of the Lafer MP is its heritage.

It was designed from original MGTDs by Percivale Lafer, one of three brothers who own Lafer S.A. Industria e Comercio, best known in the U. S. as the parent firm of Brazil Contempo, the upper-crust leather furniture chain.

The Lafers learned of fiberglass from building furniture frames and egg-shaped telephone booths supplied to the Brazilian government.

• They easily perceived a demand for luxury autos in their home market. Brazil's strict home-content rule kept out all but high-volume makers.

So, in 1973, the first Lafer MP rolled off the San Paolo line, built on chassis supplied by the neighboring Volkswagen do Brazil. That was 4,500 cars ago.

The Lafers also build a fiberglass Mercedes SEL replica, based on a Brazilian Chevrolet chassis, for their home market, and a sportier version of the MP for the younger Brazilian market.

For the U. S. market, remanufactured Beetle chassis and engines are used because of EPA certification rules. But William Schumer, president of Lafer Auto Sales, the U. S. subsidiary based here, is hoping the VW do Brazil adaptation of the Rabbit engine to rear-engine configuration will become available for the U. S.

Meanwhile, Schumer is developing a network of specialty-car and traditional dealerships for the Lafer, which could be imported in volumes up to 100 a month, Schumer said.

About a third of the Lafer's U. S. dealers carry VW; others are required to service the autos themselves or to enter into cooperative agreements with nearby service points so the 12-month, 12,000-mile warranty can be honored.

The Lafer retails for around $14,000 on the West Coast, including leather interior—in the style of Brazil Contempo furniture — and wooden wheel and dash.

Glass power windows, hardtop, two-tone paint and stereo can be added.

Schumer, partner in four of the firm's California furniture outlets, said the Lafer is also experimenting with alcohol-powered engines for the U. S. market.

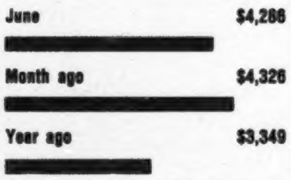
Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1981	$7,126	$7,326	$8,014
1980	5,856	5,697	5,872
1979	4,857	4,843	4,807
1978	3,869	3,845	3,748
1977	2,972	3,086	2,886
1976	2,288	2,264	2,144
1975	1,699	1,708	1,605
1974	1,379	1,457	1,358
Overall AVERAGE	$4,286	$4,326	$4,116

Used car sales

Auction Averages



A-C Delco promotes three in sales and marketing

DETROIT. — AC-Delco Division of General Motors Corp., has announced three appointments in the sales and marketing activities at its headquarters here, effective immediately.

J. M. McKenzie, formerly sales manager, East, has been named sales manager, operations, and T. D. Lang, sales manager, marketing, succeeds McKenzie. C. S. Wagner, director of forward planning, assumes the position of director, marketing and forward planning with additional responsibilities for all marketing activities.

used-car auction directory

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Total tops previous week, swamps year-ago period

Auto output stays above 160,000

By Patricia Hoffman
Staff Writer

Domestic auto production last week showed a gain over the total for the previous week and was far above that of the comparable 1980 week.

The U. S. auto makers slated output at 163,147 units, up 1.90 percent from 160,103 completed in the previous week and up 31.04 percent from 124,498 built in the comparable 1980 week.

Auto production for year-to-date is 3,520,557, up 3.32 percent from 3,407,346 cars built in the comparable period last year.

Breakdown for last week by company is: General Motors, 63.91 percent; Ford Motor, 19.93 percent; Chrysler Corp., 12.01 percent; Volkswagen of America, 2.31 percent and American Motors, 1.84 percent.

Checker Motors' Kalamazoo assembly point was down last week. Downtime began June 19 and the plant is slated to resume operations July 13.

Saturday overtime was scheduled last week at five GM and three Chrysler facilities.

They were GM Tarrytown, Oklahoma City, Wilmington, Pontiac and Southgate and Chrysler Belvidere, Jefferson and Newark.

The Chrysler Belvidere and Jefferson points will continue on daily overtime this week working two nine-hour shifts.

GM's Doraville point (Malibu, Monte Carlo and Cutlass) closed last week (June 26) for model changeover to front-wheel-drive autos. The plant is scheduled to remain idle until September 28.

Saudi Arabia threatens Toyota with blacklist

Continued from Page 2

new effect," Jouppi said. "The possibility of an Arab reaction has been a factor in the talks since they began in March, 1980."

Harvey E. Hienbach, Merrill Lynch Pierce Fenner & Smith Inc. vice president and auto analyst, said the Japanese have a history of being able to "bend" when business is at stake. He compared it to the willingness of the French to sell a nuclear reactor to Iraq in the name of commerce.

"The Middle East is an important market for Toyota, particularly with the pressure on in the U. S. and Europe," Heinbach said. "I think anything said to them by Saudi Arabia will cause them to sit up and take notice."

Ford last week said it had "no direct knowledge of the report" and therefore "it is difficult to respond." A Ford spokesman said the company had had no direct communication with Toyota about the matter but still hoped to reach an agreement.

Ford and Toyota began talks about a possible North American assembly joint venture early in 1980.

The talks were rumored but remained unconfirmed until later in the year. The Japanese Ministry of International Trade and Industry did leak some details prior to President Carter's July, 1980, visit to Japan.

Ford Chairman Philip Caldwell confirmed the talks in September. The two companies had planned to have reached a decision by the end of the current month, but earlier this year Caldwell said the talks would take a little longer than originally planned.

One of the points of contention apparently is exactly what type of vehicle might be best for a joint venture. Reportedly, the two sides cannot decide whether a car or truck project would be best, or even what type of truck might be best-suited.

- A Ford official said his company had not committed to either a car or mini-van project, although many observers have believed the talks were focusing on a truck project because Toyota had made known its mini-van preference.

The official did say that it now appears the mini-van project "has been back-burnered" in favor of talks about a small car "but not a mini-car."

Even if the mini-van project re-emerges, there is still a lack of agreement on type. Ford is said to favor its own front-drive mini-van, code-named Sierra, which is a scaled-down version of its existing conventional rear-drive van.

The Sierra has a stub nose with the driver position back from the front of the vehicle. It shares many components with the Ranger mini-pickup which will bow next year.

Toyota is said to favor a rear-drive successor to its Hi-Ace van model, with driver positioned up front, ahead of wheels and engine.

Sourcing also is a point of contention. Ford President Donald E. Petersen said in April this year that his company will insist on a high local content.

He also said the project would utilize one Ford plant with an annual capacity of about 300,000. The company's St. Louis, Lorain (O.) and St. Paul plants are said to be the leading contenders.

Truck production down for week; 39,398 assembled

U. S. truck production last week, although down from the previous week's output, continued to climb above the comparable year-ago totals.

The domestic truck makers scheduled 39,698 units last week, a 5.49 percent drop from the 42,006 trucks completed in the prior week, but up a substantial 52.68 percent from 26,001 units built the same week in 1980.

The truck manufacturers have also upped year-to-date output over the comparable 1980 period by 10.69 percent from 825,437 to 913,635 units.

Saturday overtime was scheduled last week at Chrysler's Warren truck and General Motors Detroit assembly points.

All U. S. truck facilities are slated to be idle for one day this week (July 3) in observance of the Independence Day holiday.

All of the International Harvester assembly points will remain idle through July 27 due to vacation shutdown. The other truck facilities are scheduled to resume normal operations next Monday (July 6).

Canadian output slips but exceeds year-ago week

Canadian auto and truck production last week dropped below the previous week's output, but the totals were above the comparable year-ago figures.

The auto manufacturers scheduled production last week at 23,061 units, down 1.86 percent from 23,499 completed in the previous week, but up 13.10 percent from 20,390 built in the comparable week last year.

Year-to-date, output for the auto makers was 455,796 units, up slightly from 455,400 assembled through June 28, 1980.

Truck production last week was targeted at 12,680 units, down 2.72 percent from 13,035 built in the previous week, but up 21.39 percent from 10,446 completed in the same week last year.

So far this year, the truck makers have built 290,101 trucks, up 2.51 percent from 283,006 completed in the comparable period last year.

Saturday overtime was scheduled last week at Chrysler's Pillette Road truck facility.

Volvo said that it's Halifax assembly point will be down Wednesday (July 1) in recognition of the Canada Day holiday.

All other Canadian assembly points have reported that operations will be idle on Friday, July 3, for the holiday.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 27, 1981	Week Ended June 28, 1980	Week Ended June 20, 1981	June to Date	Jan. 1 to June 28, 1980	Jan. 1 to June 27, 1981
CHEVROLET	12,337	8,087	14,034	52,319	255,131	294,732
DODGE/PLYMOUTH	2,800	3,040	2,515	10,754	80,529	49,759
FORD	14,346	6,063	15,477	61,561	287,444	333,570
GMC	3,974	4,227	4,216	16,268	84,643	96,429
INTERNATIONAL	1,690	2,485	1,673	6,679	23,816	37,206
MACK	....	450	....	....	13,335	....
JEEP	2,121*	....	1,697	7,212*	39,991*	43,895*
AMC CORP.	90*	143*	90*	360*	4,567*	2,165*
VOLKSWAGEN	1,400*	881*	1,400*	5,600*	21,311*	31,200*
MISCELLANEOUS	940	625	904	2,678	14,670	22,679
Total Trucks, U. S.	39,698	26,001	42,006	163,431	825,437	913,635

CANADIAN TRUCK PRODUCTION

	Week Ended June 27, 1981	Week Ended June 28, 1980	Week Ended June 20, 1981	June to Date	Jan. 1 to June 28, 1980	Jan. 1 to June 27, 1981
CHRYSLER CORP.	2,400	....	2,468	8,907	22,198	41,214
FORD MOTOR	3,484	4,292	3,417	13,742	100,337	86,737
GENERAL MOTORS	6,551	5,639	6,900	26,720	139,434	155,933
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	475	250	991	8,131	6,217
MACK	....	40	....	....	1,262	....
Total Trucks, Canada	12,680	10,446	13,035	50,360	283,006	290,101
N. American Trucks	52,378	36,447	55,041	213,791	1,108,443	1,203,736

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended June 27, 1981	Week Ended June 28, 1980	Week Ended June 20, 1981	June to Date	Jan. 1 to June 28, 1980	Jan. 1 to June 27, 1981
AMERICAN MOTORS	3,000*	3,726*	2,400*	10,200*	87,883*	56,454*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	19,600	7,760	17,641	75,540	325,580	426,167
Plymouth Total	10,600	4,020	9,378	40,450	149,174	220,275
Horizon	4,400	3,370	3,477	14,408	82,023	83,086
Reliant	6,200	....	5,901	26,042	....	127,602
Volare	....	....	....	....	50,706	....
Caravelle	....	....	....	....	3,739	2,139
Gran Fury	....	650	....	....	12,706	7,448
Chrysler Total	....	480	....	....	42,983	22,098
LeBaron	....	....	....	....	32,543	17,236
Chrysler	....	480	....	....	10,440	4,862
Dodge Total	9,000	3,260	8,263	35,090	133,423	183,794
Omni	3,300	2,750	3,615	13,966	71,642	65,783
Aspen	....	....	....	....	36,328	....
Aries	5,700	....	4,648	21,124	....	101,685
Diplomat	....	....	....	....	15,566	12,644
St. Regis	....	510	....	....	9,887	3,682
FORD MOTOR	32,517	25,351	33,017	136,587	684,252	748,927
Ford Division	21,142	18,554	21,390	88,924	506,197	510,064
Escort	8,314	....	8,333	32,276	....	191,947
Pinto	....	3,514	....	....	59,343	....
Fairmont	5,260	2,750	5,293	20,337	141,111	109,782
Must./Must. II	5,258	4,211	4,830	19,803	135,059	87,548
Granada	153	4,063	2,934	8,637	46,871	43,496
Thunderbird	2,157	2,000	....	4,388	74,843	36,405
Ford	....	2,016	....	3,483	48,970	40,886
L-M Division	11,375	6,797	11,627	47,663	178,055	238,863
Mercury Total	9,735	5,476	9,942	40,238	160,843	202,560
Bobcat	....	486	....	....	10,747	....
Lynx	3,017	....	3,067	11,988	....	66,697
Capri	2,096	1,297	2,080	8,186	39,189	31,019
Zephyr	2,057	1,090	2,007	8,054	45,203	33,913
Cougar/Monarch	206	1,323	1,474	4,670	15,454	22,459
XR-7	1,069	....	....	2,103	23,752	15,880
Mercury	1,290	1,280	1,314	5,237	26,498	32,592
Lincoln Total	1,640	1,321	1,685	7,425	17,212	36,303
Lincoln	820	650	842	3,722	6,530	17,710
Mark VI	820	671	843	3,703	8,821	18,593
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	104,270	83,205	103,286	415,212	2,204,015	2,195,147
Buick Division	17,890	17,464	18,079	75,970	435,727	481,944
Skylark	5,397	5,124	5,140	21,418	118,861	132,248
Century	1,796	3,685	1,828	8,202	96,076	84,697
Regal	5,880	4,475	5,755	26,616	115,193	147,273
Buick	3,487	3,435	4,069	14,668	80,536	86,787
Riviera	1,330	745	1,287	5,066	25,061	30,939
Cadillac Division	7,335	4,076	7,067	27,853	109,535	145,081
Cimarron	1,000	....	819	3,300	....	4,256
Seville	490	725	477	1,868	18,631	14,296
Eldorado	1,605	1,210	1,558	6,116	28,307	34,755
Cadillac	4,240	2,141	4,213	16,569	62,597	91,774
Chevrolet Division	42,317	37,202	41,828	163,710	926,956	798,553
Chevette	8,414	9,815	8,472	32,509	234,533	171,424
Cavalier	4,001	....	3,229	12,785	....	24,853
Monza ('80)	....	3,625	....	....	88,220	....
Camaro	4,428	2,556	4,758	17,996	68,504	76,789
Citation	9,299	10,041	8,935	34,892	245,064	193,012
Malibu	6,594	6,778	7,055	27,639	143,395	146,319
Monte Carlo	3,951	1,187	4,071	16,457	56,376	78,439
Chevrolet	4,800	2,400	4,807	19,193	68,136	92,789
Corvette	830	800	501	2,239	22,728	14,928
Oldsmobile Division	19,955	11,677	20,146	84,093	424,077	500,117
Omega	3,300	2,672	3,314	13,049	62,726	79,158
Cutlass	9,698	6,430	9,931	43,407	211,681	250,680
Oldsmobile	5,902	1,575	5,880	23,617	128,196	144,380
Toronado	1,055	1,000	1,021	4,020	21,474	25,899
Pontiac Division	16,773	12,786	16,166	63,586	307,720	269,452
Acadian†	450	200	450	1,932	12,824	12,172
J2000	3,143	....	3,115	11,072	....	22,088
Sunbird ('80)	....	2,775	....	....	77,246	....
T1000	2,666	....	2,606	10,070	....	37,377
Firebird	2,532	1,545	2,777	10,457	45,063	37,329
Phoenix	2,804	3,116	2,603	10,408	71,580	62,073
Grand Prix	3,019	2,240	2,631	11,233	32,847	56,138
LeMans	1,797	1,720	1,628	6,982	33,342	34,354
Pontiac	362	1,190	356	1,432	34,818	7,921
VOLKSWAGEN	3,760	4,375	3,689	10,832	103,965	92,644
CHECKER	....	81*	70*	215*	1,651	1,218*
Total Cars, U. S.	163,147	124,498	160,103	648,586	3,407,346	3,520,557

CANADIAN CAR PRODUCTION

	Week Ended June 27, 1981	Week Ended June 28, 1980	Week Ended June 20, 1981	June to Date	Jan. 1 to June 28, 1980	Jan. 1 to June 27, 1981
AMERICAN MOTORS	840	....	711	3,003	....	16,546
CHRYSLER CORP.	2,480	2,400	2,233	7,779	36,973	20,189
FORD MOTOR	7,352	6,517	7,500	29,909	138,500	121,735
GENERAL MOTORS	12,164	11,248	12,830	50,640	274,472	291,924
VOLVO	225	225	225	869	5,455	5,402
Total Cars, Canada	23,061	20,390	23,499	92,200	455,400	455,796
N. American Cars	186,208	144,888	183,602	740,786	3,862,746	3,976,353
N. American Trucks	52,378	36,447	55,041	213,791	1,108,443	1,203,736
North American Cars and Trucks	238,586	181,335	238,643	954,577	4,971,189	5,180,089

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Service Index pace slips, but tops '80 level

By Francis J. Gawronski
Service Editor

The rate of growth of new-car dealers' shop volume in May slipped 4.5 percentage points from the April pace, but was up from results in the same month a year ago, according to the Automotive News Service Index.

May's service and parts volume, according to the Service Index, amounted to 102.0 percent of the business recorded by dealers' shops in the same month of 1980. In April, shop volume was 106.5 percent of the business in the like month the year before.

With three of the five indicators showing good increases, May marked the third consecutive month in which parts and service business in new-car dealerships has shown an increase over the comparable year-earlier figure.

The three consecutive increases followed the year's only decline in February. The last time shop business registered three or more consecutive monthly gains was May, 1979.

The leading indicator in May was sales of all parts and accessories which were up 7.1 percent over the volume for the year-ago month.

In the runnerup spot in May was shop parts sales (those used on customer-paid and warranty repairs), up 3.5 percent, while gross profit on all labor, parts and P&A sales — the most important indicator from the dealers' viewpoint — showed a gain of 3.1 percent.

The indicators showing declines in May were repair orders written, down 5.2 percent, and total labor sales (customer-

Continued on Page 33, Col. 4

SERVICE INDEX 102.0*

	May, '81 vs. May, '80	5 mos., '81 vs. 5 mos., '80
Gross Profit on All Labor and P&A Sales	+ 3.1%	+ 6.1%
Repair Orders Written	— 5.2%	— 4.9%
Total Labor Sales (Customer & Warranty)	— 1.4%	— 0.2%
Shop Parts Sales (Customer & Warranty)	+ 3.5%	+ 2.1%
Sales of All P&A	+ 7.1%	+ 6.1%

*—Survey by Automotive News shows that dealers' service and parts business in May, 1981, was 102.0 percent of business in May, 1980. Service business in the five months of 1981 was 102.4 percent of business in the corresponding period in 1980.

New Datsun unveiled

510 successor debuts in Japan

Nissan's replacement for the Datsun 510 has been officially introduced in Japan. The front-wheel-drive model will have a 2-liter engine and five-speed manual transmission as standard when it goes on sale in the U. S. this fall. Three and five-door versions, as shown here, will be marketed in the U. S.

Hatchbacks slated for fall intro in U. S.

All-new FWD Datsun 510 on way

By Bob Hall
Los Angeles Staff Writer

LOS ANGELES. — A relative newcomer to the front-wheel-drive dog and pony show, Datsun will be joining the bandwagon in a big way in 1981-82.

Already introduced in Japan is a series of new transverse-engined 510 replacements (called Violet, Auster and Stanza in Japan, depending on which grille is fitted) which have little in common with the present 510 other than nomenclature.

For Japan, the new FWD 510 will be offered with a choice of 1.6-and 1.8-liter single overhead camshaft in-line fours, both from a new C-family of engines.

As is usually the case with Nissan/Datsun products offered in Japan, the larger power units will be sold with a choice of carburetor or fuel injection. However, the U. S. will continue to get 2.0-liter, 2-plug-per-cylinder NAPS-Z engines that is essentially the same as the one used in today's front-engine/rear-drive 510.

For Japan, both 4- and 5-speed manual transaxles will be used (rumors from Japan are that the latter will be standard in the U. S.) along with an all-new 3-speed automatic transaxle that may add a torque-convertor lock-up by mid-1982.

Not surprisingly, Nissan has followed the concept of the Cherry with the front suspension, which has struts with negative offset steering geometry. There is rack-and-pinion steering, power assisted on some models, while the rear suspension is also of strut type. It is similar to that of the Lancia Beta series, with one trailing rod, and a pair of parallel rods giving lateral location.

Overall length of the basic models is 169 inches, or 3.4 inches less than a Chevrolet Cavalier.

- In Japan, the car will be offered in the usual bewildering number of trim levels ranging from a suitable-for-taxi-use strippo to a power-window-and-steering top-of-the-line luxury model that will undoubtedly be a real high-dollar, or, yen, item in Japan.

U. S. levels of trim are expected to be at the same level as that of the present 510, and it is quite likely that the power-assisted rack and pinion steering of the more costly Japanese domestic models will be offered as an extra-cost option.

The Violet / Auster / Stanza ranges will offer a choice of four-door notchback sedan, and three- and five-door hatchback models (although not all body styles will be offered in all ranges), but in the U. S. the new 510 will be offered solely as a hatchback with both the three- and five-door models to be sold in this country.

As the illustrations indicate, the '82 510 has very little in common with today's 510. The U. S. production car is essentially the same as the Japanese domestic model but U. S.-bound cars will have somewhat larger bumpers and inset SAE-standard single rectangular lights instead of flush-with-the-body rectangular units.

The three-door hatchback looks like it will be the style leader of the pair said to be coming to the U. S., and one Japanese journalist said the car may put a sizeable dent into sales of the Silvia/Gazelle (200-SX in America) hatchback coupe.

U. S. introduction of the two new 510s is expected this fall as 1982 models.

EPA leans toward CAFE-like plan for emissions rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — EPA says it has tentatively found that averaging a maker's emissions levels in a CAFE-like system is potentially the cheapest compliance program that "does not sacrifice air-quality goals . . ."

It has therefore set up a workshop on the so-called "mobile bubble" concept for July 28-30 in Washington.

EPA is considering revising the present system of certifying prototypes, checking assembly-line quality of emission controls and conducting field surveillance programs for possible recalls and repair.

Although EPA says the averaging concept is not the only option it is considering, it is the only one being taken up at this time.

EPA has opened a docket and added material but says these should not be construed as representing EPA's "positions, policies, or preferences."

Those wishing to testify should notify the docket by July 20.

The record will stay open 30 days after the workshop, which will address only the feasibility of and permutations on the "mobile bubble." It will not address proposed changes in the 1970 law, which is up for reauthorization before Sept. 30.

- The averaging concept being considered could include at least three basic elements — compliance based on in-use testing, compliance based on average emission performance and economic incentives aimed at assuring compliance by all manufacturers in a timely fashion.

The thesis is that testing near the end of five years or 50,000 miles "could provide at least as effective an evaluation" of emission performance as the current program.

Further, with 10 years of experience and the prospect of standards becoming "stabilized," makers "will feel less pressure to develop and produce new emission control technology . . ." and with better quality control, the industry may be able to take on the burden of compliance, leaving EPA to checking up later and using economic incentives to encourage compliance.

EPA recognizes that requiring each and every vehicle to meet the standards is more stringent than averaging, which allows the low emitters to offset the higher ones, providing the makers "greater flexibility in designing the mix of vehicles, perhaps with cost savings in development vehicle hardware and production quality control."

Several kinds of averaging will be considered. One is "averaging within design"—allowing all emission tests on vehicles of normally the same configura-

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breaking news

Pontiac P car is alive and well

DETROIT.—General Motors has revived the Pontiac P-car project, the sporty mid-engined two-seater which was shelved several weeks ago because of development costs. Following a review by division managers, the P is now set to bow as a 1984-model in the fall of 1983. It will feature a fiberglass body and will be powered by a throttle-body-injected 2.5-liter four. It continues as a Pontiac exclusive and will carry a price tag in the $10,000-$12,000 range.

Givens heads new Chrysler import unit

HIGHLAND PARK, Mich. — John K. Givens, former director of Sales Operations at Chrysler is being named general manager of a newly created Import Operations group in a move that separates and consolidates import activities. Givens will have a separate marketing budget, just as Joseph

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First Hathaway

The first production model of the Hathaway, a fiberglass-bodied neo-classic built with chassis and engine of any Triumph, TR-2 through TR-7, has been turned out by Hathaway Motor Co., Santee, Calif. The new firm's owners haven't set production numbers and aren't sure whether a kit will be offered. They're leaning toward assembled models, probably in the mid-$20,000s.

GM engine-switch suit: Win a little, lose a little

By Roger Rowand

CHICAGO. — It was win a little, lose a little for General Motors when the jury in the engine-switch case brought in its verdict in federal court here.

For the plaintiffs, some 50,000 who bought Oldsmobiles and found Chevrolet engines in them, the jury brought back a mixed bag.

Judge Frank P. McGarr had divided plaintiffs into two classes. One class consisted of those who bought cars before April 10, 1977. That group consisted of about 10,688.

The second group consisted of those who bought cars after that date. Both classes claimed GM breached a warranty by substituting engines.

April 10 is significant as the date by which GM believed its customers, dealers and the general public had been made aware of its engine interchange program. The first engine-switch lawsuit was filed March 9, 1977.

The six-member jury deliberated during parts of three days.

It decided those in the first class should be awarded $550 each in damages, for a total of $5.8 million.

Members of the second class, about 39,000 strong, got nothing.

They no doubt were made aware of the engine switch through a huge GM awareness campaign that permeated the media as news, advertising and commentary and was widespread in GM dealerships, GM lawyers had contended.

No appeals are planned.

However, GM said it will not move to have set aside that part of the verdict not in its favor.

- Judge McGarr, in his instructions to the jury, emphasized a warranty must be written. He also said damages in the case must be restricted to the difference in value only attributable to engine value at the time of purchase.

Attorneys for the plaintiffs said they have several courses of action open to them.

They said they will appeal only if GM appeals. "If GM opens the case, we'll open it wider," said one.

A representative of the firm of Scheele, Serkland & Boyle, Ltd., representing many of the plaintiffs, said its lawyers can go back to the judge and ask for punitive damages which Judge McGarr early in the case ruled out.

Or, he said, they may work with Olds buyers who accepted a GM settlement of $200 in cash and an extended warranty. There is a question as to whether they were aware when they signed a release that they were signing away rights to sue over other matters. One such matter might be the General Motors Type 200 automatic transmission, he said.

That aggressive law firm specializes in personal injury and worker compensation cases, answers one of its several phones with "General Motors hot line," and even has a toll-free telephone number for the convenience of new clients.

Also, the Chicago lawyers will ask Judge McGarr to make a ruling on the status of those who ordered 1977 Oldsmobiles before April 10, 1977, but did not get the cars until after the crucial date. There are probably 5,000 in that grouping, he said.

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56th year — No. 4870

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Last Chrysler deal bows out in Buffalo

BUFFALO. — Bison Chrysler-Plymouth has closed, leaving Chrysler Corp. without a dealership inside the city limits.

Bison C-P was owned by Joseph P. Mosey Jr., who formed it in 1975.

Fraser lays down strategy

Reopen GM, Ford pacts? 'No way'

By Marjorie Sorge
Labor Editor

DEARBORN. — There is no way the UAW will reopen negotiations with either General Motors or Ford Motor Co., according to UAW President Douglas A. Fraser.

Both auto companies have been calling for the union to reopen bargaining on the present contract, citing a two-tiered wage structure because of the stripped-down Chrysler contract.

"There is no Chrysler agreement in Ford's future and no Chrysler agreement in GM's future," Fraser told delegates to the IMF (International Metalworkers Federation) -UAW GM World Auto Council.

He said GM President F. James MacDonald has said negotiations will be reopened, but never has said when or where.

"He'd better take along a deck of cards because he's going to be playing a lot of solitaire," Fraser said. "I'm not going to be there. Owen (Bieber, UAW vice president and director of the GM department) is not going to be there. The national bargaining committee is not going to be there."

Bieber, also speaking at the meeting said, "No one has ever accused GM of a lack of gall."

"Although we pointed out that GM could hardly be compared to the near-bankrupt Chrysler and asked whether GM would want to 'open its books' — as Chrysler had done — to prove its case, (Roger B.) Smith (GM chairman) and MacDonald continued to play this tune for several more weeks," Bieber said.

On March 19, the UAW's national GM and Ford councils met in Washington and voted not to reopen negotiations with either auto company. However, they did not prohibit starting the 1982 round of bargaining a little early. Both contracts expire in September, 1982.

- Since the UAW adopted that proposal, both companies have indicated they would like to see the number of paid days off reduced in lieu of wage cuts, citing high absenteeism costs.

Former GM Chairman Thomas Murphy has said that absenteeism costs the company $1 billion a year. A company spokesman said that is based on 20 percent of the 400,000-member work force being off the job on any given day. That figure includes contractural and non-contractural days off.

Bieber accused GM of using high absenteeism figures which include the contractural days off, creating a deceptive atmosphere for total cost.

"I suppose Mr. Smith wants us to say to a GM worker, 'now don't you dare get sick, don't you dare get hurt in an accident, because your insurance benefit, your health care costs, your sickness and accident benefit is costing GM money,'" Bieber said.

In an Automotive News survey made earlier this year, GM reported the unexcused absenteesim rate for 1980 dropped 1.5 percentage points from 5.7 in 1979 to 4.2 percent in 1980. Contractual absenteeism combined with unexcused days off, rose from 9.4 percent in 1979 to 9.6 percent in 1980. That includes additional paid personal holidays granted in the 1979 contract.

While the UAW has said it will not reopen bargaining with either company, Fraser has said study groups will be formed, probably this summer, to begin working out details of the 1982 round. He said this would save both parties time when they return to the table.

According to Fraser, in the 1982 round of negotiations, the UAW will be dealing "a lot more seriously" with job guarantees and sourcing outside the U. S. He said the union must now "address this more militantly than ever before."

Staudt returning to Chevrolet as marketing chief

Thomas A. Staudt, who resigned last month as vice president of marketing for American Motors, returned to Chevrolet as general marketing manager, effective July 1.

Staudt, who was marketing director at Chevrolet before joining AMC in 1979, will report directly to Robert D. Lund, Chevrolet general manager.

Staudt will oversee advertising, merchandising, marketing systems and information, market research and creative services. Some of these responsibilities formerly were overseen by Robert E. Cook, Chevrolet's general sales manager, who also reports to Lund.

Chevrolet attributed the change in responsibilities to a need to focus more heavily on both sales and marketing areas which could best be accomplished by dividing the two functions, a spokesman said.

E. P. (Bud) Feely Jr. retained his job as Chevrolet marketing director. He now reports to Staudt.

Later this month, Michael Erdman, Atlantic Coast regional manager, will become the new truck sales manager, replacing Jimmy C. Perkins.

Perkins replaces Robert Sellers, assistant sales manager of field operations, who is retiring.

Chevrolet will also name a new assistant general sales manager-staff to replace Albert T. Olson. Olson will take a new position within General Motors.

Chrysler workers get $40 million in stock

By Marjorie Sorge
Labor Editor

About 94,000 Chrysler Corp. workers will be getting almost 6 million shares of company stock under an Employe Stock Ownership Plan (ESOP), the UAW said last week.

Each employe in the U. S. and Canada gets about 63 shares, valued at $441, based on the current $7 price per share. The issued value was based on the closing price each day over the 20 trading days during June 2-29. It averaged $6.785 with a total cost of about $40.6 million.

The ESOP was mandated by Congress in the Chrysler Loan Guarantee Act, passed in January, 1980. It covers any Chrysler employes who have been with the company nine months and worked 650 hours between July 1, 1980, and June 30, 1981.

About 67,000 of those eligible are UAW members.

UAW Vice President Marc Stepp said each Chrysler employe gets an equal number of shares and additional shares will be allocated over the next three years, for a total of $162.5 million in stock.

The plan requires Chrysler to issue at least $40.6 million in stock to its employes, excluding officers and directors, in each of the four years of the plan.

There are currently about 67 million shares outstanding. Distributing the stock to the workers will bring that total to about 73 million, according to a company spokesman.

He said issuing the stock does not cost Chrysler anything directly, but requires that the company forego the money it would have made from selling the stock on the market.

According to Stepp, each employe will get a statement of account within 120 days, showing the number and value of his/her individual shares. Those shares will be put in a trust for the employes until they quit, retire or die. The Manufacturers National Bank of Detroit is the trustee. Each employe can inform the trustee on how to vote his/her shares.

The UAW and Chrysler are also currently negotiating the details of a profit-sharing plan for union workers. The company agreed to that plan in January after the third round of bargaining on the current contract.

Ford extends service guarantee to Kansas City

Ford and Lincoln - Mercury dealers in the Kansas City area have become the second group to offer Ford Motor Co.'s service program that guarantees certain repair jobs performed by the dealerships on any Ford Motor car or light truck for the life of the vehicle.

The program, called Lifetime Service Guarantee, will be offered by 18 dealers in Kansas City, the first major metropolitan area in the U. S. to offer the program.

The program was launched several weeks ago by the two Ford dealers and one L-M dealer in the Chattanooga area.

"The participating dealers installing a genuine Ford or Motorcraft part guarantee the customer that he or she never again has to pay for the same part or the labor to install it as long as they own the vehicle," said C. V. Barion, general manager, Ford Parts and Service Division.

With each covered repair, the customer receives a copy of the guarantee for both free parts and free labor on repeat repairs.

According to Barion, the guarantee, backed in part by Ford Motor and offered at no cost to the customer, covers repairs made on all functional parts and components. They include cooling and electrical systems, engine, transmission and other power-train components, steering and suspension, factory installed options and dealer-installed accessories.

Slates workshop on 'mobile bubble' concept

EPA favoring emissions averaging

Continued from Page 1

tion) to be averaged together—before setting compliance within the design.

Another is "averaging between designs" — this is, between different calibrations or engine displacements so that makers could target emission performance of each design, some above and some below standards. Ultimately, says EPA, this could be done over the makers' whole product line.

Another permutation, "averaging across mileage," recognizes that emissions change with mileage, with HC and CO historically increasing. Here, testing at 25,000 miles would average between tests at zero and at 50,000 miles.

Averaging in this manner could allow a manufacturer to offset excess (above standards) emission levels produced later in a vehicle design's life with better than required (below standards) emissions produced early in its life.

"Averaging across time" could mean testing at perhaps two, three and four years or alternately, testing vehicles of a particular age (say, all four-year-olds) each year and averaged across the years to determine an average emission performance across model years. Either way, the result would set average emission performance at an average age of in-use vehicles.

It could try "averaging across manufacturers" by agreement among manufacturers. In its broadest sense, averaging test results across manufacturers could be extended into an industry-wide determination of average emission performance, emissions of some manufacturers to be offset by lower than average emission of others.

In this connection, EPA does not mention problems that could arise under the antitrust laws, nor problems of partial ownership such as now exist among the Big Three domestic and three Japanese companies nor problems arising from joint ventures such as the one now under consideration by Ford and Toyota.

- The use of credits and debits and banking them or trading them is also to be discussed. And so are economic incentives — that is, fees or fines. EPA has placed in the docket a paper entitled "proposed Motor Vehicle Emission Control Program for the 1980s" and it encourages the industry to review that before preparing comments.

EPA wants discussion about such a program's impact on a manufacturer's design flexibility and development costs and on compliance demonstration costs. It also wants comments on the effect on competition and the effect on air quality, including any "pitfalls."

Specifically, comments are also asked on heavy-duty engines and motorcycles; averaging gasoline-fueled and diesel vehicles; ceilings; separate averaging for high altitude and California; vehicle eligibility (whether they have been properly maintained and used, or whether some vehicles like taxis and commercial vehicles should be excluded); vehicle selection technique (that is, randomly or in proportion to sales volume); compliance determination (that is, sampling and confidence level); test vehicle mileage; level of fine; recall (mandatory or voluntary); warranty; and fuel economy (since fuel economy is determined from the current certification, how would fuel economy standards compliance be tested?).

New England tax proposals focus on hikes for truckers

BOSTON. — With New England highways taking an unmerciful pounding from weather, salt, high tourist travel and especially heavy truck volume (because most of the goods bought into the area come by truck), all six states are looking for new sources of income to just keep up with highway maintenance.

Higher truck fees and increased fuel taxes are two areas targeted so far.

Vermont is a case in point. Fuel taxes of at least 10 cents a gallon (which bring the state's tax to one of the highest in the nation) have been proposed.

Legislators are relucant to increase the gas taxes, fearing this would hurt the state's tourist industry which is vital to its economy, as it is in the other New England states.

Next are higher use fees for out-of-state truckers. The truckers recently lost the first skirmish in a legal battle over the fees they would have to pay to use Vermont's highways.

In Rutland, U. S. District Judge James Holden denied the truckers' request for a temporary restraining order to block higher road-use fees on the basis they were unconstitutional. The American Trucking Assns. and several out-of-state trucking firms had asked for the order.

Judge Holden passed the case onto Superior Court, where he said the case belonged.

Under the new payment schedule, a $20 trucking permit would be doubled. Charges for making individual trips through the state would be raised from $10 to $15.

The legislators made it clear they wanted the additional fees to help bail out the state's deficit-ridden highway fund.

Healthy industry called vital part of defense buildup

DEARBORN. — The United States cannot rebuild its national defense unless it also strengthens its industrial base, Gerald C. Meyers, American Motors chairman, told the U. S. Army TACOM Military Vehicle Manufacturing Technology Conference here.

Meyers said that with the election of President Reagan, national defense policy has entered "a new age of realism, an age in which we finally seem to recognize that to be unprepared for war is to invite it."

"We have left behind, I hope forever, the dangerous illusion that somehow this nation could allow its armed forces to deteriorate, while those of our most likely enemies grew stronger at an alarming rate," Meyers said.

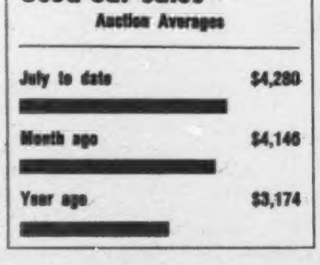
"The Reagan Administration has declared its commitment to rebuild our defense to a level unmatched by any nation.

"The commitment to a strong defense is equaled by its determination to rebuild our industrial base," Meyers said. "This double commitment is new and important. We simply cannot have a strong defense unless our defense industry is strong and vigorous."

AMC produces tactical wheeled vehicles for military forces throughout the world through its subsidiary, AM General Corp.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1981	$7,176	$7,126	$7,326
1980	5,842	5,858	5,897
1979	4,827	4,857	4,843
1978	3,960	3,880	3,845
1977	3,254	2,972	3,096
1976	2,448	2,288	2,294
1975	1,840	1,898	1,798
1974	1,567	1,379	1,457
Overall AVERAGE	$4,280	$4,286	$4,326

Fiat plan to build Zestava in Ireland appears dead

DUBLIN, Ireland. — A plan whereby Fiat (Ireland) would assemble the Yugoslav Zestava car in Dublin apparently is being abandoned.

Though Fiat here (wholly owned by the Italian parent) will not comment, it is believed that the plan involved assembling about 14 Zestavas per day in Dublin for the Irish and British markets.

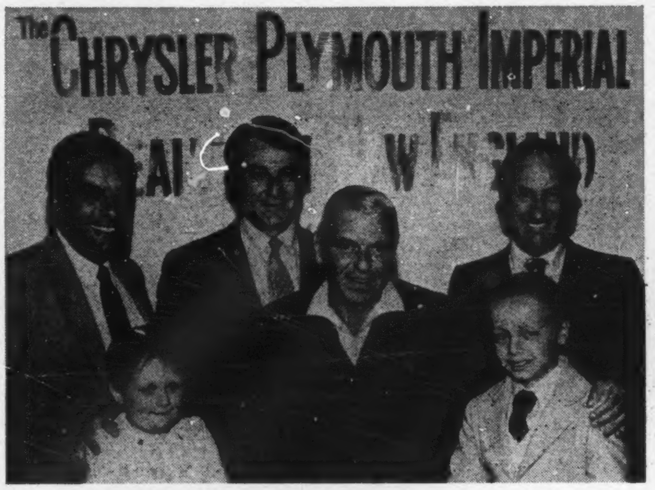
The Zestava has recently gone on sale in Britain, and an Irish assembly point is believed to be particularly attractive to Zestava. Both Ireland and Britain use right-hand-drive cars, so no revision of models would have been necessary.

A deal between Fiat and Zestava would have been logical, in that Fiat owns 20 percent of Zestava.

Zestava plans to sell 2,000 models in Britain this year and hopes to increase this to 12,000 by 1983.

The reasons for the breakdown in the plan are not known. Car assembly in general is in bad shape here, with the recent closure of Talbot and more recently Daihatsu, and by 1984 there will be no legal obligation for assemblers to build up a 5 percent stage of the market before being allowed to import fully assembled models.

Fiat makes it clear that it is looking for an alternative industry for its employes, currently numbering 115, after 1985, and the Zastava project was to have fulfilled that role.



Sinatra, C-P dealers fund raiser

Chrysler Corp., through its advertising agency, Kenyon & Eckhardt, is exploring a repeat of this fund-raiser in New York. It worked well for New England Chrysler-Plymouth dealers with Frank Sinatra and C-P dealers selling 4,200 tickets and raising nearly $150,000 for the Jimmy Fund. Pictured with Sinatra and the poster children are: John Fasjian, Framingham (Mass.) Chrysler-Plymouth; Ed Glick, Bancroft Chrysler-Plymouth, Worchester, Mass., and Dick Bournival, Bournival Chrysler-Plymouth, Lowell, Mass.

Retail slide prompts makers to push fleet/lease orders

Continued from Page 2

Dodge 400, there's an early order discount of $200, plus regular discount of $300, for a total of $500. On the Diplomat, Gran Fury and New Yorker, there's an early order discount of $100, plus regular discount of $400, for a total of $500.

On all North American-built trucks, there's a $100 early order discount plus regular discount of $400, for a total of $500.

In addition, fleet buyers have a choice of one free option from free air conditioning, AM/FM stereo radio, AM/FM stereo with CB unit, or speed control with deluxe wipers. The choice is available for all car lines, except the L-body Omni/Horizon. (Trucks are also excluded).

Chrysler has already drawn one big order for International Harvester for 1,400 K-cars. Last year, it scored a big order when Xerox purchased 3,500 K-cars.

- American Motors is offering special year-long discounts for all models, including the new '82 Fuego, a Renault model.

Spirit carries a $350 discount; Concord and Eagle, $400 discounts (the larger Series 30 Eagles carry a $700 discount); the Jeep CJ and Scrambler models have $500 discounts, and Cherokee, Wagoneer and pickup trucks have $700 discounts.

On Renault, there's a $200 discount for Le Car, $200 for 18i and $400 for Fuego. If ordered with factory air, AMC, Jeep and Renault vehicles qualify for an additional $100 allowance.

The 258-CID six-cylinder engine is available at no extra charge on Spirit, Concord and Eagle Series 50 units.

Chevrolet reports having more than 26,000 commercial orders for its new J-car, mostly from daily rental people.

However, buyers are being told there's a 10-to-12 week wait for the units compared with a more normal six-to-eight week wait on fleet orders.

The J-car is considered a bit too small, with too high an equipment content, to be a big factor in the fleet/lease market at this time, but it is considered an excellent vehicle for the daily rental market, where resale and high fuel economy are prime considerations.

Generally, fleet/lease sales are expected to improve this year, though daily rental is expected to continue to be soft because of a decline in airport traffic and high interest rates which pose as much a burden to companies like Hertz and Avis as they do to dealers who have to floor-plan units.

Robert Ward, president of Gelco Fleet management group, of Gelco Fleet and Management Services Co., said his firm was having a strong purchasing year in '81, and expected '82 to be even stronger.

"We are strongly advising (clients) to buy or purchase early. Rebate programs and bonuses are a big factor this model year, as they were last year," Ward said.

He qualified his optimism, though, by noting that availability of the more desired models, plus interest rates and pricing, would all be factors affecting the market.

Service Index gains again, but at a slower rate

Continued from Page 1

paid and warranty) which dipped 1.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

Service and parts business in the first five months of 1981 amounted to 102.4 percent of the volume registered in the same period a year ago.

Gross profit and sales of all parts and accessories were leading indicators for the year-to-date period with increases of 6.1 percent, followed by shop parts sales, up 2.1 percent.

Repair orders were down 4.9 percent for the five-month period, while labor sales declined 0.2 percent.

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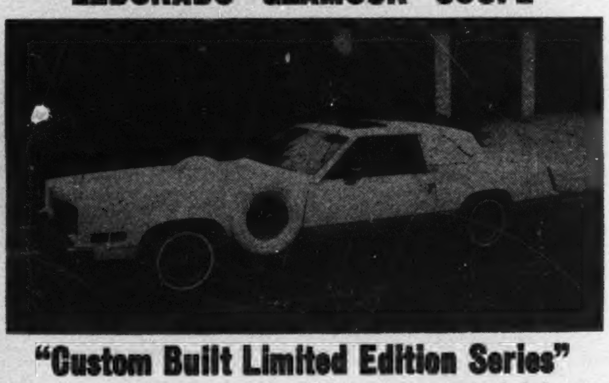

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ABOUT THE AUTHOR: Gary Erichson was an award winning auto salesman, sales manager, dealer, and is the creator of the LEAD (selling) SYSTEM. He is currently the President of Enlightened Sales Training, Inc., where he markets the LEAD SYSTEM and conducts a school and placement service for persons interested in becoming auto salespeople.

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IMPORT REGISTRATION SHARES IN U.S.

	MARCH					THREE MONTHS					
	Regis., March, 1981	Percent Share of Market	Regis., March, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80		Regis., 3 mos., 1981	Percent Share of Market	Regis., 3 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	55,178	24.44	52,064	23.70	+ 0.74	Toyota	143,939	23.98	147,405	23.80	+ 0.18
Datsun	39,029	17.29	45,701	20.80	— 3.51	Datsun	105,012	17.50	128,510	20.76	— 3.26
Honda	32,657	14.47	28,507	12.97	+ 1.50	Honda	94,398	15.73	83,029	13.41	+ 2.32
VW	20,393	9.03	21,306	9.70	— 0.67	VW	55,803	9.30	56,139	9.07	+ 0.23
Mazda	17,156	7.60	11,918	5.42	+ 2.18	Mazda	46,899	7.82	38,198	6.17	+ 1.65
Subaru	12,365	5.48	9,128	4.15	+ 1.33	Subaru	32,683	5.45	28,520	4.60	+ 0.85
Fiesta	6,336	2.81	6,771	3.08	— 0.27	Fiesta	15,961	2.66	19,231	3.11	— 0.45
Colt	5,728	2.54	6,230	2.84	— 0.30	Colt	13,396	2.23	18,367	2.97	— 0.74
Champ	5,579	2.47	6,508	2.96	— 0.49	Mercedes	13,369	2.23	18,118	2.93	— 0.70
Mercedes	5,011	2.22	....	....	......	Champ	13,246	2.21	12,931	2.09	+ 0.12
Fiat	....	....	4,965	2.26	......	Others	65,344	10.89	68,696	11.09	— 0.20
Others	26,301	11.65	26,622	12.12	— 0.47						
TOTAL	225,733	....	219,720	....	......	TOTAL	600,050	....	619,144	....	......
Share of U.S. Total		26.59		27.44	— 0.85	Share of U.S. Total		27.77		27.45	+ 0.32

Registrations not available for Oklahoma.

But market penetration declines

Import registrations rise for month

By Jenny L. King
Staff Writer

Registrations of new imported cars in the U. S. in March were up from the year-ago total as well as the totals in January and February of this year, but their penetration of the month's market was down from the March, 1980, level and levels of the first two months of 1981.

New import registrations in March totaled 225,733, up 2.74 percent from 219,720 in March of 1980. They were up from 200,075 in February and 174,242 in January, 1981.

Import penetration this March was 26.59 percent compared with 27.44 percent a year ago. February penetration was 29.64 percent and in January it was 27.37 percent. March, 1981, marked the culmination of numerous customer rebates and sales incentive programs which stimulated the domestic market and probably accounted for the drop in import penetration.

Record import penetration was 30.51 percent, notched in August of 1980.

For the first quarter, total import registrations were 600,050, down 3.08 percent from 619,144 last year. Imports accounted for 27.77 percent of U. S. new-car imports in the first three months, up a slight 0.32 percentage points from 27.45 percent a year ago.

• In March, Toyota maintained its lead, taking 24.44 percent of all import registrations. Honda continued to close the gap between its share and that of second-place Datsun. Honda was up to 14.47 percent from 12.97 percent a year earlier while Datsun dropped to 17.29 percent from 20.80 percent.

Fifth place Mazda enjoyed the greatest growth, up 2.18 percentage points, to 7.60 percent from 5.42 percent, gaining on fourth-place Volkswagen at 9.03 percent.

Fiesta was down to 2.81 percent from 3.08 percent last year, Colt dropped to 2.54 percent from 2.84 percent and Champ dipped to 2.47 percent from 2.96 percent.

Mercedes-Benz edged out Fiat for the number-ten spot among imports, its registrations in March accounting for 2.22 percent of the import total. The German-built luxury import was in ninth place, ahead of Champ, in the year-to-date lineup.

The top 10 imports accounted for 88.35 percent of March import registrations, compared with 87.88 percent a year earlier. In the first three months, the top 10 took 89.11 percent of the total, up from 88.91 percent last year.

Japan continued to dominate the U. S. import scene in March, taking 75.83 percent of the total, compared with 73.92 percent a year earlier. In pure numbers, Japan was up over March, 1980 to 171,163 from 162,411; Sweden was up to 6,201 from 5,446, and France was up to 4,008 from 3,502.

German imports slipped to 38,993 from 40,861; Italy was down to 3,544 from 5,535 and Great Britain dipped to 1,824 from 1,965.

Registrations by country of origin for the first quarter, 1980, with year-earlier figures in parentheses were: Japan, 457,490 (468,198); Germany, 104,379 (109,769); Sweden, 15,803 (15,468); France, 10,575 (8,607); Italy, 7,945 (11,915), and Great Britain, 3,858 (5,187).

Registrations of imported trucks in March were down 9.07 percent, to 44,736 from 49,200 a year earlier.

Registrations of imported trucks in March, with year-ago figures in parentheses, were: Datsun, 10,950 (9,799); Toyota, 10,212 (12,726); Ford Courier, 6,769 (7,264); Chevrolet LUV, 6,724 (8,201), and others, 10,081 (11,210).

The truck import total for the first quarter of 1981 was 112,575, down 17.95 percent from 137,198 last year.

Registrations of imported trucks in the first quarter, with year-earlier figures in parentheses, were: Toyota, 27,086 (35,890); Datsun, 24,822 (27,791); LUV, 17,142 (24,052); Courier, 17,064 (20,529), and others, 26,461 (28,936).

UAW would bar five firms from Chrysler pension fund

DETROIT. — The UAW has asked the trustee of the UAW-Chrysler Pension Fund not to make further investments in five U. S. corporations which have not endorsed the "Sullivan Principles" in South Africa.

The companies involved are United States Steel, Allegheny Ludlum, Eaton Corp., Dresser Industries and Newmont Mining, according to UAW Vice President Marc Stepp.

The Sullivan Principles relate to equal employment practices for U. S. firms operating in South Africa.

As part of the 1979 contract settlement between the UAW and Chrysler, the union received the right to recommend annually that the trustee of the pension fund not make any new investments in up to five companies which have not adopted the principles.

According to Stepp, the UAW wrote to 13 large U. S. companies which they were told were not supporting the principles. Based on responses from those firms, the trustee was notified of five companies the UAW wished to deny further investments from the fund, Stepp said.

He said he hopes that "at the very least, the Sullivan Principles will become the basis for similar and stronger pension-fund investment cutoffs to be negotiated by the UAW in future contracts with other companies" and that "other unions will bargain similar provisions."

Strong honored

A 25-year dealer award plaque is presented to Robert R. Strong, left, Strong Chevrolet-Buick, Inc., Damariscotta, Me., by R. R. McKenna, assistant zone manager/field for Chevrolet's Boston zone.

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Decade-long look at agency, administrators

Recalls point to NHTSA vigiliance

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Following is a 10-year picture of the defect investigation and recall activities of NHTSA.

Like all statistics, it gives only a partial picture, but it does cover both Republican and Democratic administrations and five heads of the agency.

A decade is just a handy period. No slight is intended to the first safety chief, Dr. William Haddon Jr., who got the ball rolling by creating the initial standards out of cardboard boxes of comments in multiple languages and set up the defect investigation system.

Recalls initiated for cars and trucks:

1970— 1,240,000
1971— 9,420,000
1972—12,081,000
1973— 7,000,000
1974— 2,877,000
1975— 2,109,000
1976— 3,492,000
1977—12,923,000
1978— 9,063,000
1979— 8,919,000
1980— 4,863,000

(The 1971 total includes the largest recall, 6,682,000 General Motors cars and light trucks for engine mounts. Included were 1965 through 1969 models.

(The 1980 total does not include the 16 million labels which are to be affixed to Ford Motor Co. vehicles, negotiated as a result of alleged transmission slippage from Park to Reverse.)

The 1966 law required vehicle owners to be notified of safety-related defects; it was amended in 1974 to mandate recall and free repair or replacement.

In the interim period, manufacturers—spurred by the prospect of product liability suits — usually recalled and repaired vehicles with safety-related defects.

The law was signed by President Johnson on Sept. 9, 1966, and Haddon was named later that fall as head of a bureau of the Commerce Department. The Department of Transportation was created later, and the bureau (first under the Federal Highway Administration) became a separate agency, NHTSA.

Douglas Toms—Jan. 15, 1970-March 7, 1973 — served as NHTSA administrator under President Nixon.

James B. Gregory—Aug. 13, 1973-Feb. 23, 1976—served under President Nixon and President Ford.

John Snow—July 8, 1976-Feb. 28, 1977—served under President Ford.

Joan Claybrook—April 8, 1977-Jan. 20, 1981 — served under President Carter.

Raymond A. Peck—April 24, 1981—is serving under President Ronald Reagan.

All safety chiefs except for Haddon and Claybrook have been Republicans.

During the tenure of Toms, there were 72 recalls involving 456,000 vehicles during his first six months. During his first year, there were 154 campaigns involving 1,240,000 vehicles.

During Gregory's first six months, there were 105 campaigns involving 1,932,000 vehicles; during his first year, there were 247 campaigns involving 2,877,000 vehicles.

During Claybrook's first six months, there were 105 campaigns involving 4,164,000 vehicles. During her first year, there were 246 campaigns involving 12,923,000 vehicles.

This was the highest number of vehicles involved in recalls in any given year, although if the 16 million Fords with alleged slippage from Park to Reverse had been recalled instead of having warning labels, 1980 would have been the top year.

During the first six months under Peck, there have been 74 campaigns involving 1,272,000 vehicles. This does not include the 5.8 million GM cars and light trucks in the U.S. voluntarily recalled by GM last February for rear suspension bolts. The figure used by GM was 6.4 million, but that was worldwide.

A different way to assess government vigilance in the defect investigation business—or to assess improved quality control on the part of both domestic and foreign makers—is to compare opening of investigations.

Investigations opened:

1977—25
1978—18
1979—10
1980— 5
1981 so far—zero.

The closing of investigations is not assessed because those figures can be misleading. (For example, Claybrook closed a great many investigations that had lingered for years.) Investigations are closed by mandated recall, voluntary recall or because evidence does not justify continuation.

Closing of investigations — as well as opening them—also tends to reflect the judgment and personalities of administrators. Recall campaigns are better indicators of judgment since they may be subject to the acid test of litigation. The seriousness of the defect varies widely—from brakes and wheels falling off to a plastic grommet on a shoulder harness.

Corolla is rated world's top seller

For the fifth year in a row, Toyota Corolla was the world's best-selling automobile.

Leaders in sales for 1980 were:

1—Toyota Corolla	771,720
2—Renault R-5	519,851
3—Volkswagen Golf	517,818
4—Nissan Sunny	506,052
5—Chevrolet Citation	459,393
6—Chevrolet Chevette	454,068
7—Opel Kadett	418,152
8—Oldsmobile Cutlass	395,785
9—Buick Century	370,880
10—Honda Civic	367,067

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But tops year-earlier tally

Car production trails previous week

By Patricia Hoffman
Staff Writer

U. S. auto production last week fell below the previous week's output, but the total was substantially above that of the comparable 1980 week.

The auto makers last week targeted output at 144,888 units, down 11.69 percent from 164,073 built in the previous week, but up 42.47 percent from 101,699 units completed in the comparable week last year.

Year-to-date, output was 3,666,371 units, up 4.30 percent from 3,515,064 cars completed in the corresponding period last year.

Breakdown for the week by company was: General Motors, 62.52 percent; Ford Motor, 21.60 percent; Chrysler Corp., 11.73 percent; Volkswagen of America, 2.08 percent; American Motors, 2.07 percent.

Checker Motors will remain closed until July 13.

American Motors said that it will begin retooling its Lakefront plant in August for a new line of front-wheel-drive cars which will be introduced next year.

A second shift will be added at the Kenosha Main plant beginning Monday (Aug. 17) for production of the Spirit and SX/4 bodies, currently being built at the Lakefront point.

Chrysler has slated overtime this week at its Belvidere assembly point. The plant will be working two daily nine-hour shifts beginning today (July 6). All other Chrysler points will be on regular eight-hour schedules.

Ford's Wixom assembly point, which closed for '82 model changeover on June 26, will resume August 3 with production of the new luxury cars.

Also at Ford, its San Jose facility (Mustang and Capri) will be down starting today (July 6) for changeover to the Escort Lynx, EXP and LN7 cars. The plant is slated to resume operations Sept. 8.

Truck production tops year ago tally by wide margin

U. S. truck production last week again fell below the previous week's total, although output was still considerably above the 1980 comparable figures.

Domestic truck manufacturers scheduled output last week at 36,390 units, down 8.84 percent from 39,920 trucks built in the previous week, but up a substantial 58.01 percent from 23,030 in the comparable 1980 week.

So far this year, the truck makers have completed 950,247 trucks, up 10.64 percent from 858,878 assembled through July 5, 1980.

General Motors' St. Louis and Pontiac truck points were idle for vacation on Friday (July 3). Operations at both plants are slated to resume today (July 6).

General Motors said that as of June 19, its Baltimore truck assembly point ended production of the light Chevrolet and GMC trucks.

International Harvester, down July 3 for vacation, will remain idle, with operations slated to resume July 27.

Three alleged fuel-stretchers fail to perform in EPA tests

WASHINGTON. — EPA has told the makers of three different "fuel economy devices" their products do not perform as alleged and that the agency will not certify them.

Affected are: Pegusus Enterprise, which markets an item called "Platinum Gasaver." It is claimed "to improve gas mileage at least 20 percent and to cut down on harmful emissions."

It consists of a Gasaver instrument filled with 12 ounces of Gasaver solution and a line from the instrument connected to a vacuum line at the base of the carburetor through which the Gasaver solution is bubbled into the engine.

Chandler Associates markets an item called "Petromizer System," which is claimed to "better control exhaust emissions and increase miles per gallon."

It consists of two units—a carburetor base plate adapter which admits additional air and swirls the air-fuel mixture and fuel line diverter valve to regulate fuel pressure.

Fueltech Corp. markets two fuel additives called "ULX-15 and ULX-15D." These are claimed "to improve gasoline and diesel engine combustion" and thereby increase fuel economy.

EPA said none of the manufacturers had provided it with proof the devices or additives worked.

EPA is required under the Motor Vehicle Information and Cost Savings Act to test all alleged fuel-economy devices.

Diesel-car sales rise in France; Renault leads

PARIS. — France's diesel-car sales penetration climbed from 9.9 percent in the 1980 calendar year to 12.5 percent in the first quarter of 1981.

Renault did not have a diesel car until November, 1979, when the R-20 Diesel went into production. The same engine is installed in the R-18 Diesel, launched in October, 1980.

The R-18-D now takes a 28.6 percent share of the French diesel-car market, and the R-20-D an 8.8-percent share, giving Renault the lead over Peugeot with a total of 37.3 percent (20,896 cars in the first quarter).

Diesel-powered models account for 35 percent of all Renault R-18 sales and 36 percent of R-20 sales.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 4, 1981	Week Ended July 5, 1980	Week Ended June 27, 1981	June Est.	Jan. 1 to July 5, 1980	Jan. 1 to July 4, 1981
CHEVROLET	11,405	5,990	12,421	56,965	260,705	306,221
DODGE/PLYMOUTH	2,300	3,970	2,883	11,757	84,532	52,142
FORD	13,344	6,127	14,638	67,191	293,606	347,206
GMC	3,626	3,371	4,199	17,943	87,795	102,280
INTERNATIONAL	1,352	1,988	1,654	7,184	25,772	38,522
MACK	....	360	....	....	13,709	....
JEEP	2,121*	....	1,697*	7,636*	51,105	45,592*
AMC CORP.	90*	180*	90*	396*	4,829*	2,255*
VOLKSWAGEN	1,400*	544*	1,400*	6,160*	21,659	32,600*
MISCELLANEOUS	752	500	938	2,977	15,166	23,429
Total Trucks, U. S.	36,390	23,030	39,920	178,209	858,878	950,247

CANADIAN TRUCK PRODUCTION

	Week Ended July 4, 1981	Week Ended July 5, 1980	Week Ended June 27, 1981	June Est.	Jan. 1 to July 5, 1980	Jan. 1 to July 4, 1981
CHRYSLER CORP.	1,653	....	2,418	9,586	22,198	42,885
FORD MOTOR	2,720	2,916	3,774	15,120	103,173	89,747
GENERAL MOTORS	5,336	2,172	6,658	28,961	141,781	161,376
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	380	247	1,091	8,486	6,464
MACK	....	40	....	....	1,303	....
Total Trucks, Canada	9,954	5,508	13,097	54,758	288,585	300,472
N. American Trucks	46,344	28,538	53,017	232,967	1,147,463	1,250,719

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended July 4, 1981	Week Ended July 5, 1980	Week Ended June 27, 1981	June Est.	Jan. 1 to July 5, 1980	Jan. 1 to July 4, 1981
AMERICAN MOTORS	3,000*	....	2,400*	10,800*	93,913	58,854*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	17,000	9,495	20,942	83,682	335,020	444,509
Plymouth Total	9,450	3,900	11,593	45,223	153,033	230,718
Horizon	3,750	2,680	4,478	15,986	84,694	86,914
Reliant	5,700	....	7,115	29,237	....	134,217
Volare	....	630	....	....	51,336	....
Caravelle	....	40	....	....	3,779	2,139
Gran Fury	....	550	....	....	13,224	7,448
Chrysler Total	....	1,995	....	....	44,895	22,098
LeBaron	....	1,570	....	....	34,113	17,236
Chrysler	....	425	....	....	10,782	4,862
Dodge Total	7,550	3,600	9,349	38,459	137,092	191,693
Omni	2,650	2,195	3,466	15,192	73,811	68,599
Aspen	....	300	....	....	36,628	....
Aries	4,900	....	5,883	23,267	....	106,768
Diplomat	....	705	....	....	16,271	12,644
St. Regis	....	400	....	....	10,382	3,682
FORD MOTOR	31,290	18,650	32,638	149,224	702,981	780,338
Ford Division	22,148	13,194	21,314	97,955	520,071	532,384
Escort	7,380	....	8,334	35,248	....	199,347
Pinto	....	2,475	....	....	61,723	....
Fairmont	4,712	2,123	5,321	22,283	143,439	114,555
Must./Must. II	5,387	4,504	5,313	22,013	139,717	92,990
Granada	2,935	2,485	158	9,816	49,798	46,436
Thunderbird	1,734	....	2,188	5,112	74,793	38,170
Ford	....	1,607	....	8,483	50,601	40,886
L-M Division	9,142	5,456	11,324	51,269	182,910	247,954
Mercury Total	9,142	4,398	9,690	43,850	164,638	211,657
Bobcat	....	345	....	....	11,159	....
Lynx	2,716	....	2,997	13,054	....	69,393
Capri	1,868	1,184	2,157	8,994	40,275	32,948
Zephyr	1,286	949	1,967	8,478	45,947	35,109
Cougar/Monarch	1,382	896	198	5,216	15,983	23,833
XR-7	853	....	1,065	2,440	23,752	16,729
Mercury	1,037	1,024	1,306	5,668	27,522	33,645
Lincoln Total	....	1,058	1,634	7,419	18,272	36,297
Lincoln	....	511	809	3,711	7,061	17,699
Mark VI	....	547	825	3,708	9,350	18,598
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	90,590	69,854	104,285	451,463	2,273,971	2,285,752
Buick Division	16,711	13,178	18,112	82,877	448,801	498,877
Skylark	5,664	3,296	5,530	23,817	122,047	138,045
Century	1,209	3,009	1,742	8,632	99,220	85,852
Regal	5,085	3,544	5,880	28,650	118,697	152,358
Buick	3,426	2,733	3,682	16,233	83,194	90,408
Riviera	1,327	596	1,278	5,545	25,643	32,214
Cadillac Division	7,335	3,249	7,303	30,755	112,766	152,384
Cimarron	1,000	....	1,034	3,734	....	5,290
Seville	490	577	472	2,046	19,189	14,768
Eldorado	1,605	971	1,542	6,695	29,271	36,297
Cadillac	4,240	1,701	4,255	18,280	64,306	96,029
Chevrolet Division	34,095	27,955	42,098	177,129	954,822	832,429
Chevette	7,485	7,680	8,373	35,462	242,133	178,868
Cavalier	4,725	....	3,077	13,751	....	28,654
Monza ('80)	....	2,765	....	....	90,943	....
Camaro	4,260	2,030	4,390	19,662	70,563	81,011
Citation	5,360	6,865	9,296	37,033	251,961	198,369
Malibu	3,190	4,555	7,154	29,475	147,931	150,069
Monte Carlo	3,315	850	4,055	17,887	57,208	81,858
Chevrolet	4,800	2,570	4,840	21,153	70,713	97,629
Corvette	960	640	913	2,706	23,370	15,971
Oldsmobile Division	17,456	15,869	20,132	91,252	439,911	517,750
Omega	3,194	1,899	3,453	14,480	64,617	82,505
Cutlass	7,418	8,699	9,745	46,421	220,354	258,145
Oldsmobile	5,786	4,471	5,920	25,949	132,668	150,184
Toronado	1,058	800	1,014	4,402	22,272	26,916
Pontiac Division	14,993	9,603	16,640	69,450	317,671	284,312
Acadian†	575	165	573	2,285	12,996	12,870
J2000	3,173	....	2,877	12,075	....	24,995
Sunbird ('80)	....	2,354	....	....	79,622	....
T1000	2,178	....	2,631	10,906	....	39,520
Firebird	2,460	1,232	2,562	11,471	46,252	39,819
Phoenix	2,131	2,100	2,764	11,220	73,775	64,164
Grand Prix	2,508	1,792	2,983	12,200	34,757	58,610
LeMans	1,604	1,004	1,881	7,708	34,309	36,042
Pontiac	364	956	369	1,585	35,960	8,292
VOLKSWAGEN	3,008	3,500	3,808	12,083	107,409	95,700
CHECKER	....	....	....	215*	1,570	1,218*
Total Cars, U. S.	144,888	101,699	164,073	707,467	3,515,064	3,666,371

CANADIAN CAR PRODUCTION

	Week Ended July 4, 1981	Week Ended July 5, 1980	Week Ended June 27, 1981	June Est.	Jan. 1 to July 5, 1980	Jan. 1 to July 4, 1981
AMERICAN MOTORS	570	....	851	3,242	....	17,127
CHRYSLER CORP.	2,128	1,517	2,471	8,621	38,478	22,308
FORD MOTOR	5,956	5,324	7,599	32,538	143,077	127,938
GENERAL MOTORS	10,414	9,632	12,266	54,908	284,221	302,440
VOLVO	180	....	225	941	5,478	5,582
Total Cars, Canada	19,248	16,473	23,412	100,250	471,254	475,395
N. American Cars	164,136	118,172	187,485	807,717	3,986,318	4,141,766
N. American Trucks	46,344	28,538	53,017	232,967	1,147,463	1,250,719
North American Cars and Trucks	210,480	146,710	240,502	1,040,684	5,133,781	5,392,485

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Canadian output also feels pinch of holiday week

Canadian auto and truck production during the four-day holiday week fell below the previous week's output. But both car and truck totals remain above the comparable year-ago figures.

Production last week for the auto makers was estimated at 19,248 units, down 17.79 percent from 23,412 cars built in the previous five-day week, but up 16.85 percent from 16,473 units in the comparable year-ago week.

Year-to-date, auto output was 475,395 units, up slightly from 471,254 built in the comparable period last year.

Truck production last week was targeted at 9,954 units, down 24 percent from 13,097 in the previous week, but up a substantial 80.72 percent over the 5,508 trucks completed in the comparable 1980 week.

So far this year, the truck manufacturers have completed 300,472 units, up 4.12 percent from 288,585 built through July 5, 1980.

Chrysler's Windsor car point, down since June 27 for '82 model changeover, will remain idle until Aug. 10.

All other Canadian car and truck facilities, with the exception of International Harvester's Chatham and Vancouver points, and Volvo's Halifax facility, were idle last Friday (July 3) in observance of the Canada Day holiday.

International Harvester and Volvo plants were down Wednesday (July 1) for the holiday, but were in operation Friday.

All Ford assembly points will remain idle after the holiday for vacation downtime.

The Ford Oakville and St. Thomas car assembly points will resume operations July 27.

The Ford Oakville truck facility will resume operations July 20.

All other Canadian assembly points are slated to resume normal production today (July 6).

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1.6 million represent 83½-day stockpile

Unsold cars set record

By Richard A. Wright
Assistant Managing Editor

Fairly strong production coupled with lagging sales in June resulted in a heavy inventory of U .S.-built new cars July 1.

The domestic auto makers opened July with 1,664,871 new cars in stock, an 83½-day supply, heaviest ever for July 1.

A year ago, the industry had 1,627,857 new cars in inventory, an 80-day supply.

The July 1 inventory was up precipitously from a month earlier, when the industry had 1,471,656 new cars in stock, a 70-day supply.

All the corporate makers except Volkswagen of America increased their inventories during June, but the lion's share of the gain was accounted for by General Motors, which opened July with a record stockpile of more than a million cars, sufficient for 85 days. GM had a 70-day supply June 1.

Ford Motor Co. had an 81-day supply, up from 73½; Chrysler Corp., 86 days, up from 73; American Motors, 75½, up from 40, and VWoA, 66½ days, down from 72.

- The July 1 domestic inventory was divided this way: GM, 60.98 percent; Ford Motor Co., 23.91 percent; Chrysler Corp., 11.64 percent; VWoA, 1.78 percent, and AMC, 1.69 percent.

A month earlier, the inventory was divided as follows: GM, 59.59 percent; Ford Motor Co., 24.46 percent; Chrysler Corp., 11.64 percent; VWoA, 2.82 percent, and AMC, 1.49 percent.

By size class, all segments increased during the month. The industry had a 70-day supply of subcompacts, up from 57 days; a 94-day supply of compacts, up from 75 days; a 91-day supply of intermediates, up from 78 days; a 72½-day supply of standards, up from 68½ days, and an 85-day supply of luxury cars, up from 62½ days.

The July 1 inventory was divided this way by size segment: Subcompact, 20.18 percent; compact, 30.51 percent; intermediate, 30.04 percent; standard, 12.77 percent, and luxury, 6.50 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.71 percent; compact, 28.62 percent; intermediate, 31.59 percent; standard, 14.10 percent, and luxury, 5.98 percent.

- The July 1 days-supply figures by market class were:

Subcompact — Chevette, 57; Escort/EXP, 61; Rabbit, 66½; J-2000, 69; Lynx-LN7, 71; T-1000, 73; Horizon, 76; Omni, 86; Cavalier, 88, and Spirit, 119½.

Compact — Concord, 46; Skylark, 70½; Zephyr, 75; Omega, 81; Mustang, 83; Capri, 89; Reliant, 91; Fairmont, 91; Eagle, 95; Camaro, 96; Aries, 103½; Citation, 118, and Firebird, 121½.

Intermediate — Cutlass, 52; Century, 63; LeBaron, 73; Cougar, 77; Supreme, 77; Cordoba, 82; Diplomat, 83; LeMans, 89; Granada, 96; Mirada, 100; Malibu, 101; Regal, 112; Grand Prix, 116; Thunderbird, 117; RX-7, 119, and Monte Carlo, 133.

Standard — Gran Fury, 34; Olds 88, 54; Olds 98, 60; St. Regis, 65; Pontiac, 67; Chrysler, 68; LeSabre, 68½; Mercury, 72; Ford, 79; Electra, 89, and Chevrolet, 92.

Luxury—Imperial, 54; Cimarron, 55; Corvette, 66; Riviera, 75; Toronado, 75; Cadillac, 86; Eldorado, 88; Lincoln, 102; Seville, 105, and Mark VI, 118.

New Car Stocks

	July 1, 1981	June 1, 1981	July 1, 1980
Spirit	119½	50	110½
Concord	46	30½	78
Eagle	95	44	167
AMERICAN MTRS.	75½	40	102½
Horizon	76	61	134
Reliant	91	90	......
Gran Fury	34	25	73½
Plymouth	82	72	124½
Imperial	54	41	......
LeBaron	73	55	133
Cordoba	82	84	148
Chrysler	68	61½	99
Chrysler	76	62	129
Omni	86	58	126
Aries	103½	103	......
Diplomat	83	57	145
Mirada	100	114	144
St. Regis	65	56	65
Dodge	94	77	122½
CHRYSLER CORP.	86	73	113
Escort/EXP	61	61	......
Mustang	83	65	79
Fairmont	91	88	72
Granada	96	97	80
Thunderbird	117	122	122
Ford	79	89	68
Ford	81	76	84
Lynx/LN7	71	63	......
Capri	89	62	77
Zephyr	75	59	98
Cougar/Monarch	77	73	81
XR-7	119	106	104
Mercury	72	78	69
Mercury	78	68½	89
Lincoln	102	49	74
Mark VI	118	63	75
Lincoln	110	56	74
FORD MOTOR CO.	81	73½	82
Skylark	70½	50	50
Century	63	63	72
Regal	112	95	118
LeSabre	68½	57	86
Electra	89	69½	97
Riviera	75	64	78
Buick	82	67	84
Cimarron	55	102	......
Seville	105	95	109
Cadillac	86	62	81
Eldorado	88	65	71
Cadillac	86	66½	82
Chevette	57	43	65
Cavalier/Monza	88	98	64
Citation	118	109½	50
Camaro	96	66	92
Malibu	101	77	85
Monte Carlo	133	125	108
Chevrolet	92	83	103
Corvette	66	46½	60
Chevrolet	95	80	76
Omega	81	64	54
Cutlass	52	41	52
Supreme	77	78	67
Olds 88	54	53	60
Olds 98	60	42	62
Toronado	75	66	68
Oldsmobile	65	57	60
T-1000	73	41	......
J-2000/Sunbird	69	46	66
Phoenix	133	83	57
Firebird	121½	57	76
LeMans	89	65	89
Grand Prix	116	94	99
Pontiac	67	76	72
Pontiac	95	69	76
GENERAL MTRS.	85	70	75
VOLKSWAGEN	66½	72	39
TOTAL	83½	70	80

breaking news

Ford incentive pays up to $600 per car

DETROIT.—Ford Division has instituted a July 10-Sept. 13 incentive, paying up to $600 on selected models. Dealers get $150 for hitting 30 to 59.9 percent of a combined Fairmont/Granada/Thunderbird objective, $300 for 60 to 89.9 percent and $500 for 90 percent and over. A July 10-Aug. 9 fast start gives them $200, $350 and $600 for the respective categories, if they hit it.

VW's Thomee fills in for Schmuecker

WOLFSBURG, West Germany. — Volkswagenwerk AG's head of finance, Prof. Friedrich Thomee, is filling in as acting chairman of the firm. Chairman Toni Schmuecker, 60, suffered a heart attack June 11, and is expected to be convalescing for six to eight weeks.

Feds still mulling once-in-a-lifetime rule

WASHINGTON. — Authorities still are reviewing about 1,000 public comments on a proposal to allow U. S. residents

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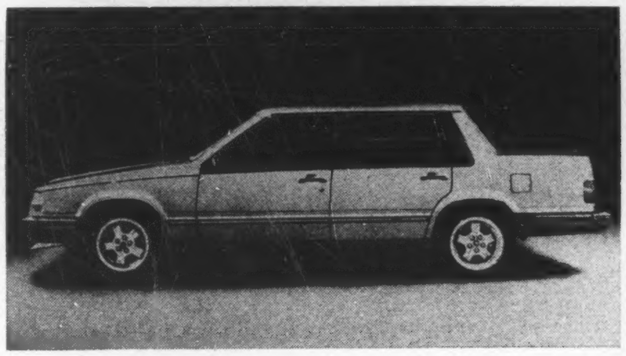
NEWSPAPER

Svelte Swede



New Volvo due for '83

Destined to replace Volvo's top-of-the-line GL series, this new car represents a rather radical styling departure for the Swedish maker. Introduction is scheduled for '82 in Europe and '83 for the U. S. Power most likely will be choice of a V-6 gasoline unit or an inline diesel six, with turbocharging for both a possibility.

Benton maps a big role for '82 4-door Escort

By Al Fleming
Industry Editor

Ford Motor Co.'s already strong Escort/Lynx lineup will pack added wallop in the 1982 model year when a four-door hatchback model is introduced.

"Our biggest volume plus next year will come from the new four-door," Philip E. Benton, vice president of sales operations for Ford's North American Automotive Operations, told AUTOMOTIVE NEWS.

"We expect the four-door to account for close to half the total mix of the line," he added.

According to Benton, about 500,000 Escort/Lynx and sporty EXP/LN7 versions will be sold in the 1981 model year. "That's every one we can produce, flat out," he said.

The '82 lineup, including the four-door, will hit 950,000 sales, the Ford official predicted.

"At the start of the model year, we'll run at about a 900,000-unit annual rate," he said. "By mid year '82, we'll have production capability of over a million units, but I think we'll average 950,000 for the entire year."

Escort, one of the industry's few success stories this year, has become the number one nameplate in the U. S. It is accounting for 30 percent of Ford Division sales and about 19 percent of the subcompact-car market.

Still, the two-seat EXP/LN7, introduced last spring, isn't living up to the company's sales expectations, Benton admitted.

"They've been somewhat hamstrung by our lack of experience with two-seaters in this price range," Benton said.

The idea for an optional rear seat—discarded just before debut of the sporty models last April — is being revived, and a prototype of a three-seater headed into a market research program just last week.

Asked if a rear-seat option will be offered in '82 models, Benton replied, "I think it will."

Besides the four-door Escort/Lynx and three-seat EXP/LN7, other products expected to stir buyer interest, according to Benton, are a new station wagon in the Granada/Cougar series and a downsized Lincoln Continental.

"We hope to sell 30,000 to 40,000 Continentals," Benton said.

He called the company's forthcoming compact-size Rang-

Continued on Page 8, Col. 3

NADA backs usury action

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Preemption by the federal government of state usury ceilings will not be a panacea for the U. S. auto industry, but it will have a positive impact on automobile and truck sales, NADA President Wendell Miller told a Senate panel.

Miller, who has seen more than 2,000 of his fellow dealers close their doors over the past 18 months, thinks high interest rates and the consequent drying up of credit in those states with usury limits have been major contributors to those closures.

In testimony before the Senate Subcommittee on Financial Institutions, he called for passage of legislation sponsored by Sen. Richard Lugar, Indiana Republican, that would preempt state usury ceilings for consumer credit.

Gordon Gilbert, of the Recreation Vehicle Industry Assn., a group that has been even harder hit by rising interest rates, echoed Miller's sentiments, saying that the loss of even one sale to an RV dealer because of usury limits can be very damaging and that preemption

Continued on Page 8, Col. 1

Dealer programs

Chrysler, Toyota, VW launch cash incentives

By Joseph Bohn
Marketing Editor

Auto companies are cranking up a new round of dealer cash incentives to stimulate sales with new Volkswagen, Chrysler and Toyota programs the latest.

VW kicked off a 60-day program, called "60 Days, Triple Pay," which runs from July 1 to Aug. 31. It sets a combined objective for sales of gasoline and diesel-engine Rabbits and pickup trucks.

The payoff levels are: 1-50 percent of objective, $50 per unit; 51-100 percent, $150 per unit, and 100 percent and above, $400 per unit, non-retroactively.

The objectives are based on a dealer's planning volume and his rate of travel for the past five months.

One dealer observed that, based on high planning volumes in the metro areas, it might be tough to hit the upper echelons of the payout, but "If I can duplicate my rate of travel for the past five months I can hit it (the $400 level)."

Chrysler Corp. launched a July 1-Aug. 31 sales managers' program, paying from $375 to $3,000 to managers who hit various attainment levels.

The program is called "Tee Off on '81." Payments are based on retail sales objectives. The objectives combine all domestic and imported cars and trucks into one figure which varies by dealership.

Dealers are grouped into various flights of A, B or C. Flight A dealers have an objective of 125 or more units; Flight B dealers an objective of 65 to 124 units and Flight C dealers an objective of 15 to 64 units.

If the Flight A manager hits 90-99.9 percent of his objective he receives $750; for 100-119.9 percent, he receives $2,000, and for 120 percent or more he receives $3,000.

If a Flight B manager hits 90-99.9 percent of his objective he receives $550; for 100-119.9 percent, he receives $1,500, and for 120 percent or more, he receives $2,250.

For Flight C, a manager who hits 90-99.9 percent of his objective receives $375; for 100-119.9 percent, he receives $1,000, and for 120 percent and over he receives $1,500.

Dealerships can move up to the next higher level, beyond their original flight, by volunteering to meet a higher objective and selling more units.

- Toyota has two new incentives, a cash program aimed at trucks only and a trip program aimed at cars and trucks.

The pickup truck incentive, called "Toyota Stretch Drive," runs from July 2 to Sept. 1. Dealers are paid performance against a total objective in the following amounts: 45-75 percent of objective pays $100; 76-100 percent pays $200, and 101 percent and over pays $300. The payments are nonretroactive.

However, there is a July 2 to Aug. 2 fast start. If the dealer hits it, he receives a 30 percent bonus on previous payments, which would equal $30, $60 and $90 per unit for the various brackets.

If a dealer misses the fast start but hits 110 percent of his total objective, he receives a 50 percent bonus on previous payments, amounting to $50, $100 and $150 extra per unit.

If he hits the fast-start July objective and gets 110 percent of his total objective, he receives an 80 percent bonus, amounting to $80, $160 and $240 per unit.

In a second contest—for sales managers — there is a total car-truck objective. Dates for this contest, called "Stretch Drive to Japan," are July 2 to Oct. 1.

Sales managers receive trips to Japan for achieving a certain percentage of their objective. They can also accumulate up to eight extra percentage points toward their objective by hitting one of four minor objectives.

For hitting a July car-truck objective, they receive two additional percentage points; two more for a July-August car-truck objective; an additional two for July-August car objective and two more for a July-August truck objective.

20-dealer loss seen for Detroit

DETROIT. — High unemployment and attrition from overdealering is liable to cost the Detroit area about 20 dealerships in the next year, according to Dan Hayes, executive vice president of the Detroit Auto Dealers Assn.

On the positive side, he added, Ford dealers' individual profit picture has improved considerably from a year ago.

Metro Detroit now has 230 dealers, down from 257 in 1978. The projected decline would take the number to 200-210.

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56th year — No. 4871

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PasseParTout covers ground

The multi-purpose PasseParTout tracked vehicle, from PPT of Michigan, a division of Twin Bay Industries, Inc., Livonia, Mich., carries people and equipment through almost any terrain. The company is expanding its U. S. dealer organization from Northern and Western states to outlets of power and mobile equipment around the country. PasseParTout in French means master or skeleton key.

AMC chooses Compton for international ads

SOUTHFIELD, Mich.—American Motors International Operations has named Compton Advertising, New York, as its new agency for AMC and Jeep vehicles outside North America, effective immediately.

Compton replaces Chiat/Day which had previously handled the $3 million account. Compton also handles AMC's four-wheel-drive vehicles in the U. S.

AMC said the selection resulted from an extensive screening process that began last May.

"Compton is a large, internationally experienced agency with an exceptionally strong worldwide network of operations," said Robert M. Williams, director of marketing for AMC International Operations.

"Their extensive knowledge of American Motors' products was a significant factor in their selection," said Williams.

No abrupt shift for '82, Arakawa says

Nissan memo details name change

By Joseph Bohn and Bob Hall

Tetsuo Arakawa, president of Nissan Motor Corp. in U.S.A., issued an internal memo to employes, indicating the company would not drop the Datsun name for '82, but leaving the door open for a gradual, evolutionary change in image.

Arakawa termed "exaggerated" press reports that the Datsun name is being replaced by Nissan for '82.

"We will be introducing an all-new front - wheel - drive car, bearing the Nissan name more prominently, but that same vehicle will continue to carry the Datsun name as well," Arakawa said, referring to the new Stanza (510 series replacement) which is tentatively set to be introduced Oct. 9.

Nissan Motor sources in Tokyo said the move away from numerical designations is based on the success of the 810 Maxima, a car remembered more as Maxima than as 810.

The name "Stanza" has been used in Australia for the current 510 range for a few years now and was one of Nissan Australia's earlier moves away from numeric designations.

A new 280-ZX turbo five-speed is tentatively slated for a Nov. 20 introduction.

"In reality, the higher visibility of the Nissan name is part of an ongoing effort by the parent company to bring all the increasingly important international auto operations under the same umbrella," Arakawa said.

"It is felt that the Nissan name better identifies the worldwide vehicle lineup and unifies the company image," he said.

"I must tell you no final decision on this matter has been made. But if it does receive approval, the transition will be an evolutionary process and not accomplished overnight. This project is still being carefully studied."

An Automotive News report (June 29) of the name change for '82, brought a storm of protest from dealer groups, as well as advertising people, because of the tens of millions of dollars which had been spent to promote the Datsun name.

The company appears to be attempting to soothe ruffled feathers and taking a more cautious tack, although the underlying intent to bring about a gradual name change remains a part of the long-term strategy of its home office.

Tokyo sources at Nissan confirmed the U. S. memo, saying the gradual phase-in for the Nissan name has not been set, but was coming and would be evolutionary.

One Nissan source in Japan said, "The head office has had a bee in its corporate bonnet for a number of years now that the Nissan name should appear more prominently in export markets, rather than the Datsun nameplate which is used only for trucks here in Japan.

"Some upper executives see the gain in corporate prestige being enormous, but they tend to forget that we've spent 20 long, hard years in some of these places developing the Datsun name and reputation, and they want to change it overnight.

"Sure, in some small nation where you have, say 50 to 100 dealerships, you can change the corporate image in a reasonably short period of time.

"In some place like the U. S., where there are hundreds upon hundreds of dealer outlets, the task becomes even more massive. Then, too, you must consider what sort of advertising expenditures would be needed just to help in establishing the new corporate identity.

"About the only people who would prosper from a move like this will be the makers of signs for the dealerships and the Esty (advertising) people. And I can imagine that users will continue to refer to us as Datsun for years to come," the source added.

Breaking away with T-1000s

Pontiac dealers in the Newark zone drove 110 new subcompact T-1000 passenger cars away from their spring product training meeting at the GMAD plant in Wilmington, Del. The event included a plant tour plus a briefing on quality before the dealers took to the roads with their new products.

30-day U. C. warranty in N. Y. legislature

By Marjorie Sorge

New York State dealers are up in arms about a proposed used-vehicles bill which they say could cripple that industry if passed.

That proposal, currently in committee in the State Legislature, would require a 30-day warranty and a written statement on the car's condition. If the dealers failed to comply with the provisions, the act says their licenses could be suspended.

Ford, Chrysler and General Motors dealers throughout the state have already banded together, some through the state associations, to defeat the bill. According to Ray Cohen, executive vice president, Independent Dealers Committee Dedicated to Action, their lobbyist has told the committee the bill doesn't have much chance of passing.

Under the bill, dealers would have to warrant the vehicle for 30 days or 2,000 miles after the date of delivery. That warranty would cover the engine, frame, body, driveshaft, transmission, axles, brakes, tires, wheels, differential and the cooling, fuel, steering, suspension, exhaust and electrical systems.

The warranty specifies that the dealer will either repair the car, pay for the repair or replace the parts or systems without charge to the buyer during the covered period. In addition, if the warranty is breached the dealer would have to refund

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Cooperation with Ford cited

UAW's trip to Japan seen bolstering image

By Marjorie Sorge
Labor Editor

DEARBORN. — The joint UAW-Ford trip to Japan may have quelled some of the fears Japanese manufacturers have concerning the U. S. labor movement, according to Donald F. Ephlin, union vice president and director of the Ford Department.

Ephlin said eliminating some of these fears was a sidelight of the trip. The joint tour was a fact-finding operation on Japanese labor and management relations.

The Japanese auto makers have been apprehensive about building plants in the U. S. because of their fears of American unions, but Ephlin said the fears are unfounded and an excuse. He said the companies were surprised to see the Ford and UAW people together because they had been told the relationship between U. S. companies and unions was at the very least bitter.

Both Honda and Datsun are building plants in the U. S., scheduled to come on stream within the next 18 months. Those companies have voiced concern for the company/union relationship if those operations are organized.

Labor observers say the UAW is hoping joint ventures like this Ford-UAW trip may quiet some of this apprehension and make it easier to organize those facilities. However, there will still be the problem of a very different relationship between companies and unions in Japan and the U. S.

"The UAW and the Japanese system just don't go together," Ephlin told a press conference following the group's return from Japan. "We are a product of the (U. S.) industrialized system and the Japanese have trouble understanding U. S. labor relations."

- He said the Japanese unions are company organizations and would be called "sweetheart" unions in the U. S. But he said he would not criticize their system because "they've done well" and have achieved job security for their workers in the form of lifetime employment.

The UAW has been calling for more job security for its members in the U. S. auto companies lately, and it is thought that subject may play a big role in the 1982 negotiations.

While the Japanese and U. S. labor systems differ, Ephlin said there are certain areas in the domestic relationship that don't make much sense and needs to be changed.

"Just because we are adversaries, doesn't mean we are enemies," he said.

Some of those changes are coming in the new Employe Involvement program being used at several Ford plants. Both Ephlin and Peter J. Pestillo, Ford vice president, labor relations, said that system is improving quality and productivity and is not all that much different from the much-ballyhooed Japanese plant system.

"We didn't find anything startling over there," Pestillo said. "They don't do anything dramatically different than we do. We just need to tinker a little bit."

Ephlin agreed the trip showed both parties they were on the right track with the U. S. program and that the Japanese are not "supermen."

The only differences found during the trip were a lower standard of living for the Japanese workers in benefits and work time; roomier, less congested plants, and fewer middle management people. That has already been implemented in some Ford plants where the management level has been reduced to bridge the gap between the shop floor and the offices.

Also, Ephlin said, the Japanese choose their hourly people like the Americans choose their top management, and those workers have lifetime employment.

This philosophy, however, does control the marketing concept. The Japanese build cars then find the marketplace because of their commitment to keep people working, while in the U. S., if the cars aren't selling, workers are laid off, he said.

Pestillo said he was impressed with the emphasis on human, rather than labor relations.

Both men said there was very little of the Japanese system that could be adopted in total for use in the U. S.

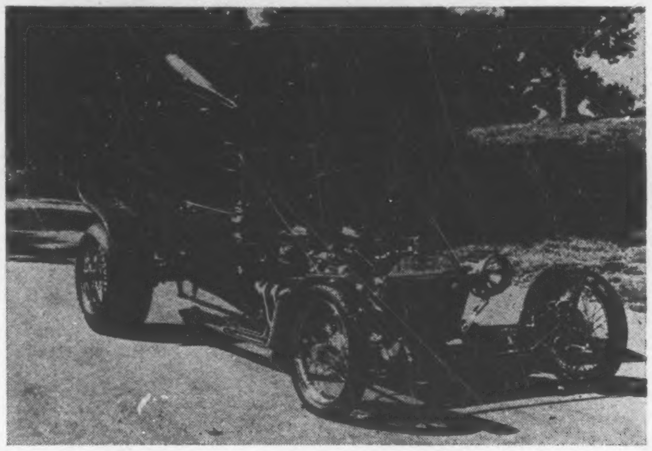
"We didn't go over there to copy them," Ephlin said. "I didn't see anything over there I didn't see in the United States before."

There were 15 members of the study committee, eight from the UAW and seven from Ford.

Rockwell to enter AOT Hall of Fame

MIDLAND, Mich. — The Automotive Organization Team will hold its sixth induction program at its Automotive Hall of Fame here on Oct. 15.

To be honored is the late Col. Willard F. Rockwell, founder of Rockwell Corp., now known as Rockwell International.



Total T Roadster kit

This fiberglass replica of the 1923 Model T is built on a pickup bed and set off with chrome front end or optional brass. A chromed Jaguar rear end is another option. The kit, from Total Performance, Wallingford, Conn., starts at $7,995.

McDonald cites progress in labor relations

GM execs predict an end to slump

NEW YORK. — General Motors executives maintained an optimistic view of the future of the auto industry, and GM in particular, as they met with the leading financial analysts here last week.

During questioning by the analysts, senior executives came back to the same point: There is a slump but the corner will be turned and GM will compete.

The analysts, on the other hand, concentrated on productivity, quality and the ability of the company to compete with the Japanese in those critical areas. Many of the nearly 100 analysts present had recently returned from trips to Japan where they toured various facilities.

GM President F. James McDonald said that closing the $8-per-hour wage gap between the two nations and the productivity questions was an issue "too big to overcome by ourselves." He said flatly that management and labor have to come together. "All parties ought to be talking about it and coming up with solutions," he said.

McDonald bluntly said that "we've been bent over by labor" and "we've taken the long strikes in the past, but that's changing." Strikes don't solve anything anymore, and even the UAW leadership is realizing this, he said.

- McDonald stressed that in the area of work practices, to increase productivity and quality of the product, management had to depend on labor. With labor, the company has introduced what it calls a Quality Work Life Program in some plants, which McDonald says makes it easier to resolve some problems.

As for automation, which the analysts focused on as part of productivity, McDonald said the company was moving quickly in this area. He added that automation is developing quickly into a new area of programmable robotics. This new technology will enable a company to merely reprogram the system rather than replace it for specific job tasks.

When asked whether the company has specific target percentages of productivity increases for the upcoming year, compared with the Japanese who are looking to increase productivity by 6 to 8 percent, McDonald responded that GM did not.

In response to another question on mixed assembly, similer to the Japanese plants to allow faster response to market demands, McDonald noted that GM was still in a transition phase with the introduction of front-wheel-drive models.

The aim of the company is to be able to build a couple of model lines at the same plant, either at the same time or in one-day time frames.

While GM is moving ahead, some analysts pointed out that certain programs have been delayed. McDonald said it was a question of improving quality with more time.

He said that as the market shifted to smaller cars, GM compressed its programs to meet the needs. It was decided, he said, that if the company now spread out its programs and gave them more time, the quality would be better.

- Howard H. Kehrl, vice chairman, added that people were carrying double work loads since the production program rate was doubled and something had to be done to spread this out more.

As for the stability of GM and its ability to compete, both McDonald and Kehrl as well as F. Alex Smith, executive vice president, voiced the opinion that there is a "pent-up" demand in the marketplace. The current situation is temporary, and is caused by high fuel costs and high interest rates, they said.

Smith said that GM has the financial capability and will have a complete product offering around the world in the future.

"We do see the market strengthening and there is stronger demand out there in the long term," he said.

Antitrust suit against Mack is dismissed

WASHINGTON.—The Justice Department has dismissed without prejudice a civil antitrust suit against Mack Trucks, Inc., and its National Distributor Advisory Council (NDAC).

The department filed the suit last January, alleging that Mack and NDAC (a body of independently-owned distributors appointed by Mack to sell trucks and truck parts) had conspired to fix prices of truck parts in the U. S.

Justice dropped the suit, according to Assistant Attorney General William F. Baxter, because the alleged violation consisted of a vertical pricing arrangement between Mack and its distributors, with no demonstrable horizontal effects as had earlier been suspected.

"Even if one views the case as a purely vertical one, our evidence for the proposition that Mack had entered an agreement with the independent producers was confined to one episode, and even as to that episode there were evidentiary weaknesses," Baxter said. "Also, we had no evidence of subsequent policing or coercion."

At first, because Mack has a wholly owned distributor network as well as independent distributors, the Justice Department perceived the case as having horizontal features.

But "the mere fact that a manufacturer achieves a portion of its distribution through wholly owned channels does not, by that factor alone, convert a vertical case into a horizontal one," Baxter said.

Imports gain over May; domestics lose ground

June sales inch ahead of 1980 level

By Jenny L. King
Staff Writer

New-car sales in June showed a slight increase overall compared with the month a year ago, with domestics up 1.35 percent and imports pulling ahead 7.93 percent. In fact, it was a disappointing month for the U. S. auto makers and yet another strong one for the imports.

June domestic sales were down 1.18 percent from May's 524,021 total.

Domestic new-car sales totaled 517,815 in June, up only 1.35 percent over 510,921 for June, 1980, and down 2.55 percent on a daily-selling rate basis. With 26 selling days this June, the average was 19,916, compared with 20,437 based on 25 selling days a year earlier.

Meanwhile, imports enjoyed a sales increase, plus 28.41 percent of the month's market. Import sales totaled 205,527 in June, up 7.93 percent over 190,431 a year ago.

Combined sales for the month numbered 723,342, up 3.14 percent over 701,352 last year.

Total first-half sales were 4,582,201, down 1.46 percent from 4,651,150 in 1980. The domestic auto makers retailed 3,308,432 new cars during the first six months of 1981, down 2.67 percent from 3,399,190. Import sales for the period were up 1.74 percent, to 1,273,769 from 1,251,969. The imports share of the market for the first half was 27.80 percent.

The daily selling rate for the domestics for the first half was

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Where Auto Market was in June

	Total Sales	Pct. of Total
SUBCOMPACT	125,441	17.34
COMPACT	141,110	19.51
INTERMEDIATE	142,446	19.69
STANDARD	76,133	10.53
LUXURY	32,685	4.52
IMPORT	205,527	28.41
TOTAL	723,342	100.00

Where Auto Market was in First Half

	Total Sales	Pct. of Total
SUBCOMPACT	772,776	16.86
COMPACT	948,644	20.70
INTERMEDIATE	943,263	20.59
STANDARD	439,514	9.59
LUXURY	204,235	4.46
IMPORT	1,273,769	27.80
TOTAL	4,582,201	100.00

Alfa hatches a hatchback

Alfa Romeo's Alfasud sedan, previously available only as a two-door or four-door, has been joined by a three-door hatchback. The hatchback is part of a new-model policy designed to drive Alfa Romeo back to profitability.

Alfa Romeo mixes ambition and realism

The Alfasud has never lacked for sales among auto enthusiasts. When it appeared nearly a decade ago, it set new standards in ride, space and road handling that brought it rave reviews.

Even today it must be rated among Europe's best in these respects.

But enthusiasm alone does not guarantee a product's success, and Alfa Romeo's history in the past decade — when it turned from being a specialist performance-car manufacturer to a would-be mass-market operator with the Alfasud — has brought its share of disaster and disappointment.

It ran up a loss in 1973 and has been in the red ever since. It has changed the chairman or chief executive on average once a year for the past decade. On a good day, its absentee rate would be only one in five at the plant at Pomliagno d'Arco, near Naples.

That factory, with a theoretical capacity in excess of 200,000 annually, made 101,750 units last year.

• But a greater sense of realism is shaping Alfa Romeo's future these days. It talks of reducing losses and breaking even by the mid-'80s, and has ambitious plans for a new and more frequent model up-dating policy.

The V-6 version of the Alfetta GT was the first. The controversial deal with Nissan is another.

In the meanwhile, Alfasud has brought out a long overdue hatchback version of the Sud sedan to enable it to compete more effectively with the Fiat Ritmo/Strada, VW Golf, Renault 14, Ford Escort and Opel Kadett opposition.

In doing so, Alfa Romeo has followed a pattern taken by Citroen with the GS — a competitive model launched shortly before the Sud. It was recently given the extra rear door and folding rear seat treatment.

In the Alfasud's case the hatchback conversion has been effected only on the two-door models. To do the job on the four-door would apparently have required considerable extra torsional strengthening which could have upset the vehicle's inherent handling characteristics.

The same reason is given for not extending the rear door opening down to bumper level. The result is a rather high loading sill to overcome when putting luggage in or taking it out.

To go with the new models — and the sedans as well — is a new dash which features better face-level ventilation.

Fiat supercharges Mirafiori sedan

Fiat has put a supercharged version of its Mirafiori sedan on sale in Italy. The company simply believes the supercharger is a more realistic alternative to the currently fashionable turbocharger in volume production cars.

Fiat's 2000 Mirafiori carries an Abarth badge. It costs around $11,700 in its country of origin, and boosts power output by 22 percent to 140 HP. Abarth — a company within the Fiat group — is offering a supercharger kit for other models in the Supermirafiori range at approximately $3,200.

Abarth's Roots-type unit is driven by a toothed belt from the crankshaft and gives a boost of 6.5 pounds per square inch.

Among the features which attracted Fiat to the supercharger were its comparatively low cost of manufacture; its lower weight (35 pounds) than a fully installed turbo with fuel injection; and the comparative ease of adapting it to carburetor engines without the need to employ expensive injection equipment.

Fiat says the 8 HP absorbed by the supercharger is made up by better mixture and combustion.

Not that the company is not interested in turbochargers. Its Weber subsidiary has a license to manufacture the West German KKK units, and it uses turbos extensively in its competition Lancia sports cars and Ferrari Formula 1s.

REGISTRATIONS OVERSEAS

SWEDEN

Cars

	5 mos., 1981	5 mos., 1980
Alfa Romeo	231	195
BMW	1,206	1,061
Daihatsu	371	293
Datsun	2,012	2,062
Fiat Auto	1,579	2,493
Ford	9,329	6,782
General Motors	7,361	8,502
Honda	1,555	1,905
Lada	1,285	1,145
Mazda	3,720	2,841
Mercedes-Benz	2,134	2,536
Mitsubishi	892	......
Peugeot SA	2,919	3,786
Renault	1,306	2,137
Saab	10,544	10,764
Toyota	2,241	3,571
VAG	9,171	9,516
Volvo	21,475	22,426
Others	1,104	304
Total	79,539	82,310

UNITED KINGDOM

Cars

	5 mos., 1981	5 mos., 1980
Alfa Romeo	2,481	4,494
BL	142,710	139,082
BMW	7,893	6,259
Colt	5,792	4,516
Daihatsu	1,034	374
Datsun	44,239	37,538
Fiat Auto	24,745	22,256
Ford	209,621	239,131
General Motors	59,951	69,272
Honda	7,325	11,787
Lada	5,231	6,176
Lotus	102	187
Mazda	8,474	5,508
Mercedes-Benz	5,047	4,430
Peugeot SA	57,345	73,467
Reliant	183	308
Renault	33,881	44,210
Rolls-Royce	666	750
Saab	4,281	3,390
Subaru	1,308	1,047
Toyota	9,320	15,587
VAG	35,026	29,604
Volvo	18,354	18,592
Others	3,629	3,957
Total	691,850	745,570

Trucks, buses

	5 mos., 1981	5 mos., 1980
BL	18,105	26,830
Daf	576	959
Daihatsu	1,141	975
Datsun	2,823	3,373
ERF	533	1,277
Fiat Auto	1,308	828
Foden	280	627
Ford	27,686	44,118
General Motors	14,231	18,978
Hestair-Dennis	199	207
Honda	1,450	1,568
IVECO	664	1,414
Jeep	61	63
MAN-VW	1,968	2,850
Mazda	1,822	759
Mercedes-Benz	2,245	2,637
Mitsubishi	906	325
Peugeot SA	6,275	8,670
Renault	973	1,039
Scania	379	608
Seddon-Atkinson	764	1,714
Subaru	697	402
Toyota	2,117	2,569
VAG	2,133	3,307
Volvo	1,173	1,974
Others	1,818	1,642
Total	92,327	129,713
Total vehicles	784,177	875,283

WEST GERMANY

Cars

	4 mos., 1981	4 mos., 1980
Alfa Romeo	4,751	5,934
BL	2,264	2,338
BMW	47,684	55,744
Daihatsu	3,407	1,152
Datsun	15,742	15,328
Fiat Auto	35,040	34,801
Ford	122,523	101,164
General Motors	150,174	163,712
Honda	14,125	16,344
Lada	2,216	2,545
Mazda	17,958	15,520
Mercedes-Benz	88,748	90,592
Mitsubishi	19,086	11,276
Nuova Innocenti	685	988
Peugeot SA	40,591	48,174
Porsche	3,832	4,295
Renault	41,042	49,692
Saab	1,008	898
Suzuki	2,795	505
Toyota	21,367	19,852
VAG	267,581	309,306
Audi	62,090	94,415
VW	205,491	214,891
Volvo	5,513	6,940
Others	2,593	2,103
Total	910,505	959,203

JAPAN

Cars

	3 mos., 1981	3 mos., 1980
Daihatsu	21,178	25,708
Fuji	15,856	18,651
Honda	38,951	40,068
Isuzu	15,096	15,798
Mitsubishi	67,311	64,905
Nissan	211,256	229,435
Suzuki	16,116	17,522
Toyo Kogyo	50,058	49,086
Toyota	265,537	272,591
Imports	10,133	12,218
Total	711,492	746,218

Trucks, buses

	3 mos., 1981	3 mos., 1980
Daihatsu	55,043	42,751
Fuji	34,054	26,957
Hino	11,495	15,148
Honda	30,496	22,022
Isuzu	32,727	36,051
Mitsubishi	72,552	78,702
Nissan	96,430	91,653
Nissan Diesel	6,474	8,268
Suzuki	81,036	64,499
Toyo Kogyo	42,210	51,810
Toyota	108,044	117,842
Total	570,606	555,703
Total vehicles	1,282,098	1,301,921

FRANCE

Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	5,262	5,789
BL	4,929	5,876
BMW	5,363	4,212
Datsun	3,932	3,665
Fiat Auto	17,647	15,582
Ford	25,278	15,541
General Motors	7,429	9,311
Honda	878	1,624
Lada	2,564	2,914
Mazda	1,263	2,950
Mercedes-Benz	3,857	3,750
Mitsubishi	827	723
Peugeot SA	145,891	196,316
Citroen	63,998	81,766
Peugeot	60,564	84,921
Talbot	21,329	29,629
Porsche	298	267
Renault	184,696	210,485
Skoda	870	102
Toyota	3,220	3,036
VAG	30,693	20,371
Volvo	2,229	1,992
Zastava	313	377
Others	399	415
Total	447,893	505,425

BELGIUM

Cars

	3 mos., 1981	3 mos., 1980
Alfa Romeo	862	1,253
BMW	3,166	3,888
Datsun	5,187	4,056
Fiat Auto	6,183	6,170
Ford (D)	7,937	11,481
Honda	5,010	5,458
Lada	2,319	3,126
Mazda	3,751	3,688
Mercedes-Benz	2,616	3,649
Mitsubishi	4,212	3,763
Opel	7,072	13,066
Peugeot SA	14,762	22,332
Citroen	6,149	8,394
Peugeot	5,067	9,124
Talbot	3,546	4,814
Renault	9,831	11,578
Toyota	8,238	9,132
VAG	12,637	15,991
Volvo	2,053	4,160
Others	4,821	7,683
Total	100,737	130,474

PRODUCTION OVERSEAS

FRANCE

Cars

	4 months 1981	4 months 1980
Citroen	186,126	236,850
Peugeot	185,924	242,331
Talbot	62,163	117,152
Total Peugeot Group	434,213	596,333
Renault	464,334	564,730
Total	902,936	1,161,063

Trucks, Buses

	4 months 1981	4 months 1980
Citroen	16,969	18,262
Peugeot	42,405	50,618
Talbot	8,842	10,978
Total Peugeot Group	68,216	79,858
Renault	80,990	76,908
CBM	28	38
Sovam	43	53
Unic	4,362	7,171
Total	149,754	163,907
Total vehicles	1,052,690	1,324,970

SPAIN

Cars

	4 months 1981	4 months 1980
Citroen	28,058	49,678
FASA—Renault	110,221	124,190
Ford	84,446	95,276
SEAT	72,957	109,417
Talbot	20,113	29,157
Total	315,795	407,718

Trucks, Buses

	4 months 1981	4 months 1980
CAF	559	1,213
Dodge	1,059	1,369
Ebro/Avia	7,108	9,964
Mercedes-Benz	[illegible]	4,751
Pegaso	2,859	2,254
Santana	5,928	6,764
SAVA	2,547	2,813
Total	24,925	29,128
Total vehicles	340,720	436,846

PORTUGAL

Cars

	4 months 1981	4 months 1980
BL	821	1,062
Citroen	3,293	2,172
Fiat	3,300	3,207
Ford	1,691	1,385
Opel	1,898	628
Renault	9,805	[illegible]
Others	2,815	2,036
Total	23,623	13,932

BRAZIL

Cars

	4 months 1981	4 months 1980
Fiat Auto	30,880	36,819
Ford	34,176	33,481
General Motors	48,409	64,742
Puma	374	1,202
Sta Matilde	24	28
Volkswagen	104,905	136,071
Total	218,768	272,343

Trucks, Buses

	4 months 1981	4 months 1980
Fiat Auto	12,347	2,682
Fiat Diesel	1,256	1,225
Ford	11,583	13,293
General Motors	12,555	13,327
Gurgel	343	708
Mercedes-Benz	22,392	15,324
Saab-Scania	1,321	967
Toyota	1,726	1,116
Volkswagen	4,921	3,922
Volvo	434	106
Total	68,878	51,670
Total vehicles	287,646	324,013

JAPAN

Cars

	1981 3 mos.,	1980 3 mos.,
Daihatsu	40,208	38,437
Fuji	47,326	45,970
Honda	212,958	187,077
Isuzu	32,270	24,346
Mitsubishi	150,862	141,025
Nissan	444,965	451,880
Suzuki	23,355	16,694
Toyo Kogyo	204,865	172,811
Toyota	561,828	576,586
Total	1,718,637	1,654,826

Trucks, buses

	1981 3 mos.,	1980 3 mos.,
Daihatsu	79,134	63,412
Fuji	64,548	51,208
Hino	17,970	18,249
Honda	34,954	25,350
Isuzu	86,362	91,891
Mitsubishi	112,436	102,990
Nissan	177,508	165,971
Nissan Diesel	11,048	11,959
Suzuki	107,272	79,226
Toyo Kogyo	88,545	92,860
Toyota	248,438	255,422
Others	210	182
Total	1,028,594	958,401
Total vehicles	2,747,231	2,613,227

South Carolina dealers select

Newly elected 1981-82 South Carolina Automobile and Truck Dealers Assn. officers are, from left: Patrick E. Watson, Columbia, executive vice president-secretary; John T. Jones, Jones Chevrolet, Sumter, first vice president; C. Weldon Burns Jr., Burns Chevrolet, Rock Hill, president, and John W. Sullivan, Sullivan Motor Co., Anderson, treasurer.

Isuzu to build engine plant; seen as GM S-car supplier

TOKYO. — Isuzu Motors, which currently introduced its snazzy Piazza coupe to the Japanese market, has announced plans for a new factory.

This factory is slated to start engine production in 1984 and is situated at Tomoakomai on the island of Hokkaido, to the north of the Japanese mainland. It will be the first automotive plant to be built on the northern island, which spends the winter covered in deep snow.

Isuzu Motors, owned 34 percent by General Motors, is buying a 365-acre site and will invest $225 million in a new engine plant with an annual capacity of 200,000 to 300,000 units.

Isuzu will build a complete range of diesels and probably gasoline engines in the 1.2 to 2.4-liter range. This will include the existing 1.8 liter (110-CID) unit used in the Gemini and being supplied to GM for the Chevrolet Chevette.

There is already a 2-liter (122-CID) version of that engine which is used in a van, and there is the possibility of a six-cylinder version of 2.4 liters or more.

However, the greatest volume is expected to be for an engine of 1.2 to 1.4 liters, which will be used by Isuzu and also sold to GM in the U. S. and Australia for the new S-car. It is expected that GM will take well over 100,000 diesel units a year from this plant.

Currently, the Isuzu Gemini is the smallest Japanese diesel car available in Japan, but this will change next year when a 1.3-liter (80-CID) diesel Toyota Corolla is expected to be introduced and sold in big numbers.

The VW Golf (Rabbit) Diesel also is sold in Japan, and although it does well for an import, sales volume for all Golfs is around 20,000 units a year.

Isuzu is selling its Gemini diesel at around 5,000 units a month, far more than the numbers of other diesel models. Isuzu expected the Datsun Bluebird 1.8-liter (110-CID) diesel to be a strong competitor, but so far it has not been a big success.

New-car outlets licensed as used-car rental points

HAZLET, N. J. — Three auto men have begun licensing new-car dealers for territories in a used-car rental network, aimed at businesses and individuals seeking lower-cost transportation.

Called Affordable Used Car Rental System, Inc., the new firm is headed by Donald Buhler, a Chevrolet dealer here; Gerald Levine, a Fiat dealer and vice president of Affordable, and Raphael Cohen, former Dodge dealer and current executive vice president of the Independent Dealers Committee Dedicated to Action.

Buhler, who originated the system, claimed net profits at his dealership for the first quarter of 1981 amounted to $18,280.

Families are turning to rentals for their second or third car, he said, pointing to another market in businesses seeking to cut transportation costs.

Large car-rental firms are being hit by escalating costs of new cars. But used-car prices aren't increasing as quickly, Buhler said.

The new-car dealer has a ready supply of clean used cars taken as trades, he said. The dealer can choose his own fleet and, thus, his own costs.

Training and insurance are offered by Affordable. Besides the week-long training session for the dealership's manager, a field representative helps launch new operations.

Waldrep appointed

RED OAK, Ga. — Warren H. Waldrep has been appointed director of fleet services at the Atlanta Auto Auction here.

Automotive News seminar opens July 19

Hemphill, Farrar at World Congress

Dr. John Hemphill, executive vice president of J. D. Power & Associates, and Jerry R. Farrar, president and chief executive of General Warranty Corp., are among the faculty members for the sixth annual Automotive News World Congress which will be held July 19-22 at the Hyatt Regency Hotel, Dearborn.

The World Congress will present 34 top-level decision makers from all facets of the worldwide auto industry. They will address attendees from around the globe. See page 45 for additional Automotive News World Congress information.

Hemphill, who will forecast the prospects of micro-mini cars in the U. S. market, joined J. D. Power in 1979 as senior research director. He was elected executive vice president in 1980.

The company, founded in 1968, specializes in automotive consumer research. It collects and analyzes data on the vehicle market. It publishes the Automotive Consumer Profile, which measures changes in vehicle ownership, use, purchase intentions, attitudes, lifestyles and opinions related to the automotive market.

John Hemphill

Jerry R. Farrar

Hemphill has an extensive background in economic and consumer transportation-related studies for the National Science Foundation, U. S. Department of State, Office of Naval Research, U. S. Department of Housing and Urban Development and the Smithsonian Science Information Exchange.

- Farrar, a service-contract expert, will address the issue of dealer survival with extended service contracts.

He launched two general agencies, one in 1965, Century International Corp., which became a $10-million-a-year general agency after three years, and the other in 1981, an independent service contract firm that he presently heads as president and CEO. He was president of American Warranty Corp. until early this year.

Farrar began his insurance career with Prudential Insurance Co., and during this period he was named to the Million Dollar Round Table for sales achievement. He also won sales-achievement awards during his stint with Bayly, Martin & Fay Financial Services, Inc., for developing mass-merchandising programs for Chevron Travel Club, Mastercharge, J. C. Penney, Arco and United California Bank.

The Automotive News World Congress is in its final preparation stages. Registration for the four-day forum is $425 which includes admission to all sessions, a comprehensive workbook, two lunches, three dinners and three scheduled cocktail receptions. A registrant changing his plans may substitute the name of another individual prior to the Automotive News World Congress. There is a service charge for cancellations and they must be written.

To register, call collect (313) 567-9520, or write Cynthia Radom, special projects director, 965 E. Jefferson Ave., Detroit, Mich. 48207.

factories list auction dates

American Motors

July 14—Ohio Auto Auction, Grove City, O.

July 21—Aptco Auto Auction, Taylor, Mich.; D & A Auto Auction, New Stanton, Pa.

July 22—Sand Mountain Auto Auction, Boaz, Ala.; City Auto Auction, Kansas City, Mo.*

July 22—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Auction, Warehouse Point, Conn.

July 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

July 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

July 28—Ohio Auto Auction, Grove City, O.

July 29—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Sales, Warehouse Pt., Conn.

July 31—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 14—Northway Exchange, Rte. 146, Clifton Park, N. Y.

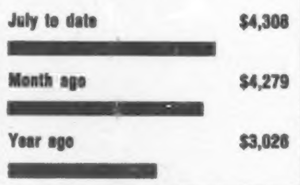
July 15—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

July 22—Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.

July 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Dallas Auto Auction, 4226 E. Main, Dallas.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1981	$7,179	$7,126	$7,326
1980	5,984	5,856	5,897
1979	4,758	4,857	4,843
1978	3,995	3,669	3,845
1977	3,160	2,972	3,086
1976	2,326	2,288	2,264
1975	1,657	1,699	1,708
1974	1,419	1,379	1,457
Overall Average	$4,308	$4,286	$4,326

Sodium azide gets air-bag nod of Nissan, Toyota

WASHINGTON.—Nissan and Toyota agree that sodium azide is the best propellant if they produce air-bag systems, although neither has now any intention of doing so. The responses were to questions posed by Rep. John Dingell, Michigan Democrat, to the major Japanese producers.

Nissan said it had used sodium azide in its experimental air-bag development program which it terminated several years ago. The air-bag system used in the Nissan ESV used 100 to 120 grams for the driver side and 200 to 240 grams in the passenger side. Nissan used only sodium azide and says it does not know of any alternative propellants.

Toyota says that although it does not now have any plans for air-bags, sodium azide was the only base chemical closely studied and used. But before its experience with pyrotechnic inflators, it studied compressed gas and so-called hybrid systems. Those studies were ended at an early stage because of gas release characteristics, system weight, reliability, and cost.

Toyota's past experience found it necessary to use some 500 grams per car for the driver and passenger systems. Toyota knows of no other alternative.

The GM air-bag systems including those used on the road now, contain sodium azide and GM feels this is a safe system.

Automotive News World Congress

July 19-22, 1981, Hyatt Regency Hotel, Dearborn

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AN '81

Imports gain over May; domestics lose ground

June sales inch ahead of 1980 level

Continued from Page 6

21,624, based on 153 days. A year ago it was 22,073, based on 154 days, a difference of 2.03 percent.

On a year-to-year basis, two of the five major domestic makers were up in June; on a daily-rate basis, only Chrysler Corp. showed an increase. Chrysler sales were up 27.19 percent, to 58,454 from 45,957 (up 22 percent daily rate). Ford Motor Co. sales were up 3.42 percent, to 127,173 from 122,971 (off one-half percent daily rate).

General Motors reported sales of 310,886, down 1.28 percent from 1980's 314,911 (down 13 percent daily rate). American Motors sales were down 11.60 percent, to 9,726 from 11,002 (down 15 percent daily rate), and Volkswagen of America was down 28.01 percent, to 11,576 from 16,080 (down 30.82 percent daily rate).

GM earned 60.04 percent of the June domestic market, down from 61.64 percent last year. Ford sales accounted for 24.56 percent, up from 24.07 percent. Chrysler climbed to 11.29 percent from 8.99 percent. VWoA dropped to 2.23 percent from 3.15 percent, and AMC slipped to 1.88 percent from 2.15 percent.

Of the 13 U. S. makes reporting both years, six were up this June. Plymouth sales climbed 81.99 percent, Mercury was up 33.26 percent, Cadillac was up 32.35 percent, Dodge was up 21.72 percent, Oldsmobile was up 14.85 percent and Buick was up 6.70 percent.

Chrysler suffered the greatest sales decline, down 49.73 percent from last June. VWoA was down 28.01 percent, Lincoln was down 19.20 percent, Chevrolet was down 13.92 percent, AMC was down 11.60 percent, Pontiac was down 7.47 percent and Ford was down 2.84 percent.

• Among the imports there were some impressive sales gains in June over last year. Volvo was up 54.05 percent for the month and reported its best first half ever in the U. S. market. BMW sales were up 49.83 percent, Audi was up 45.65 percent, Fiat was up 45.53 percent, Mercedes-Benz was up 34.04 percent, Mazda was up 23.43 percent, Subaru was up 16.31 percent and Honda was up 12.68 percent.

Of the 26 imports reporting a year ago, 17 were ahead of first-half 1980 levels.

In June, imports accounted for the largest single piece of the market, 28.41 percent. U. S. subcompacts were 17.34 percent, compacts were 19.51 percent, intermediates were 19.69 percent, standards were 10.53 percent and luxury models were 4.52 percent.

Best selling domestic nameplates for the month were: Ford Escort, 28,400; Chevrolet Chevette, 24,412; Chevrolet Citation, 23,414; Oldsmobile Cutlass Supreme, 23,089, and Chevrolet Malibu, 18,910.

June 21-30 domestic sales dropped 12.09 percent, to 173,684 from 197,572 last year. The daily selling rate was 21,711 this year compared with 24,697 in 1980. There were eight days each period.

Domestic new-car sales during the second quarter of 1981 totaled 1,575,560, up 1.65 percent over 1,550,026 a year ago.

Chrysler was the only U. S. auto maker to post a sales increase for the first half of this year. Chrysler sales were up 22.26 percent, to 400,717 from 327,758. GM's first-half sales dropped 5.55 percent, to 1,997,376 from 2,114,849. Ford reported a sales decline of 3.92 percent, to 750,951 from 781,587. AMC sales totaled 75,074 during the first six months, down 4.71 percent from 78,788. VWoA was down to 84,314 from 96,208, a difference of 12.36 percent.

• The six-month domestic market showed GM with 60.37 percent of the total, down from 62.22 percent a year earlier. Ford had 22.70 percent, down from 22.99 percent. Chrysler increased its foothold to 12.11 percent from 9.64 percent. VWoA dropped to 2.55 percent from 2.83 percent, and AMC went to 2.27 percent from 2.32 percent.

During the first half, Plymouth sales were up 52.34 percent, Dodge was up 25.11 percent, Oldsmobile was up 8.66 percent, Buick was up 6.41 percent, Mercury was up 5.80 percent and Cadillac was up 2.94 percent.

Reporting sales declines the first half of 1981 were: Chrysler, down 35.35 percent; Chevrolet, down 16.42 percent; VWoA, down 12.36 percent; Pontiac, down 8.79 percent; Lincoln, down 8.75 percent; Ford, down 6.49 percent, and AMC, down 4.71 percent.

The top 10 U. S. nameplates for the first half were headed by Chevrolet Chevette at 205,730, followed by Ford Escort, 162,120; Chevrolet Citation, 161,784; Oldsmobile's Cutlass Supreme, 141,878; Chevrolet Malibu, 122,182; Oldsmobile's Cutlass, 111,775; Buick Skylark, 106,704; Buick Regal, 106,052; standard Chevrolet, 101,537, and Ford Fairmont, 101,479.

First-half market class was divided as follows: Imports, 27.80 percent, subcompacts, 16.86 percent; compacts, 20.70 percent; intermediates, 20.59 percent; standards, 9.59 percent, and luxury models, 4.46 percent.

IMPORTED CAR SALES

	June, 1981	June, 1980	Jan. 1-June 30, 1981	Jan. 1-June 30, 1980
Alfa Romeo	226	378	933	1,747
Audi	4,543	3,119	24,761	21,133
BMW	3,966	2,647	20,294	17,412
Challenger	843	936	6,504	7,426
Champ	2,336	3,923	22,126	35,501
Colt	2,272	3,227	22,472	32,431
Datsun	41,880	38,800	247,430	280,890
Fiat	3,086	2,122	18,425	21,927
Fiesta	1,903	4,803	28,408	36,506
Honda	32,786	29,097	204,871	188,168
Isuzu	2,154	....	7,460	....
Jaguar	402	259	2,016	1,413
Lancia	112	163	556	1,227
Mazda	16,412	13,297	93,407	74,300
Mercedes-Benz	5,919	4,416	32,694	26,113
MG	505	897	2,656	5,162
Peugeot	1,385	1,120	8,145	6,702
Porsche	884	812	5,803	5,486
Renault	2,084	1,859	16,875	12,368
Rover	73	42	421	75
Saab	1,053	864	7,357	6,505
Sapporo	893	795	6,871	5,902
Subaru	12,969	11,150	77,769	70,804
Toyota	51,714	52,455	326,677	315,845
Triumph	1,369	1,067	6,796	5,231
Volkswagen	6,895	7,728	44,720	43,796
Volvo	6,863	4,455	37,322	27,899
TOTAL	205,527	190,431	1,273,769	1,251,969

† estimate

U. S. CAR SALES BY MARKETING UNITS

	June, 1981	1980 June,	Jan. 1-June 30, 1981	Jan. 1-June 30, 1980
Chevrolet	113,320	131,641	772,128	923,783
Ford	93,511	99,068	566,489	611,902
Oldsmobile	75,709	65,921	453,930	417,755
Buick	58,352	54,690	374,620	352,039
Pontiac	45,136	48,780	287,429	315,120
Toyota	51,714	52,455	326,677	315,845
Datsun	41,880	38,800	247,430	280,890
Honda	32,786	29,097	204,871	188,168
VW of America	23,898	27,739	159,598	166,623
Plymouth	32,427	20,762	212,671	161,969
Dodge	26,569	23,432	194,665	172,293
Mercury	31,467	23,614	179,755	169,899
Cadillac	18,369	13,879	109,269	106,152
AMC-Renault	11,810	12,861	91,949	91,156
Mazda	16,412	13,297	93,407	74,300
Subaru	12,969	11,150	77,769	70,804
Volvo	6,863	4,455	37,322	27,899
Chrysler	5,802	10,644	51,354	74,756
Jaguar-Rover-Triumph	2,349	2,265	11,889	11,881
Mercedes-Benz	5,919	4,416	32,694	26,113
Lincoln	4,098	5,072	33,115	36,292
BMW	3,966	2,647	20,294	17,412
Fiat	3,198	2,285	18,981	23,154
Isuzu	2,154	....	7,460	....
Saab	1,053	864	7,357	6,505
Peugeot	1,385	1,120	8,145	6,702
Alfa Romeo	226	378	933	1,747
TOTAL	723,342	701,352	4,582,201	4,651,159

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

DOMESTIC CAR SALES

	June 21 to June 30, 1981	Same Period, 1980	June, 1981	Same Month, 1980	Jan. 1 to June 30, 1981	Same Period, 1980
Spirit	....	....	2,103	3,807	20,144	28,159
Concord	....	....	4,952	5,395	31,018	34,838
Pacer	....	....	....	141	111	1,522
Eagle	....	....	2,671	1,659	23,801	14,269
AMERICAN MOTORS*	4,400†	4,200†	9,726	11,002	75,074	78,788
Horizon	1,933	1,727	7,502	4,404	45,865	37,247
TC3	1,826	1,264	5,193	3,237	29,702	30,278
Reliant	5,187	....	15,550	....	94,783	....
Volare	73	2,372	247	6,800	6,336	44,313
Plymouth	271	549	706	1,603	6,988	8,728
Total Plymouth	9,290	5,912	29,198	16,044	183,674	120,566
LeBaron	976	1,433	2,996	4,333	25,535	33,197
Cordoba	668	1,269	1,821	3,636	15,053	24,175
Chrysler	171	855	534	2,675	7,741	17,384
Total Chrysler	1,815	3,557	5,351	10,644	48,329	74,756
Total Imperial	130	....	451	....	3,025	....
Omni	1,406	1,320	4,168	3,610	33,043	30,287
024	1,590	1,211	4,631	3,114	25,787	25,494
Aries	4,033	....	11,069	....	71,504	....
Aspen	75	1,869	223	5,637	5,608	33,406
Diplomat	631	786	1,838	2,455	16,200	17,165
Mirada/Magnum	425	822	1,152	2,299	8,832	15,046
Dodge	165	573	373	2,154	4,715	11,038
Total Dodge	8,325	6,581	23,454	19,269	165,689	132,436
CHRYSLER CORP.	19,560	16,050	58,454	45,957	400,717	327,758
Pinto	105	4,477	348	17,529	9,039	83,387
EXP	3,153	....	8,305	....	22,405	....
Escort	10,136	....	28,400	....	162,120	....
Mustang	4,416	6,851	13,627	20,399	91,391	128,103
Fairmont	6,190	7,850	15,814	24,106	101,479	164,237
Granada	2,719	4,168	8,040	9,147	53,137	40,715
LTD II	....	111	....	288	....	2,364
Thunderbird	2,132	3,042	5,172	8,680	39,104	76,659
Ford	4,094	5,012	11,902	14,136	59,406	79,931
Ford Division	31,514	31,511	91,608	94,285	538,081	575,396
Bobcat	24	657	73	2,196	2,069	15,901
LN7	1,233	....	2,855	....	6,822	....
Lynx	2,890	....	8,760	....	62,324	....
Zephyr	1,741	1,836	4,929	5,625	30,160	45,617
Cougar/Monarch	1,260	1,282	3,840	2,671	21,964	14,599
XR-7	728	1,153	2,133	3,440	14,960	31,151
Capri	1,557	1,845	4,442	5,649	26,879	34,962
Mercury	1,472	1,382	4,435	4,033	24,577	27,669
Total Mercury	32,945	8,155	31,467	23,614	179,755	169,899
Versailles	....	138	....	461	....	3,003
Lincoln	610	782	1,994	2,158	15,933	15,141
Mark VI	686	893	2,104	2,453	17,182	18,148
Total Lincoln	1,296	1,813	4,098	5,072	33,115	36,292
L-M Division	12,201	9,968	35,565	28,686	212,870	206,191
FORD MOTOR	45,146	41,479	127,173	122,971	750,951	781,587
Skyhawk	....	152	....	437	....	4,394
Skylark	4,670	5,404	15,111	12,128	106,704	88,070
Century	3,595	4,714	11,851	11,773	73,759	72,443
Regal	5,120	6,139	16,301	14,808	106,052	91,993
Le Sabre	2,195	2,819	6,616	7,421	38,698	46,200
Electra	1,463	1,845	4,389	4,649	26,478	28,839
Riviera	1,333	1,423	4,084	3,474	22,929	20,100
Buick Division	18,376	22,496	58,352	54,690	374,620	352,039
Cimarron	794	....	1,417	....	1,585	....
Seville	776	606	1,772	1,865	12,199	17,958
Cadillac	4,453	2,992	10,950	8,679	69,159	63,757
Eldorado	1,721	1,228	4,230	3,335	26,326	24,437
Cadillac Division	7,744	4,828	18,369	13,879	109,269	106,152
Chevette	8,437	10,376	24,412	26,345	205,730	202,128
Cavalier/Monza	2,118	4,662	5,443	11,639	20,251	75,297
Citation/Nova	8,170	12,601	23,414	29,999	161,784	201,263
Camaro	3,469	3,951	9,777	9,796	58,757	63,504
Malibu	6,628	9,104	18,910	21,375	122,182	135,439
Monte Carlo	4,277	4,639	11,894	11,421	85,195	80,122
Chevrolet	6,467	7,825	17,287	18,247	101,537	147,479
Corvette	678	1,192	2,183	2,819	16,692	18,551
Chevrolet Division	40,244	54,350	113,320	131,641	772,128	923,783
Starfire	....	77	....	312	....	4,567
Omega	1,936	1,622	9,151	6,528	58,781	44,382
Cutlass	3,413	3,904	17,980	16,834	111,775	107,297
Supreme	5,049	5,221	23,089	21,212	141,878	129,486
Olds 88	3,294	2,851	15,411	12,397	81,125	78,276
Olds 98	1,506	1,341	6,578	5,679	41,166	34,836
Toronto	779	705	3,500	2,959	19,205	18,911
Oldsmobile Division	15,977	15,721	75,709	65,921	453,930	417,755
T-1000	2,452	....	6,222	....	19,847	....
J-2000/Sunbird	2,398	3,063	5,441	9,148	33,314	65,404
Phoenix	1,965	2,644	5,818	7,413	47,179	49,355
Firebird	1,695	2,773	4,324	8,214	32,369	47,759
LeMans	2,007	2,376	5,908	6,434	39,971	41,036
Grand Prix	3,493	3,242	9,521	8,574	67,667	54,554
Pontiac	3,122	3,017	7,902	8,997	47,082	57,012
Pontiac Division	17,132	17,115	45,136	48,780	287,429	315,120
GENERAL MOTORS	99,473	114,510	310,886	314,911	1,997,376	2,114,849
VOLKSWAGEN	5,105	7,250	11,576	16,080	84,314	96,208
DOMESTIC TOTAL	173,684	197,572	517,815	510,921	3,308,432	3,399,190
IMPORT TOTAL	....	....	205,527	190,431	1,273,769	1,251,969
INDUSTRY TOTAL	....	....	723,342	701,352	4,582,201	4,651,159

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

CAS loses suit over delay on restraint rule

WASHINGTON.—The Center for Auto Safety suit against the government for the year's delay granted from the passive restraint rule for large cars has been dismissed by the federal appeals court for the District of Columbia.

The center had petitioned for summary judgment and reversal on grounds that the government had "suppressed" and failed to consider data on belt usage which affected the benefit picture for air bags or automatic belts.

The government, noting the center had filed a day late, said the document in question was only the latest in a series of reports containing similar and cumulative findings on automatic belt usage and, in any case, the document—in the technical reference library although not in the docket itself—had been considered even though it was not particularly relevant.

The short court order agreed with the government both on the timelines of filing and the issue itself.

2nd quarter, 1st half also top 1980 totals

Car production up 33 pct. for June

By Patricia Hoffman
Staff Writer

U.S. auto production in June rose sharply above the comparable 1980 month, and the makers ended the first six months of 1981 above the total for the year-earlier period.

In June, the auto manufacturers assembled 712,633 units, up 33.43 percent from 534,085 built the same month last year, and the most for that month since 826,678 in 1979. The total was the highest for any month since September, 1979, when output reached 783,843 cars.

During the second quarter, the domestic auto makers produced 2,032,895 cars, up a substantial 23.78 percent from 1,642,293 built in the 1980 period, and the most for that quarter since 1979 when 2,485,124 units were assembled.

There were 3,602,873 units completed the first six months of 1981, up 4.69 percent from 3,441,464 in the first half of 1980.

Breakdown for June by company is: General Motors, 451,960, up 27.96 percent from 353,205 completed in the comparable month last year; Ford Motor, 149,930, up 38.12 percent from 108,553; Chrysler Corp., 83,784, up 136.47 percent from 39,660 and American Motors, 14,492, up 4.55 percent from 13,861.

Volkswagen of America and Checker Motors were down last month with VWoA completing 12,363 units, a drop of 33.67 percent from 18,639 in 1980, and Checker, 104, down 37.72 percent from 167.

Breakdown for the second quarter by company was: GM, 1,268,625, up 21.80 percent from 1,041,557 last year; Ford, 436,897, up 28.29 percent from 340,562; Chrysler, 242,140, up 52.32 percent from 158,964; VWoA, 46,344, down 19.87 percent from 57,836; AMC, 38,447, down 9.68 percent from 42,566, and Checker, 442, down 45.30 percent from 808.

Domestic auto production last week was down from the previous week's total dropping 19.91 percent from 145,685 to 116,684 units, but output was 14.45 percent above the comparable 1980 week's total of 101,950 units.

Year-to-date, the makers have completed 3,783,852 units, up 4.62 percent from 3,616,726 in the comparable period last year.

Ford Motor scheduled vacation downtime at all of its car assembly plants last week, with operations slated to resume July 20.

Chrysler Corp. scheduled overtime at Belvidere assembly plant last week. The point worked two eight-hour shifts Saturday, (July 11.)

Checker Motors' Kalamazoo assembly point, down since June 19 due to poor sales, returns today (July 13).

Canadian production rises for June and 2nd quarter

Canadian auto and truck production in June rose considerably above that of the comparable 1980 month, and the totals for the second quarter also showed an improvement over the same period last year.

For the first half, car output was up slightly from last year, but truck production was off a bit.

In June, the Canadian auto makers completed 101,919 units, up 31.81 percent from 77,321 cars built in the comparable 1980 month. It was the most for that month since 1978 when the makers completed 117,848 units. The total was also the highest for any month since November, 1978, when 103,872 units were built.

During the second quarter, the auto manufacturers assembled 279,235 units, up 22.55 percent from 227,855 built in the second three months last year. The total was the highest for the second quarter since 328,270 built in 1978, and the highest for any quarter since the second period of 1979 when the makers completed 294,832.

Canadian truck production for June was 55,445, up 28.0 percent from 43,315 trucks built in the same month last year, and the most for that month since 1979 when truck output totaled 61,335 units. The June output was the most for any month since October, 1980, when 55,943 trucks were assembled.

The second-quarter total of 148,972 was up 8.75 percent from 136,991 trucks built in the comparable 1980 period. The total was the highest output for that quarter since 192,515 trucks were completed in 1979.

In the first six months of 1981, the auto makers completed 462,527 units, up 1.48 percent from 455,782 built in the first half of 1980.

The Canadian truck makers assembled 282,020 trucks in the first half, down slightly from the first six months in 1980 when 282,782 units were completed.

Auto production last week was targeted at 13,825 units, down 28.06 percent from 19,218 in the previous week, but up 5.49 percent from 13,105 cars completed in the comparable week last year.

Year-to-date output for the auto makers was 489,190 units, up 0.94 percent from 484,636 in the comparable period last year.

Last week's truck production was slated at 9,592, down 2.73 percent from 9,861 trucks built the previous week, but up substantially from the 3,304 in the week ended July 12, 1980.

So far this year, the truck makers have completed 309,971 units, up 6.07 percent from 292,235 trucks in the comparable 1980 period.

All of Ford's car assembly points scheduled vacation downtime last week and are slated to resume operations July 27.

Also at Ford, all Canadian truck production was halted last week for vacation with assembly scheduled to resume July 20.

Chrysler's Windsor van plant will end production this week (July 17) to begin '82 model changeover. The point is slated to resume August 3.

Truck production in June is 79 pct. above 1980 total

U. S. truck production in June took a substantial jump over the comparable 1980 month's total, and the second quarter output was up considerably from last year's period.

Domestic truck production in June was 177,921 units, up 79.46 percent from 99,141 trucks completed in the comparable 1980 month. The total was the most for the month since 1979 when the makers completed 292,897, and the most for any month since October, 1980, when 179,888 trucks were built.

In the second three months of 1981, the truck makers finished 491,262 units, up 45.15 percent from 338,454 trucks completed in the comparable period last year. The total was the most for that quarter since 1979 when the truck manufacturers completed 887,948 units, and the highest for any quarter since the second quarter of 1979.

Output for the first half of 1981 reached 932,336 units, up 12.88 percent from the 825,961 trucks built in the first six months of 1980.

Truck production last week was targeted at 22,910 units, down 38.24 percent from 37,098 built in the previous week, but up 30.89 percent from 17,503 trucks completed in the comparable week last year.

So far this year, the truck manufacturers have completed 973,865 units, up 11.42 percent from 874,048 trucks built in the comparable period last year.

All of Ford's truck assembly points were down last week for vacation and will remain idle until July 20.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 11, 1981	Week Ended July 12, 1980	Week Ended July 4, 1981	June Totals	Jan. 1 to July 12, 1980	Jan. 1 to July 11, 1981
CHEVROLET	10,675	7,870	11,160	52,051	268,918	316,651
DODGE/PLYMOUTH	2,200	1,400	2,249	11,767	84,795	54,291
FORD	....	....	13,545	67,907	293,535	347,407
GMC	5,105	4,043	4,045	18,222	91,283	107,804
INTERNATIONAL	....	2,230	1,352*	7,370	26,996	38,522
MACK	....	460	....	....	14,093	....
JEEP	2,500*	....	2,500*	11,008	51,105	48,471*
AMC CORP.	90*	225*	90*	396*	5,054*	2,345*
VOLKSWAGEN	1,400*	650*	1,400*	6,160*	22,450	34,000*
MISCELLANEOUS	940	625	757	3,040	15,819	24,374
Total Trucks, U. S.	22,910	17,503	37,098	177,921	874,048	973,865

CANADIAN TRUCK PRODUCTION

	Week Ended July 11, 1981	Week Ended July 12, 1980	Week Ended July 4, 1981	June Totals	Jan. 1 to July 12, 1980	Jan. 1 to July 11, 1981
CHRYSLER CORP.	2,400	....	1,643	9,752	22,198	45,275
FORD MOTOR	750	354	2,644	15,298	103,811	90,421
GENERAL MOTORS	6,442	2,910	5,387	29,548	144,774	167,869
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	....	....	187	847	8,484	6,406
MACK	....	40	....	....	1,324	....
Total Trucks, Canada	9,592	3,304	9,861	55,445	292,235	309,971
N. American Trucks	32,502	20,807	46,959	233,366	1,166,283	1,283,836

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended July 11, 1981	Week Ended July 12, 1980	Week Ended July 4, 1981	June Totals	Jan. 1 to July 12, 1980	Jan. 1 to July 11, 1981
AMERICAN MOTORS	3,200*	....	3,200*	14,492	93,913	62,254*
AMX	....	....	....	....	....	....
Spirit	....	....	....	5,721	....	....
Concord	....	....	....	6,737	....	....
Eagle	....	....	....	2,034	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	16,500	11,250	17,003	83,784	346,621	461,012
Plymouth Total	8,900	4,150	9,109	45,272	157,195	239,277
Horizon	3,200	3,300	3,332	15,994	88,016	89,696
Reliant	5,700	....	5,777	29,278	....	139,994
Volare	....	550	....	....	51,779	....
Caravelle	....	150	....	....	4,103	2,139
Gran Fury	....	150	....	....	13,297	7,448
Chrysler Total	....	2,550	....	....	47,573	22,098
LeBaron	....	2,000	....	....	36,335	17,236
Chrysler	....	550	....	....	11,238	4,862
Dodge Total	7,600	4,550	7,894	38,512	141,853	199,637
Omni	3,900	2,700	3,213	15,197	76,510	73,062
Aspen	....	350	....	....	36,905	....
Aries	3,700	....	4,681	23,315	....	110,249
Diplomat	....	1,250	....	....	17,701	12,644
St. Regis	....	250	....	....	10,737	3,682
FORD MOTOR	....	3,960	31,384	149,930	706,915	780,432
Ford Division	....	3,409	21,992	98,243	523,109	532,228
Escort	....	....	7,295	35,342	....	199,262
Pinto	....	3,409	....	....	64,980	....
Fairmont	....	....	4,659	22,248	143,497	114,502
Must./Must. II	....	....	5,530	22,120	139,900	93,133
Granada	....	....	2,759	9.753	49,412	46,260
Thunderbird	....	....	1,749	5,297	74,793	38,185
Ford	....	....	....	3,483	50,527	40,886
L-M Division	....	551	9,392	51,687	183,806	248.204
Mercury Total	....	551	9,392	44,268	165.552	211.907
Bobcat	....	551	....	....	11,862	....
Lynx	....	....	2,849	13,103	....	69,529
Capri	....	....	1,739	8,934	40,144	32,819
Zephyr	....	....	1,475	8,626	45,863	35,298
Cougar/Monarch	....	....	1,415	5,300	16,409	23,866
XR-7	....	....	864	2,528	23,752	16,740
Mercury	....	....	1,050	5,778	27,522	33,658
Lincoln Total	....	....	....	7,419	18.254	36,297
Lincoln	....	....	....	3,711	7,036	17,699
Mark VI	....	....	....	3,708	9,357	18,598
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	93,224	82,365	91,111	451,960	2,355,666	2,379,497
Buick Division	16,592	16,886	16,962	83,084	465,825	515,720
Skylark	6,456	4,566	5,469	23,622	126,737	144,306
Century	821	3,790	1,277	8,748	103,078	86,741
Regal	4,615	4,410	5,446	28,917	123,050	157,334
Buick	3,475	3,415	3,433	16,246	86,608	93,890
Riviera	1,325	705	1,337	5,551	26,352	33,549
Cadillac Division	7,334	4,140	7,304	30,729	116,971	159,687
Cimarron	1,000	....	990	3,723	....	6,280
Seville	489	695	493	2,047	19,896	15,260
Eldorado	1,605	1,325	1,615	6,698	30,605	37,912
Cadillac	4,240	2,120	4,206	18,261	66,470	100,235
Chevrolet Division	37,615	32,380	35,712	177,422	986,636	871,661
Chevette	8,910	9,700	7,618	34,691	251,737	187,911
Cavalier	4,970	....	3,474	13,189	....	32,373
Monza ('80)	....	3,400	....	....	94,369	....
Camaro	3,105	2,540	4,202	19,750	73,095	84,058
Citation	8,455	9,805	7,492	38,038	261,812	208,956
Malibu	3,190	5,215	3,817	30,031	153,287	153,886
Monte Carlo	3,245	920	3,508	18,090	58,091	85,296
Chevrolet	4,800	....	4,843	21,169	70,075	102,472
Corvette	940	800	758	2,464	24,170	16,709
Oldsmobile Division	17,821	19,470	17,722	91,425	458,856	535,837
Omega	3,700	2,790	3,364	14,634	67,411	86,375
Cutlass	7,380	10,812	7,489	46,381	230,601	265,596
Oldsmobile	5,680	4,868	5,806	26,009	137,569	155,884
Toronado	1,061	1,000	1,063	4,401	23,275	27,982
Pontiac Division	13,862	9,489	13,411	69,300	327,378	296,592
Acadian†	385	280	385	2,181	13,392	13,065
J2000	2,525	....	2,474	11,926	....	26,821
Sunbird ('80)	....	3,000	....	....	82,581	....
T1000	2,196	....	2,265	10,962	....	41,803
Firebird	1,830	1,540	2,448	11,529	47,803	41,637
Phoenix	2,377	2,932	2,181	11,233	76,743	66,591
Grand Prix	2,425	415	1,909	12,202	35,242	60,436
LeMans	1,760	127	1,383	7,676	34,459	37,581
Pontiac	364	1,195	366	1,591	37,158	8,658
VOLKSWAGEN	3,760	4,375	2,987	12,363	112,041	99,439
CHECKER	....	....	....	104	1,570	1,218*
Total Cars, U. S.	116,684	101,950	145,685	712,633	3,616,726	3,783,852*

CANADIAN CAR PRODUCTION

	Week Ended July 11, 1981	Week Ended July 12, 1980	Week Ended July 4, 1981	June Totals	Jan. 1 to July 12, 1980	Jan. 1 to July 11, 1981
AMERICAN MOTORS	840	....	699	3,440	....	18,096
CHRYSLER CORP.	2,792	....	1,959	8,743	38,578	24,931
FORD MOTOR	600	1,008	5,965	32,229	144,231	128,547
GENERAL MOTORS	9,368	11,872	10,415	56,518	296,124	311,809
VOLVO	225	225	180	989	5,703	5,807
Total Cars, Canada	13,825	13,105	19,218	101,919	484,636	489,190
N. American Cars	130,509	115,055	164,903	814,552	4,101,362	4,273,042
N. American Trucks	32,502	20,807	46,959	233,366	1,166,283	1,283,836
North American Cars and Trucks	163,011	135,862	211,862	1,047,918	5,267,645	5,556,878

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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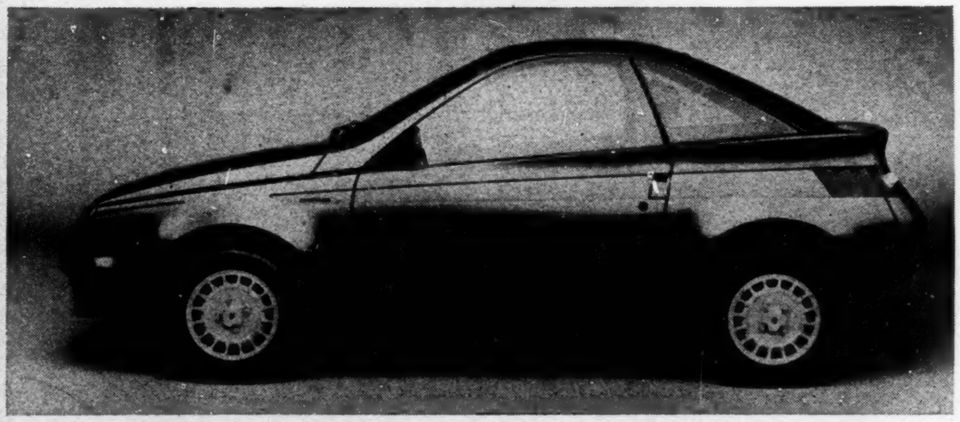
Snazzy silhouette



Computer concept from Ford

Designers at Ford's Ghia studios in Italy have rendered the Shuttler, a graceful, wedge-shaped two-seater, as the aerodynamic answer to the box when gasoline hits $4 a gallon. Ford studio photos showed a front nameplate of "Optim" on the Shuttler. "Optim" is the code name for the minicar Ford plans to produce domestically starting in late 1986. The Shuttler/Optim is 129 inches long and built on a 77-inch wheelbase. More on Ford's futuristic fleet on Page 3.

Import-car stock on lean side with a 51-day supply

By Richard A. Wright
Assistant Managing Editor

While domestic new-car inventories were climbing to record heights, combined dealer and wholesale stockpiles of imported cars continued to be on the lean side.

The inventory of new imported cars in dealer stocks and in importer and distributor hands July 1 totaled 441,000 units, a 51-day supply at current sales rate.

This compares with a domestic inventory July 1 of 1,664,871 new cars, a hefty 83½-day supply.

The July 1 import inventory was up slightly from the month-earlier total of 432,500, which was a 48-day supply.

Generally, the importers like to carry a somewhat heavier stockpile than domestic makers do, because of the time lag that many experience in moving their cars from the ports through the distribution pipeline.

Most importers feel a 60-day supply is optimum, so the inventory has been somewhat lean through most of this year. Among domestic makers, a 40-to-50-day supply is generally considered optimum.

Most of the gain during June in import inventories was the result of the Japanese lines trying to beef up very short supplies. On July 1, several leading Japanese nameplates had inventories lean enough to affect sales.

Toyota had a very short 24½-day supply and Honda was not much better off with a 26-day stockpile.

Mazda had a 37-day supply of new cars, while Subaru had a 48-day stock on July 1. Nissan was in stronger shape with a 54-day supply.

Isuzu had a 90-day supply July 1, but since that importer is just getting under way in the U. S., a larger proportion of its cars are still filling up the pipeline, rather than sitting on dealer lots.

The Chrysler-captive Mitsubishi lines were in 115-day supply, heavier in the Champ/Colt hatchback nameplates than in the higher-line Challenger and Sapporo.

The Japanese-line inventory, which includes pickup trucks in the Datsun, Toyota, Isuzu, Mazda and Mitsubishi figures, totaled 300,200, which was 68 percent of the July 1 stock. It was

Continued on Page 60, Col. 5

Petersen and Agee open Automotive News seminar

World Congress gets under way

DEARBORN. — Nearly 300 auto-related companies from four continents were represented at the opening session of the sixth annual Automotive News World Congress here.

Ford Motor Co. President Donald E. Petersen delivered the keynote address. He was followed by William M. Agee, chairman of Bendix Corp., who reviewed the role of the industry's supplier firms.

For the 3½ days of the high-intensity sessions, nearly 500 registrants will listen to, ask questions of and rub elbows with the 34 faculty members who are the industry's regulators, suppliers, financiers, analysts, designers, managers, innovators, movers and shakers.

"We expect the 1981 Automotive News World Congress to be the same sort of unique forum for the exchange of ideas and information among persons in the industry, as it has been ever since its launching in 1976," said Keith E. Crain, publisher and editorial director of AUTOMOTIVE NEWS.

"We feel the industry needs, more than ever before, such a seminar — a place where decision-makers, advisors and leaders can share in-depth examination of the global industry," Crain said.

• From Elizabeth, N. J., to Elizabeth, South Australia, the World Congress rolls list registrants from Mexico, Canada, Puerto Rico, Sweden, England, Ireland, France, Germany, Italy, Australia, South Africa and New Zealand.

Thirty-four states and the District of Columbia are represented.

The 1981 World Congress offers more visual presentations than last year's, with about a third of the faculty scheduled to use audio-visual or multimedia aids.

"We are happy to welcome those who have joined us for the first time as well as the repeat participants," Crain said.

The Sixth Annual Automotive News World Congress closes Wednesday afternoon.

Components to be shared with Civic

Honda grooms new commuter car

By Bob Hall
Los Angeles Staff Writer

TOKYO.—Sometime this fall, Honda will introduce a new front-wheel-drive, 1,000-cc commuter car for the Japanese market.

The little 3-door hatchback is a reversal of present Honda design philosophy, which has been to introduce cars that are either larger than the model they replace (the '80 Civic for instance), or a step upmarket for owners of earlier Honda cars (as in the case of the Accord, which was viewed as a logical step up for Civic users).

It has been suggested that this corporate policy has severely limited Honda's marketing potential in the Japanese market, but it certainly hasn't had an adverse effect on sales of the maker's product in export (notably the United States) markets.

This 1,000-cc commuter is a sort of "retrenching" in an area similar to that which was the domain of the original 1,200-cc Civic.

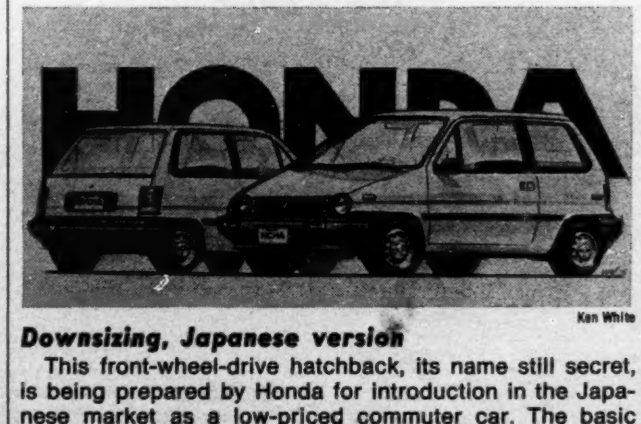
The car is, at least from the standpoint of design, a new concept for Honda, which has forsaken the "two-box" configuration so familiar to many of the maker's previous economy models (the N-series 360 and 600-cc sedans, the Z-coupes, the short-lived "Life" models, both generations of Civic and the 3-door Accord) for what might best be described as a 1.5-box package.

The hood on the commuter (Honda is doing a good job of keeping the name a secret) is extremely short — perhaps no more than 20-24 inches long—and steeply raked to provide reasonably good aerodynamics. The car is, for something in this size category, very tall and wide. The width is said to come from the fact that very early in the development program, the car was to be built off a shortened Civic floorpan, picking up all of the Civic's suspension and transmission components.

Rumors filtering out of Hon-

Continued on Page 57, Col. 1

Small but tall



Ken White

Downsizing, Japanese version

This front-wheel-drive hatchback, its name still secret, is being prepared by Honda for introduction in the Japanese market as a low-priced commuter car. The basic model reportedly will be priced in the $2,625-$2,850 range in the home market.

breaking news

Nissan for Datsun begins this fall

CARSON, Calif.—Nissan Motor Corp. in U.S.A. confirmed last week that it will begin the name change from Datsun to Nissan in the U. S. on '82 models this fall (AUTOMOTIVE NEWS, June 29). The process will take 2½ years.

Chrysler designers get raise

DETROIT. — Chrysler Corp. has given a small group of UAW-represented new-product designers a 12-percent raise in order to keep key people from taking more lucrative jobs

See BREAKING NEWS, Page 8, Col. 1

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Ford unveils ideas for next decade: Not a box in sight

Kathleen Hamilton
News Editor

DEARBORN. — If Ford Motor Co.'s vision for the next decade proves correct, the two-box hatchback gig is up.

Company brass last week unveiled for reporters and photographers five concept cars smaller than the Escort, each seating from two to eight persons. There wasn't a Fiesta look-alike in the lot.

The lines are smooth; the silhouettes are fast-looking, and the engines which could power them are exotic variations on the internal combustion, reciprocating engines of today.

Although Ford has no plans to produce any of the five, which were produced in Turin, Italy, it expects to incorporate some of their lines in its cars of the late 1980s and early 1990s. They are designed for the time when gasoline hits $4 a gallon.

Downsizing and styling changes are progressing so rapidly that the clinics with which auto makers test consumer reactions to cars that are five years down the road are ineffective, Donald F. Kopka, vice president of design, told the group.

The fleet of five is being displayed in auto shows to prepare the public for tomorrow's designs, he said. Ford President Donald E. Petersen pointed to the fleet as proof that, despite troubled times in the industry, Ford is committed to long-term R&D.

- The vehicle closest to possible production is the Aerovan, five inches shorter than the Escort, and built on the Escort platform, but seating seven or eight passengers depending on seating configuration.

Such vans could come onstream in the mid-80s, if demand is deemed sufficient, Petersen said. Ford is fairly certain van users are willing to downsize, but it is uncertain whether station wagon buyers will be willing to shift to a taller configuration.

The least likely to see the production line in the near future is the Cockpit, shaped like a fighter plane's cockpit, carrying two passengers in tandem, weighing in at 770 pounds and plying city streets on three wheels.

It is designed for a 12-HP, 200-cc engine, which drives the single rear wheel. Kopka described the Cockpit as a probe of the outer limits of fuel-efficient vehicles.

Ford also displayed its Super Gnat, a two-passenger, 134-inch-long vehicle developed by Ford four years ago. Aerodynamically carved mirror, flush-mounted glass and an air dam under the nose are fitted to the Super Gnat. Its 77-inch wheelbase is 6 inches less than the smallest-wheelbase car sold today in the U. S., the Triumph Spitfire.

- A variation on the Gnat theme is the Shuttler, another two seater, four inches shorter and with even smoother lines.

Interestingly, a studio shot provided by Ford showed the Shuttler with "Optim" on the front nameplate. That's the code name for the 4-cylinder minicar Ford is planning to build in the U. S. starting in late-1986.

Ford measures its drag coefficient at 0.335, the same as the Mercury LN7 carries.

The Pockar — so named because the bottoms of door panels open like pockets for luggage space — is a sloping box which, like all of Ford's futuristic fleet, features an oversized greenhouse for improved visibility.

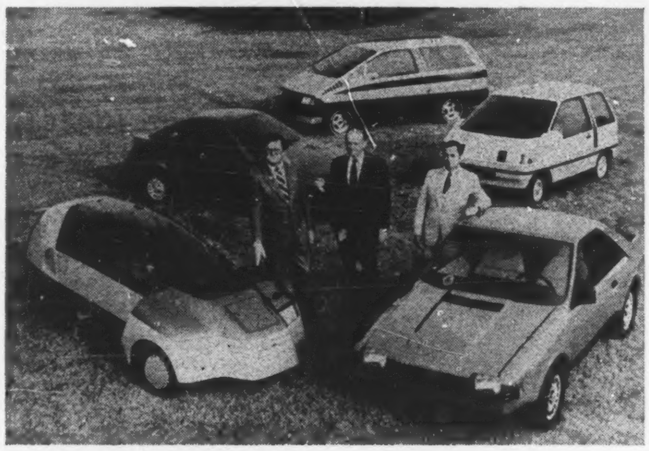
The 129-inch Pockar can carry four passengers. Among its most distinguishing features are large wraparound bumpers and an aerodynamic rear-view mirror flared right into the body work.

Thomas J. Feaheny, vice president of vehicle research, Engineering and Research Staff, forecast Ford would be phasing out its automobile V-8s by the mid-1980s, but said the three-cylinder engines sketched for the audience would not necessarily phase in because of their high costs.

The three-cylinder gasoline and diesel research engines are based on the Escort/Lynx CVH 1.6-liter hemi engine, and much of the tooling is already in place should production proceed.

To reduce vibration, they have counter-rotating balance shafts; to increase fuel efficiency, a leaner 18:1 air-fuel mix for combustion, a higher compression ratio facilitated by intake-port fuel injectors. A fuel-shutoff system is also incorporated. Ceramic exhaust-port liners and graphite-reinforced fiber piston wrist pins may also be incorporated, Feaheny said.

Ford is forecasting 50 MPG for the gasoline version and 63 MPG for the diesel in the EPA metro cycle when fitted in a car weighing about 1,500 pounds.



Ford's futuristic fleet

Ford executives show off design experiments which could find their way into the shapes of cars of the late 1980s and early 1990s, or when gasoline breaks $4 a gallon. From left, Vehicle Research Vice President Thomas J. Feaheny, President Donald E. Petersen and Design Vice President Donald F. Kopka with the Cockpit, a three-wheeled two-seater; Shuttler, a FWD two-seater; Aerovan, an eight-seater that's smaller than the Escort; Pockar, a four-seater with door "pockets" instead of a trunk, and Super Gnat, a FWD two-seater that has been on the show circuit several years.

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56th year — No. 4872

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Subaru unit buys land

CHICAGO. — Subaru Mid-America, a distributor of the Japanese car, has purchased 150,000 square feet of vacant industrial ground in the Mitchell Field Industrial Park, Addison, Ill.

Honda planning parts output from second U.S. plant

MARYSVILLE, O. — Honda Motor Co. and two Japanese partners reportedly plan to build a parts factory adjacent to the Honda assembly plant being built here.

Honda also expects to get that assembly plant into full production more quickly than had been expected.

In addition, the assembly plant's capacity has been raised by 20 percent to 144,000 cars a year from 120,000.

Production will begin before the close of 1982 and full production rates will be reached in May, 1984, instead of November, 1984, as originally expected, Honda of America Mfg., Inc., said.

The parts facility will produce mufflers and seats and start up when car assembly starts, according to reports published in Japan.

Reports also said Honda tried but failed to induce American companies to become its partner in parts production.

High fuel prices called key to their success

Scramble begins for minicar market

By Kathleen Hamilton
News Editor

DEARBORN.—If Ford's sleek show-car fleet of idea cars for the late '80s and early '90s is to see the light of day, fuel prices are going to have to rise significantly to make the minicar a high-demand number, Ford President Donald E. Petersen said.

Ford is forecasting that the market for cars smaller than today's Honda Civic or German-built Ford Fiesta will grow faster than growth in the total U. S. market, but Petersen won't be pinned down to specific numbers.

Industry analysts say the market is already here, just waiting for a supplier.

General Motors, Nissan, Toyota, Toyo Kogyo and Honda are all working on minicar projects. The first mini for the U. S. may be the GM S-car, not expected before 1985.

The first GM S-car, built in Spain, is to debut in Europe as an Opel in the fall of '82.

Ford is expected to bring in a minicar in mid-1984 from Toyo Kogyo, in which Ford holds a 25-percent equity stake.

Petersen said the successor to the Fiesta is the likely candidate as Ford's first minicar. The Fiesta is due for major overhauling — read "downsizing" — "in the late 1980s" after an '84 overhaul.

- Insiders say Ford is working on a four-cylinder domestic minicar, codenamed Optim, for introduction in late 1986.

Strangely enough, one of the studio shots provided by Ford of the research vehicle it calls the Shuttler was tagged "Optim" on the front license plate.

The Shuttler/Optim on the auto-show circuit is a two-seater that is 129 inches long and has a 77-inch wheelbase.

If the graceful little Shuttler/Optim is indeed in line for production, it won't be in the same league as the econoboxes that are already built abroad and are most likely to comprise the first wave of minis in the U. S.

Marketing research by the Los Angeles-based firm of J. D. Power & Associates found there is already demand for a minicar in the U. S., just no supplier.

The research firm found nearly a quarter of respondents it polled by telephone were considering a mini for their next purchase. Of those, only a quarter wanted a two-seater. Fully one-half of the potential customers were looking for a four-seat, four-door model.

- At J. D. Power marketing clinics in Los Angeles and Cleveland, drivers of all ages gave high marks in static and on-road tests to three minicars, the Volkswagen Polo, Austin Metro and Daihatsu Charade. The three range from 130 to 140 inches in length and have engine displacements of 900 to 1,000 cc.

(For comparison, the Honda Civic hatchback measures in at 148 inches and its smallest engine in the U. S. displaces 1,300 cc.)

An even smaller model, the Suzuki Alto, fitted with an 800-cc engine, got good marks as

Continued on Page 57, Col. 1

L-M contest for cars; Datsun pays on trucks

By Joseph Bohn
Marketing Editor

Lincoln-Mercury's version of the Ford Division incentive program (AUTOMOTIVE NEWS, June 13) gives dealers a bit more flexibility in their choice of which car lines to base payments on.

Meanwhile, Datsun launched a new incentive called "4x4 and More," covering four-wheel-drive pickups and sport package trucks.

The Lincoln-Mercury incentive is almost identical to Fords, except for cars.

The L-M contest runs from July 10 to Sept. 13, with payments of $150, $300 and $500 for hitting, respectively, 30 to 59.9 percent, 60 to 89.9 percent and 90 percent or more of a three-car-line objective.

There is also, as with the Ford program, a July 10-Aug. 9 fast-start provision which, if attained, ups payments to $200, $350 and $600, for each category, nonretroactively.

However, in the L-M program, payments are based on Cougar and XR-7 with dealers having a choice of either Zephyr or Marquis as their third car line.

If they choose Marquis, they receive a higher sales quota to shoot for than with Zephyr which, reportedly, is the more difficult of the two lines to move at L-M these days.

The Datsun incentive runs from July 11 to Sept. 30 and offers cash to both dealers and sales managers.

Dealers receive $100 for reaching 0 to 50 percent of their 4x4/sport truck objective, $200 for 51 to 100 percent and $400 for 101 percent and over.

Additionally, there is a separate total truck objective which, if attained, pays dealers an extra $100 for 4x4 and sport vehicles. Thus, they receive $200, $300 and $500, respectively, in each category. Payments are nonretroactive.

Datsun has also provided a 10 percent override for sales managers. They receive 10 percent of whatever the dealer earns as extra incentive from the factory.

Datsun also has an interesting Los Angeles/Orange County matching funds incentive, running from July 11 to Aug. 10.

It is based on the 210, 310 and 4-wheel-drive truck. For every unit sold, a dealer puts in $30 toward the program and the company puts in $30.

Each time a salesman sells a car or truck, he receives a pull on a pullboard, giving him a chance to win cash prizes ranging from $20 to $3,000.

Two $3,000 cash awards are being given along with a number of other cash awards down to the lowest $20 level.

GM hits rock-bottom for '81

Car sales wither to 20-year low

By Jenny L. King
Staff Writer

Early July domestic new-car sales fell to their lowest level in 20 years, with General Motors reporting its smallest 10-day total so far this year and Ford Motor Co. its second worst of 1981.

July 1-10 sales totaled 128,417, down 17.60 percent from the year-ago 155,852, and down 26.06 percent from the preceding period's 173,684 (June 21-30). It was the poorest early-July showing since 1961 when new-car sales reached only 99,592 units.

GM reported sales of 76,296 passenger cars, down 13.75 percent from 88,462 a year earlier and its lowest total to date in 1981. Ford sales numbered 30,182, down 34.22 percent from 45,884. The only period this year in which Ford sold fewer cars was Jan. 1-10 when its total was 24,930.

Chrysler Corp. was the single major U. S. auto maker to enjoy a sales increase. Chrysler sales climbed 13.63 percent, to 16,435 from 14,463 a year ago. Volkswagen of America sold 3,104 U. S. Rabbits, down 17.07 percent from 3,743, and American Motors' estimated passenger-car sales stood at 2,400, down 27.27 percent from 3,300.

GM increased its share of the market to 59.41 percent from 56.76 percent last year. Ford's share fell to 23.50 percent from 29.44 percent. Chrysler sales accounted for 12.80 percent of the market, up from 9.28 percent. VWoA cornered 2.42 percent, up from 2.40, and AMC's estimated share was 1.87 percent, down from 2.12 percent.

Plymouth and Dodge were the only makes with improved sales in early July. Plymouth was up 40.74 percent, to 7,942 from 5,643 last year, and Dodge pushed ahead 11.23 percent to 6,675 from 6,001.

Lincoln sales plunged 45.43 percent, Ford was down 40.51 percent, Chrysler was down 38.03 percent and AMC was down 27.27 percent.

Buick sales dropped 22.15 percent, Cadillac was down 22.09 percent, Pontiac was down 20.77 percent, VWoA was down 17.07 percent, Chevrolet was down 11.06 percent, Mercury was down 8.04 percent and Oldsmobile was down 4.09 percent.

Chevrolet Citation was the best-selling nameplate in early July with sales of 7,155 units. Second was Chevrolet Chevette at 6,428, followed by Ford Escort, 5,687, Oldsmobile Cutlass Supreme, 5,530, and Chevrolet Malibu, 5,209.

There were eight selling days in the period this year and last. The daily selling rate averaged 16,052, down 17.60 percent from 19,482. It was the second lowest daily selling rate thus far in 1981, following 16,005 back in early January.

Year-to-date sales totaled 3,436,849, down 3.33 percent from 3,555,245.

DOMESTIC SALES

	July 1-10, 1981	July 1-10, 1980
AMERICAN MTRS.	2,400†	3,300†
Chrysler	1,747	2,819
Imperial	71	... ...
Plymouth	7,942	5,643
Dodge	6,675	6,001
CHRYSLER CORP.	16,435	14,463
Ford	20,715	34,820
Mercury	8,434	9,171
Lincoln	1,033	1,893
FORD MOTOR	30,182	45,884
Buick	11,761	15,108
Cadillac	3,928	5,042
Chevrolet	31,654	35,590
Oldsmobile	17,407	18,150
Pontiac	11,546	14,572
GENERAL MTRS.	76,296	88,462
VOLKSWAGEN	3,104	3,743
INDUSTRY TOTAL	128,417	155,852

† Estimate

Low import quota set for Subaru excludes 4WDs

PENNSAUKEN, N. J.—When Japan's Ministry of International Trade and Industry announced its quotas on car shipments to the U. S., a startling figure appeared for Subaru of America.

The company would have a quota of 66,000 units, or a cut of over 50 percent from its current sales in the U. S. market.

But, according to Alan Ross, vice president of corporate communications for the company, the figures were erroneous. That total, he said, did not include the four-wheel-drive vehicles sold in the U. S. These, according to Ross, amount to nearly 50 percent of the company's sales.

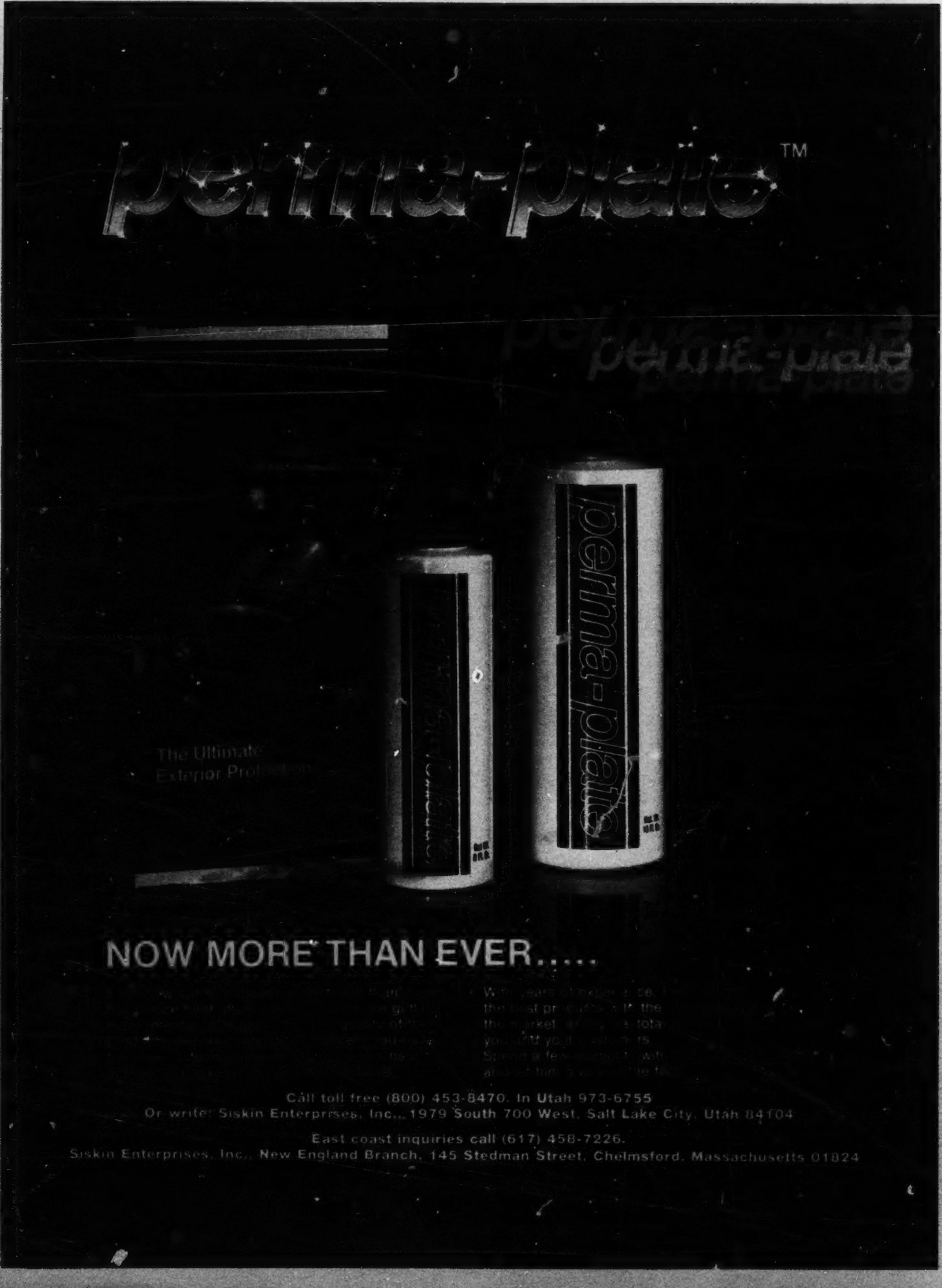
Ross said the company is monitoring the situation on a daily basis, but still doesn't have firm data on the exact number of vehicles it will be able to import under the quota system.

Right now, he said, there is still some confusion. But he was emphatic on the point that the initial estimated quotas did not reflect the four-wheel-drive vehicles. Those include station wagons, hatchbacks and the BRAT.

During 1980, SoA sold 142,968 vehicles in the U. S. For the first half of this year, ended June 30, the company sold 77,769, up 9.8 percent from 1980.

From VWs to computers

JOHNSTON, R. I. — The State of Rhode Island has purchased a former Volkswagen showroom for $500,000 from Vorelco Inc., Engelwood Cliffs, N. J., the real estate holding company for Volkswagen of America. The state will move its computer processing center to the property.



Call toll free (800) 453-8470. In Utah 973-6755
Or write: Siskin Enterprises, Inc., 1979 South 700 West, Salt Lake City, Utah 84104

East coast inquiries call (617) 458-7226.
Siskin Enterprises, Inc., New England Branch, 145 Stedman Street, Chelmsford, Massachusetts 01824

truck industry news

But second-quarter total top '80 by 17 units

First-half truck sales drop 11 pct.

In spite of a relatively strong second quarter, retail sales of new trucks of all types in the U. S. in the first six months of 1981 fell almost 11 percent below the total for the same period a year ago.

Franchised dealers and factory outlets retailed 1,198,839 units in the first half, according to preliminary reports, a decline of 10.5 percent from the year-earlier 1,339,200.

In the April-June quarter, sales were 17 units higher than a year ago, with June the only one of the three months to show a decline from the 1980 totals. During the quarter, 630,183 vehicles were retailed, compared with 630,166 in 1980.

The June total of 219,584 units was down 4.7 percent from last year's 230,439, with declines in all market segments except the compact pickup trucks. Sales of these vehicles were 9.5 percent higher than the previous year, from 38,675 units to 42,347.

Light-truck sales in the January-June period totaled 1,079,022 units, a decline of 10.3 percent from the year-earlier 1,202,675. The compact-truck count was down 6.4 percent, from 269,732 units to 252,368.

The non-captive Japanese-built compact pickups — Toyota, Datsun, Mazda and Isuzu—did much better in the first six months than did the captives—Chevrolet LUV, Ford Courier, Dodge Ram 50 and the Plymouth Arrow.

Sales of the non-captives through June totaled 139,249 units, an increase of 2.4 percent over the year-ago 136,015. The captives were down 21.1 percent, from 120,628 in 1980 to 95,223.

Medium-truck sales in the first half dropped 13.7 percent from a year ago, from 46,843 units to 40,436. Heavies were off 11.5 percent to 79,381 units, compared with 89,682 in 1980.

The number of unsold new

Continued on Page 14, Col. 1

Big Three June, year-to-date truck sales

	June		Year to date	
	1981	1980	1981	1980
Ford				
Vans	11,131	7,965	53,553	55,873
Club Wagon	2,350	2,179	13,434	13,660
Courier	5,435	5,544	34,654	40,077
Bronco	3,066	5,342	17,181	20,945
Conventional Pickups	50,281	45,813	237,855	252,121
Mediums	3,673	5,267	20,777	28,482
Heavies	822	1,164	4,471	7,821
Chevrolet				
Vans	8,410	7,151	45,864	50,339
Sportvan	1,320	1,342	7,538	9,793
LUV	4,128	5,979	39,404	47,721
El Camino	3,116	3,019	17,969	21,407
Blazer	1,952	4,148	11,268	16,578
Suburban	2,075	2,377	11,272	12,366
Conventional Pickups	39,312	49,713	221,255	246,888
Mediums	1,597	2,450	11,908	16,057
Heavies	4	160	56	1,276
Chrysler				
Vans	4,864	5,522	25,097	37,153
Voyager	434	610	2,689	3,727
Ram Wagon	2,107	2,475	10,661	12,270
Arrow	638	1,355	5,319	10,451
Ram-50	2,127	3,269	15,846	22,388
Trail Duster	85	217	946	2,094
Ramcharger	335	502	2,789	4,593
Conventional Pickups	7,051	6,609	37,957	43,955
GMC				
Vans	2,545	1,604	12,099	12,490
Caballero	427	377	2,454	2,303
Jimmy	436	835	2,451	3,292
Suburban	374	500	2,439	2,458
Conventional Pickups	10,239	11,740	54,792	56,222
P models	354	317	1,907	2,161
Mediums	1,656	1,565	10,751	13,440
Heavies	1,004	1,573	6,935	10,595

To build 11 combat prototypes

AM General gets Army contract

DETROIT. — AM General Corp., a wholly owned subsidiary of American Motors, has been awarded a contract from the U. S. Army Tank-Automotive Command to deliver 11 prototypes of a newly designed 1¼-ton tactical wheeled vehicle.

The new vehicle is designed to meet the military requirement for a family of versatile cross-country vehicles capable of performing various combat and combat-support roles.

One version is an anti-tank missile carrier. Other versions would serve as an ambulance and in a reconnaissance, fire support, communications and command role.

The Army's plan is to selectively replace certain existing vehicles in the ¼ - to - 1¼ - ton range which are less mobile.

The prototypes will be delivered to the Army by early 1982, according to AM General, and will undergo extensive testing and evaluation in competition with the vehicles of two other manufacturers who received similar prototype contracts.

Upon completion of the test program and following evaluation of production cost proposals in late 1982, the Army will select one of the three competing entries for the initial production contract, the firm said.

George W. Scharbach, AM General's engineering and product development vice president, said the vehicle was designed to exceed the expectations of the user.

"Our engineers started with a clean sheet of paper and designed an all-new vehicle from the ground up," Scharbach said. "Unique solutions were developed to meet the demanding specifications for ground clearance, low silhouette, forward visibility and vehicle weight, coupled with superior mobility, durability, reliability and maintainability."

Scharbach added that maximum utilization was made of proven commercial components to reduce production costs.

Prototype designed for military

This is one of 11 prototypes of a newly designed 1¼-ton tactical wheeled vehicle which AM General Corp., an American Motors subsidiary, will build for the U. S. Army Tank-Automotive Command. The Army plans to replace certain existing vehicles which are less mobile.

Spicer's first shipment of new transmission

On hand for the first shipment of new SST-2 seven-speed units from the Spicer Transmission Division's Toledo plant were, from left, Rudy Eskra, division vice president/general manager; Charles Jones, engineering vice president, and Paul Motyl, plant manager.

Spicer readying parts for the 'world truck'

By Jack Walsh
Truck Editor

TOLEDO.—Dana Corp.'s Spicer Transmission Division is moving into new markets, improving its share of the heavy-duty business and is readying products with broad potential in the expanding world truck market.

Russ Halstead, the division's general sales manager, made these observations during the recent introduction here of Spicer's new SST-2 line of transmissions.

Noting that Dana is anticipating a slight increase in domestic truck sales in the second half, he said the company is looking beyond these shores, developing components for the "world truck" which is expected to become a reality in the '80s.

"Three of our transmissions—the CM50, the seven-speed and the 10-speed—already are recognized as worldwide transmissions, regularly in use throughout Mexico, Europe, the Middle East, South America and Australia," Halstead said.

"In addition, we are designing and building prototypes for an even broader range of weight classifications — transmissions that will put us on the leading edge as prime suppliers to the world market."

Halstead said Spicer, in line with a shift in corporate strategies announced earlier this year,

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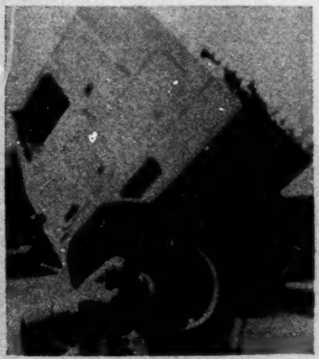


Exit weak link

With a dual engine seal using filled "Teflon" TFE fluorcarbon resin, the seal no longer is the weak link on the front and rear of crankshafts and accessory drive shafts, according to duPont Co. Diesel trucks can log over 200,000 miles before a replacement is needed, the firm said.

Rebates offered by Freightliner on trucks in stock

PORTLAND, Ore. — Freightliner Corp. is offering $3,000 cash rebates on all 1981 model Freightliner trucks currently in stock.

The program, scheduled to run through Sept. 30, is available through participating Freightliner truck dealers, with rebates paid directly to purchasers by Freightliner, a spokesman said.

Trucks qualifying for the rebate program, he explained, can be selected from participating dealers' own stock or from nationwide inventory made available to all dealers through Freightliner's computerized reporting system.

Along with the rebate, he added, Freightliner buyers also may qualify for a unique finance program, offered through Freightliner Credit Corp., which gives new-truck buyers the option to refinance at any one time during the first two years following purchase of the new vehicle.

Sixty-month payment terms, adding another year to the standard 48-month maximum, also are available to qualifying customers, he said.

But second-quarter total tops '80 by 17 units

First-half truck sales drop 11 pct.

Continued from Page 10

trucks in retailers' hands at the end of June was down 8.6 percent from a year ago, with declines in all three market segments.

On July 1, there were 583,112 units in inventory, compared with 637,727 at the same time last year.

Light trucks in stock totaled 515,189 units, off 5.9 percent from last year's 547,215. Mediums were down 22.8 percent, from 32,663 units in 1980 to 25,228, while the heavies were at 42,695 units, a decline of 26.2 percent from last year's 57,850.

- The Motor Vehicle Manufacturers Assn. said preliminary figures showed that domestic retail outlets sold 1,059,590 new trucks in the first half, a decline of 11.9 percent from the 1,203,185 retailed in the like period a year ago.

The June total was estimated at 192,157 units, down 8.7 percent from the 210,417 vehicles sold in the same month in 1980.

Six-month sales by Big Three truck retailers were off 12.7 percent from last year, 943,541 versus 1,080,996. The June total of 173,348 units was down 8.1 percent from the year-earlier 188,683.

At the half-way point in the calendar year, Ford was No. 1 in retail sales with a lead of slightly more than 15,000 units over runnerup Chevrolet.

In the January-June period, Ford dealers retailed 381,875 units, compared with 366,534 by Chevrolet outlets. At the same time a year ago, Chevrolet was the leader with 422,425 units, versus 418,979 for Ford.

June was a much bigger month for Ford than Chevrolet. Ford had 76,758 sales, including 5,435 Courier pickups, an increase of 4.8 percent over last year's 73,274 units. The year-ago total included 5,544 Courier sales.

The six-month total of 381,875 units, including 34,654 Couriers, was down 8.9 percent from the previous year's 418,979, which included 40,077 Couriers.

Chevrolet dealers sold 61,914 units during the month, a drop of 18.9 percent from last year's 76,339. The LUV count was 4,128, versus 5,979 in 1980.

Through June, the Chevrolet total of 366,534 units, including 39,404 LUV pickups, was down 13.2 percent from last year's 422,425 units. The LUV count for the first half of 1980 was 47,712 units.

Dodge and Chrysler-Plymouth dealers retailed 17,641 vehicles in June, a decline of 14.2 percent from the year-ago 20,559. The six-month total of 101,304 units was off 25.9 percent from the year-earlier 136,631.

During the month, dealers sold 2,127 Dodge Ram 50 and 638 Plymouth Arrow compact pickups, compared with 3,269 and 1,355 in the same month a year ago. The six-month counts were down, too, 15,846 versus 22,388 for the Ram 50 and 5,319 versus 10,451 for the Arrow.

GMC said its dealers retailed 17,035 trucks during the month, a decline of 17.1 percent from the year-ago 18,511. The first-half total of 93,828 units was off 8.9 percent from the 102,961 units sold in the like period in 1980.

American Motors reported that 6,304 Jeep four-wheel-drive vehicles were retailed in June, down 9 percent from the year-ago 6,894. Six-month sales were off 26 percent, from 41,562 in 1980 to 30,852.

Mercedes-Benz outlets sold 290 mid-range diesel models during the month, a decline of 14.7 percent from last year's 340. Through June, the total was 1,831, off 3 percent from the year-earlier 1,887.

- All independent compact-truck importers reported sales improvements in June over a year ago, and two of the four posted six-month totals higher than last year.

Datsun dealers retailed a record 10,783 units during the month, an increase of 25.3 percent over the year-ago 8,606. The six-month total of 61,287 sales was 3.4 percent higher than last year's 59,275.

Toyota's June sales were up 26.7 percent over the same month last year, 13,500 versus 10,657. Through June, however, the total was down 6.5 percent, from 72,102 in the first half of 1980 to 67,447.

In June, Mazda sales were more than double the year-ago total and the six-month count was almost double. Dealers retailed 2,021 units during the month, up 166 percent over last year's 759. The first-half total of 8,139 units was 75.5 percent higher than the year-earlier 4,638.

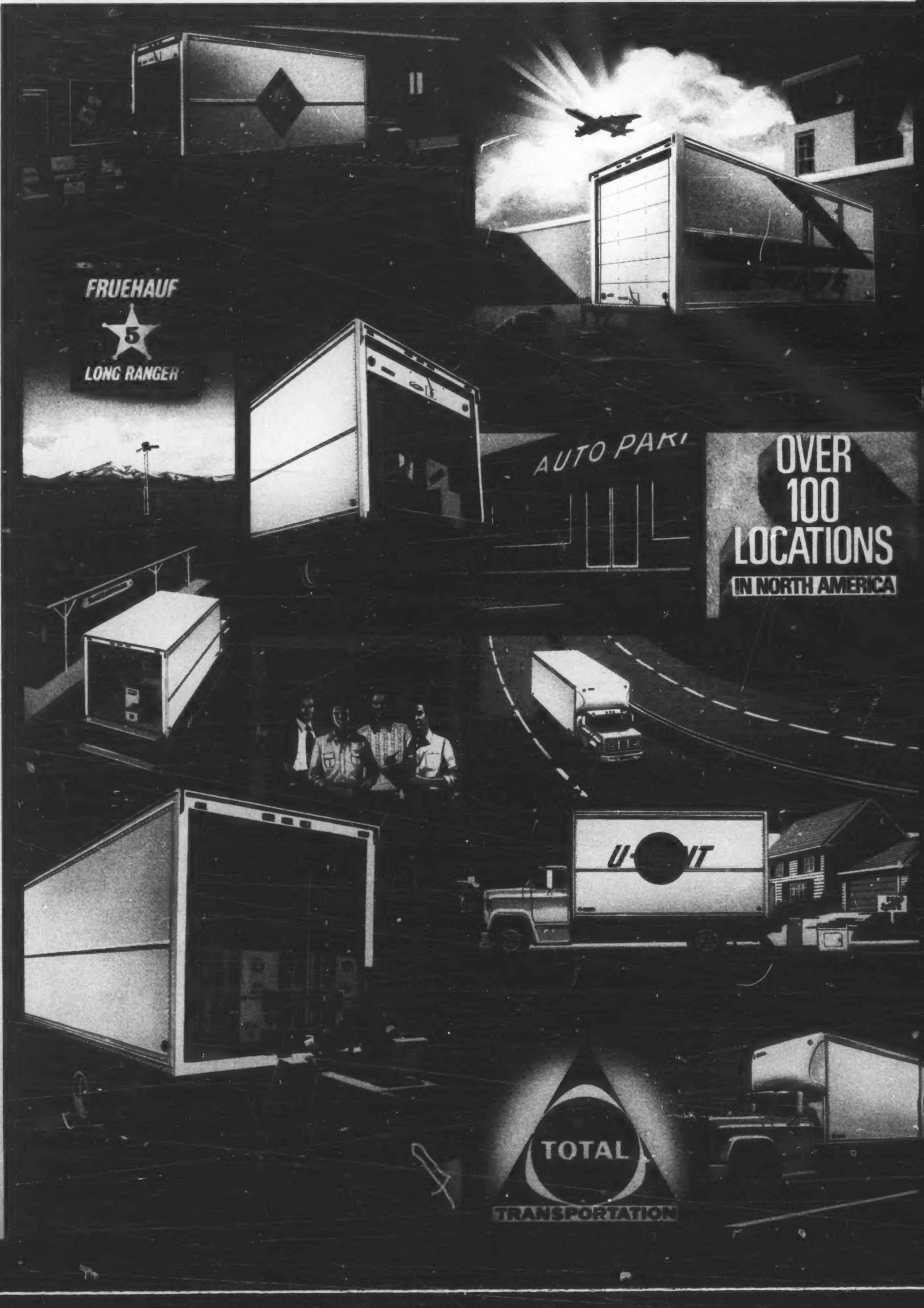
Isuzu outlets sold 1,123 compact pickups in June, bringing their two-month total to 2,376 units.

Arizona program seeks to reduce gas consumption

PHOENIX. — DECAT, which stands for Driver Energy Conservation Awareness Training, has been tailored to the needs of Arizona's residents and businesses and is being sponsored by the Arizona Energy Office (AEO).

The program promises to save participants 10-30 percent of their gasoline consumption and will first train groups of instructors around Arizona who will then spread the ideas to other persons.

AEO hopes to teach large numbers of Arizonans in its first year. In the future, DECAT workshops will be offered to trucking industry representatives, bus operators and the public.



Lowest for month, since 1975

New-car registrations dip in April to 751,845

By Jenny L. King
Staff Writer

U.S. new-car registrations in April fell below their year-ago level and were lowest for the month since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in April totaled 751,845, down 4.42 percent from 786,640 a year-earlier and lowest since 581,304 recorded back in 1975.

April registrations were down 11.44 percent from the 848,967 tallied in March of this year.

Import registrations crept ahead of their April, 1980, levels, to 228,024 from 222,394. Imports accounted for 30.33 percent of the April, 1981, registration total, highest share so far for this calendar year.

Domestic registrations in April totaled 523,821, down 7.16 percent from 564,246 a year ago and down 15.95 percent from 623,234 the preceding month.

For the first four months of 1981, new-car registrations totaled 2,912,334, down 4.26 percent from 3,041,945 last year.

Domestic new-car registrations through April were 2,084,270, down 5.28 percent from 2,200,407 in 1980.

Chrysler Corp. was the only major domestic auto maker to increase its market share in April compared with a year earlier, edging ahead 1.92 percentage points to 9.06 percent from 7.14 percent.

General Motors dropped 2.66 percentage points, to 42.24 percent from 44.90 percent. Ford Motor Co.'s share declined 1.14 percentage points, to 16.72 percent from 17.86 percent. American Motors slipped 0.18 percentage points, to 1.60 percent from 1.78 percent.

Imports pushed over the 30-percent mark, to 30.33 percent from 28.27 percent, and miscel-steady at 0.05 percent.

Excluding imports, April do-

Continued on Page 24, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	APRIL					YEAR TO DATE				
	Regis., April, 1981	Percent Share of Market	Regis., April, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 4 mos., 1981	Percent Share of Market	Regis., 4 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	123,533	16.43	154,179	19.60	— 3.17	520,791	17.88	617,079	20.28	— 2.40
Ford	90,927	12.09	103,290	13.13	— 1.04	351,404	12.07	384,652	12.64	— 0.57
Oldsmobile	72,631	9.66	70,737	8.99	+ 0.67	272,989	9.37	264,142	8.68	+ 0.69
Buick	61,045	8.12	58,759	7.47	+ 0.65	240,402	8.26	226,713	7.45	+ 0.81
Pontiac	42,556	5.66	52,472	6.67	— 1.01	178,842	6.14	207,507	6.82	— 0.68
Plymouth	31,040	4.13	20,083	2.55	+ 1.58	119,883	4.12	79,717	2.62	+ 1.50
Mercury	29,169	3.88	30,747	3.91	— 0.03	114,706	3.94	121,834	4.01	— 0.07
Dodge	28,486	3.78	22,401	2.85	+ 0.93	109,435	3.76	85,580	2.81	+ 0.95
Cadillac	17,782	2.37	17,087	2.17	+ 0.20	67,843	2.33	77,405	2.54	— 0.21
AMC	12,064	1.60	14,021	1.78	— 0.18	48,265	1.66	55,567	1.83	— 0.17
Chrysler	8,626	1.15	13,665	1.74	— 0.59	38,018	1.30	51,147	1.68	— 0.38
Lincoln	5,623	0.75	6,447	0.82	— 0.07	20,783	0.71	27,922	0.92	— 0.21
GENERAL MOTORS	317,547	42.24	353,234	44.90	— 2.66	1,280,867	43.98	1,392,846	45.79	— 1.81
FORD MOTOR CO.	125,719	16.72	140,484	17.86	— 1.14	486,893	16.72	534,408	17.57	— 0.85
CHRYSLER CORP.	68,152	9.06	56,149	7.14	+ 1.92	267,336	9.18	216,444	7.11	+ 2.07
AMERICAN MOTORS	12,064	1.60	14,021	1.78	— 0.18	48,265	1.66	55,567	1.83	— 0.17
IMPORTS	228,024	30.33	222,394	28.27	+ 2.06	828,074	28.43	841,538	27.66	+ 0.77
MISCELLANEOUS	339	0.05	358	0.05	......	909	0.03	1,142	0.04	— 0.01
TOTAL	751,845		786,640			2,912,344		3,041,945		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma and District of Columbia.

TOP CARS

U. S. registrations for the first four months, 1981. Registrations not available for Oklahoma, delayed for District of Columbia.

1981 Position		1980 Position
1—520,791	Chevrolet	617,079— 1
2—351,404	Ford	384,652— 2
3—272,989	Olds	264,142— 3
4—240,402	Buick	226,713— 4
5—200,624	Toyota	197,823— 6
6—178,842	Pontiac	207,507— 5
7—148,415	Datsun	177,373— 7
8—127,913	Honda	113,347— 9
9—119,883	Plymouth	79,717—11
10—114,706	Mercury	121,834— 8
11—109,435	Dodge	85,580—10
12— 76,158	Volkswagen	79,686—12
13— 67,843	Cadillac	77,405—13
14— 62,689	Mazda	50,475—16
15— 48,265	AMC	55,567—14
16— 45,003	Subaru	37,589—17
17— 38,018	Chrysler	51,147—15
18— 21,336	Fiesta	25,566—19
19— 20,783	Lincoln	27,922—18
20— 18,690	Mercedes	17,172—22
21— 18,511	Volvo	....
22— 16,905	Colt	23,042—21
....	Champ	24,015—20
	Other	
91,830	Imports	95,450
909	Misc. Dom.	1,142
	Total All Makes	
2,912,344		3,041,945

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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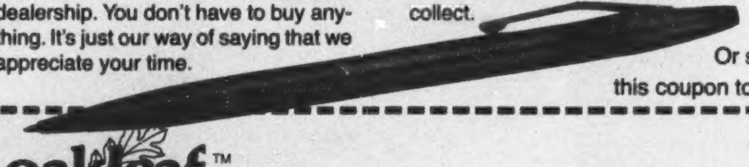

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Taken from TL 15

Lowest for month, since 1975

New-car registrations dip in April to 751,845

Continued from Page 21

mestic registrations were divided this way: General Motors, 60.62 percent; Ford Motor Co., 24.00 percent; Chrysler Corp., 13.01 percent; American Motors, 2.30 percent, and miscellaneous, 0.07 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.60 percent; Ford Motor Co., 24.90 percent; Chrysler Corp., 9.95 percent; AMC, 2.49 percent, and miscellaneous, 0.06 percent.

By size segments, subcompacts, luxury models and imports increased their shares of the month's total.

Imports took by far the biggest chunk of the total, 30.33 percent compared with 28.16 percent a year earlier. Subcompacts climbed to 13.96 percent from 13.04 percent. Luxury-class models were up to 4.48 percent from 4.20 percent.

U. S.-built compacts dropped to 20.97 percent from 22.27 percent, last year, intermediates were down to 20.96 percent from 21.30 percent and standards slipped to 9.30 percent from 11.03 percent.

Registrations by market class in April were: Subcompacts, 104,980; compacts, 157,684; intermediates, 157,584; standards, 69,925; luxury models, 33,648, and imports, 228,024.

The top 20 domestic nameplates in registrations in April were:

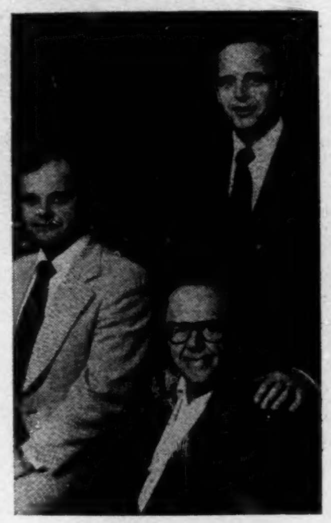
1—Chevrolet Chevette	31,141
2—Ford Escort	26,929
3—Chevrolet Citation	25,369
4—Chevrolet Malibu	23,238
5—Olds Cutlass Supreme	21,682
6—Olds Cutlass	18,864
7—Ford Fairmont	18,678
8—Buick Skylark	16,712
9—Buick Regal	16,581
10—Ford Mustang	16,307
11—Standard Chevrolet	15,799
12—Plymouth Reliant	15,183
13—Buick Century	13,664
14—Plymouth Horizon	13,378
15—Chevy Monte Carlo	13,284
16—Dodge Aries	12,449
17—Standard Cadillac	11,639
18—Oldsmobile 88	11,450
19—Chevrolet Camaro	10,604
20—Pontiac Grand Prix	10,258

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
April '81 vs. April '80

	1981		1980	
	Apr.	Yr.	Apr.	Yr.
AMC Spirit	3,274	13,869	5,004	19,552
Concord	3,832	14,381	5,097	18,074
Concord Sta Wgn	1,209	5,196	1,235	5,285
Eagle 4 WD	526	2,627	864	4,728
Eagle Sta Wgn	1,397	5,561	1,562	6,639
Eagle SX4 4 WD	1,626	6,631		
Pacer			71	395
Pacer Sta Wgn			188	894
TOTAL AMC	12,064	48,265	14,021	55,567
Chrysler Le Baron	3,555	15,451	6,041	20,180
Le Baron Sta Wgn	731	3,043	894	2,985
Cordoba	2,497	11,285	4,167	16,162
Newport	523	2,767	1,056	4,669
New Yorker	793	3,598	1,507	7,151
Imperial	527	1,874		
Total	8,626	38,018	13,665	51,147
Horizon	13,378	51,161	11,032	47,096
Reliant	10,597	42,556		
Reliant Sta Wgn	4,586	16,248		
Volare	818	5,018	6,313	23,459
Volare Sta Wgn	154	1,075	1,213	5,564
Gran Fury	1,507	3,825	1,525	3,598
Total	31,040	119,883	20,083	79,717
Omni	10,191	37,733	9,191	38,516
Aries	8,759	33,476		
Aries Sta Wgn	3,690	12,991		
Aspen	739	4,121	4,445	17,409
Aspen Sta Wgn	157	1,005	960	4,091
Diplomat	2,302	9,340	2,894	9,296
Diplomat Sta Wgn	410	1,680	481	1,631
Mirada	1,378	6,290	2,869	9,509
St. Regis	860	2,799	1,561	5,128
Total	28,486	109,435	22,401	85,580
Total Chrysler Corp.	68,152	267,336	56,149	216,444
Escort	15,794	61,024		
Escort Sta Wgn	11,135	42,277		
EXP	2,299	2,300		
Pinto	986	7,453	10,147	39,307
Pinto Sta Wgn	248	2,273	2,850	11,409
Fairmont	13,382	55,323	22,045	83,596
Fairmont Sta Wgn	5,296	18,513	8,762	26,917
Granada	9,626	36,860	6,165	25,546
LTD II			346	1,897
LTD	4,885	17,492	10,246	34,245
LTD Crn Victoria	3,148	11,977	2,539	7,541
Ford Sta Wgn	1,554	6,101	2,796	10,006
Mustang	16,307	61,484	23,816	83,514
Thunderbird	6,267	28,327	13,578	60,674
Total	90,927	351,404	103,290	384,652
Lincoln Town Car	2,852	9,733	2,788	11,306
Cont Mark	2,971	11,050	3,088	14,400
Versailles			571	2,216
Total	5,623	20,783	6,447	27,922
Mercury Lynx	6,084	20,506		
Lynx Sta Wgn	3,257	12,132		
LN7	656	656		
Bobcat	207	1,770	2,399	9,134
Bobcat Sta Wgn	57	406	480	2,013
Zephyr	3,551	17,208	6,587	25,823
Zephyr Sta Wgn	1,154	4,674	1,999	6,302
'81 Cougar/Monarch	3,617	14,153	2,244	9,884
Marquis	616	2,424	1,229	4,771
Marquis Brougham	906	3,753	1,088	4,435
Grand Marquis	1,620	7,022	1,980	7,115
Marquis Sta Wgn	557	2,392	899	3,054
XR7	2,293	10,522	5,340	26,123
Capri	4,594	17,088	6,504	23,180
Total	29,169	114,706	30,747	121,834
Linc Merc Div. Total	34,792	135,489	37,194	149,756
Total Ford Motor Co.	125,719	486,893	140,484	534,408
Buick Skyhawk			735	3,431
Skylark	16,712	70,633	14,716	55,015
Century	12,131	39,774	10,824	37,726
Regal	16,581	71,049	15,671	59,688
Century Sta Wgn	1,533	5,094	1,407	5,489
Le Sabre	1,732	6,657	2,566	8,943
Le Sabre Limited	3,648	13,584	4,194	18,881
Electra 225	4,103	16,625	4,531	20,073
Buick Sta Wgn	920	3,375	849	3,875
Riviera	3,685	13,611	3,266	13,592
Total	61,045	240,402	58,759	226,713
Buick Div. Total	61,045	240,402	58,759	226,713
Cadillac de Ville	8,461	30,323	7,600	36,199
Cimarron				
Fleetwood & Chassis	3,178	12,412	2,154	10,487
Eldorado	4,237	16,387	4,155	16,704
Seville	1,906	8,721	3,178	14,015
Total	17,782	67,843	17,087	77,405
Chevrolet Chevette	31,141	149,105	35,972	138,457
Camaro	10,604	34,757	10,790	41,903
Monza	1,100	14,341	12,493	46,813
Cavalier				
Cavalier Sta Wgn				
Citation	25,369	115,255	33,796	127,087
Malibu	17,520	56,044	18,330	64,950
Malibu Sta Wgn	5,718	18,496	5,516	21,346
Monte Carlo	13,284	59,198	13,656	55,288
Impala	5,113	18,994	6,914	34,279
Caprice	7,096	29,694	8,948	50,475
Chevrolet Sta Wgn	3,590	14,180	4,577	24,630
Corvette	2,998	10,727	3,187	11,851
Total	123,533	520,791	154,179	617,079
Oldsmobile Starfire			696	3,797
Omega	9,442	36,918	7,591	26,411
Cutlass Salon	15,869	54,277	15,890	55,456
Cut. Supr/Calais	21,682	91,396	22,213	81,892
Cutlass Sta Wgn	2,995	10,089	2,908	10,235
Delta 88	1,002	3,875	1,766	6,856
Delta 88 Royale	10,448	35,860	9,597	37,258
98	6,656	24,257	5,389	22,422
Oldsmobile Sta Wgn	1,504	5,356	1,693	7,263
Toronado	3,033	10,961	2,994	12,552
Total	72,631	272,989	70,737	264,142
Pontiac T1000	2,336	2,379		
Sunbird	2,837	25,124	11,368	40,014
J2000				
J2000 Sta Wgn				
Phoenix	7,532	33,314	8,267	30,898
LeMans	5,156	17,992	4,568	19,045
LeMans Sta Wgn	2,181	6,928	2,030	8,778
Catalina	573	2,504	1,051	5,084
Bonneville	3,093	12,765	3,933	16,254
Bonne. Brougham	2,423	9,949	2,722	12,714
Pontiac Sta Wgn	716	2,731	981	4,929
Grand Prix	10,258	44,615	9,265	38,270
Firebird	5,451	20,541	8,287	31,521
Total	42,556	178,842	52,472	207,507
TOTAL GM CORP.	317,547	1,280,867	353,234	1,392,846
(Checker)	307	775	324	1,012
Misc. Domestic	339	909	358	1,142
Domestic Station Wagon Total	54,749	201,816	44,326	173,676
Domestic Grand Total	523,821	2,084,270	564,246	2,200,407
Import Total	228,024	828,074	222,394	841,538
Grand Total All Registrations	751,845	2,912,344	786,640	3,041,945

Registrations for Oklahoma not available. Registrations for District of Columbia temporarily delayed.



Kole achieves 50

Louis Kole Sr., center, and his sons Edward, left and Louis Jr. celebrate the 50th anniversary of Kole Pontiac GMC Trucks, Oak Lawn, Ill., this year. The senior Kole handles real estate and leasing operations; Louis Jr. is president of the dealership, and Edward is vice president and general manager.

Gilmore's son buys father's Michigan deal

KALAMAZOO. — James Gilmore III has purchased controlling interest in the Jim Gilmore Cadillac-Pontiac-Datsun dealership here from his father, James Gilmore Jr.

The elder Gilmore, who has owned the company since 1961, has acquired Anthony Abraham Chevrolet in Miami.

Jack Mazzie, executive vice president of Gilmore Enterprises, said the Kalamazoo dealership will remain a division of Gilmore Enterprises.

He said, "Since General Motors policy does not permit multiple-dealer ownership by a single individual, the new arrangement will continue the family's long-held commitments to Kalamazoo."

James Gilmore III will take an active role in directing operations at the Kalamazoo dealership. He said Hilbert Hutt, executive vice president and general manager, will continue in that capacity.

Earlier this year, James Gilmore III was named vice president and assistant to the president of Gilmore Enterprises. He joined the firm in 1978.

Jentick honored

Harold J. Jentick, left, owner of Jentick Chevrolet-Oldsmobile, Inc., Brillion, Wis., receives Chevrolet's 25-year dealer award plaque from Donald O. Novaria, Milwaukee zone manager.

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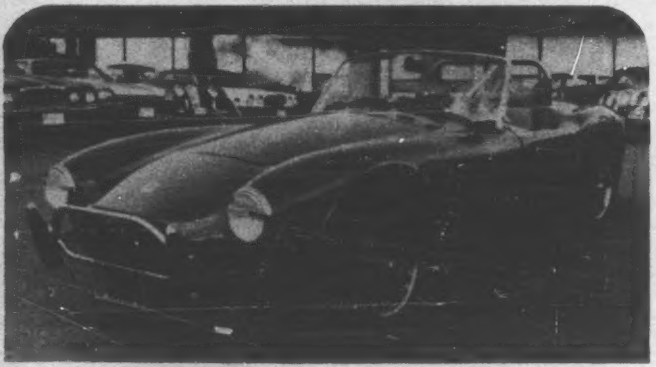

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Month's market share also climbs to 1981 peak

Import registrations at year's high

By Jenny L. King
Staff Writer

April registrations of new imported cars surpassed the year-ago total and achieved their greatest market penetration to date this year.

April, 1981, import registrations totaled 228,024, up 2.53 percent over 222,394 a year earlier, according to figures compiled by R. L. Polk & Co. Imported cars accounted for 30.33 percent of all registrations for the month, up from 28.27 percent in April, 1980.

Imports had 26.59 percent of the March total, 29.64 percent in February and 27.37 percent in January.

Year-to-date new-car registrations totaled 2,912,344 of which 828,074 — 28.43 percent — were imports. In 1980, the four-month total in registrations was 3,041,945, with 841,538 — 27.66 percent — imports.

The April import registration breakdown showed Toyota making the largest single gain, up 2.19 percentage points from a year ago, and its chief competitor, Datsun, with the largest drop, down 2.94 percentage points.

Toyota registrations accounted for 24.86 percent of the import total, up from 22.67 percent in the 1980 month. Datsun slipped to 19.03 percent from 21.97 percent a year earlier. Honda was up to 14.70 percent from 13.63 percent; Volkswagen dropped to 8.93 percent from 10.59 percent, and Mazda was up to 6.92 percent from 5.52 percent.

Sixth-place Subaru was up 1.32 percentage points to 5.40 percent from 4.08 percent last year. Volvo grabbed seventh place with 2.60 percent; a year ago it was not among the top 10 imports. Fiesta ranked eighth with 2.36 percent, down from 2.85 percent, followed by newcomers Mercedes-Benz at 2.33 percent and Audi at 1.66 percent.

The top 10 imports accounted for 88.79 percent of the April import registrations total, compared with 88.38 percent in 1980. In the first four months, the top 10 took 88.91 percent compared with 88.66 percent last year.

• Japanese nameplates accounted for 75.20 percent of the April import market, up from 73.55 percent a year earlier. German-built cars slipped to 17.10 percent from 18.90 percent. Sweden's share increased to 3.21 percent from 2.47 percent. France was up to 1.83 percent from 1.51 percent, while Italy slipped to 1.67 percent from 2.56 percent and Britain had 0.99 percent, down from 1.01 percent. There was one Irish car registered in April, 1981; presumably the first DeLorean.

Registrations of imported cars in April by country of origin, with year-earlier figures in parentheses, were: Japan, 171,464 (163,588); West Germany, 38,990 (42,028); Sweden, 7,323 (5,504); France, 4,171 (3,352); Italy, 3,820 (5,688); Britain, 2,255 (2,234), and Ireland, 1 (0).

Registrations by country of origin for the first four months of 1981, with year-earlier figures in parentheses, were: Japan, 628,954 (631,786); West Germany, 143,369 (151,797); Sweden, 23,126 (20,972); France, 14,746 (11,959); Italy, 11,765 (17,603); Britain, 6,113 (7,421), and Ireland, 1 (0).

Registrations of imported trucks in April were down 4.65 percent to 45,046 from 47,241 a year earlier.

Registrations of imported trucks in April, with year-earlier figures in parentheses, were: Toyota, 10,847 (11,677); Datsun, 10,461 (9,076); Chevrolet LUV, 7,906 (8,132); Ford Courier, 6,055 (6,911), and others, 9,777 (11,445).

The truck import total for the first four months of 1981 was 157,621, down 14.54 percent from 184,439 the preceding year.

Registrations of imported trucks in the first four months, with year-earlier figures in parentheses, were: Toyota, 37,933 (47,567); Datsun, 35,283 (36,867); Chevrolet LUV, 25,048 (32,184); Ford Courier, 23,119 (27,440), and others, 36,238 (40,381).

Employes seek to take over plant being closed by GM

CLARK, N. J. — Employes of the General Motors bearing plant located here are moving to keep the facility open by purchasing it under a federal employe ownership program. It was slated for closing this month.

The plant is still open and operating until an agreement can be struck. Alan Lowenstein, attorney for the Hyatt-Clark Job Preservation Committee, the group of salaried and union workers who initiated the project, said he was "cautiously optimistic" that the employe takeover would become a reality.

"The chances are better than 50 percent," he said.

GM scheduled the 2,400-employe plant for closing several months ago because of the declining need for the plant's major product, tapered bearings, in the new GM lineup of front-wheel-drive cars.

GM decided to produce the needed spindle bearings at its plant in Sandusky, O.

Employes at the plant here formed the committee and hired Lowenstein, who has handled other such acquisitions under the federal Employe Stock Option Plan, and the Massachusetts consulting firm of Arthur D. Little, Inc., to work out a feasibility study of the project.

• Lowenstein said the study came back showing that the plant could be operated at a profit if the employes took it over.

The company, tentatively named Hyatt Industries, would be leaning to the Big Three auto makers as well as farm machinery firms, as major customers for its products. Lowenstein said products would be predominantly tapered bearings, but plans call for more product development work to be started if the acquisition comes to fruition.

Major stumbling block for the committee is acquiring the needed financing. It needs $55 million to complete the project, and Lowenstein noted that all the applications have been submitted to various sources and none has been rejected. He anticipates this crucial question will be answered within the next 30 days.

Negotiations with GM are proceeding relatively smoothly, he said with the basics agreed upon such as the purchase of the real estate and machinery in the plant, with other details being ironed out.

• One key to the sale, according to Lowenstein, is a three-year agreement by GM to purchase tapered bearings. Lowenstein said that this is being fine-tuned, but the basic principle has been agreed upon between the two parties.

A spokesman for GM did confirm that negotiations between the two parties are underway, but said "no decisions have been reached." The spokesman added that the auto maker is "also exploring other alternatives" to this proposition.

IMPORT REGISTRATION SHARES IN U.S.

APRIL

	Regis., April, 1981	Percent Share of Market	Regis., April, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota..........	56,685	24.86	50,418	22.67	+ 2.19
Datsun..........	43,403	19.03	48,863	21.97	— 2.94
Honda..........	33,515	14.70	30,318	13.63	+ 1.07
VW..............	20,355	8.93	23,547	10.59	— 1.66
Mazda..........	15,790	6.92	12,277	5.52	+ 1.40
Subaru..........	12,320	5.40	9,069	4.08	+ 1.32
Volvo............	5,916	2.60	....	....	......
Fiesta...........	5,375	2.36	6,335	2.85	— 0.49
Mercedes......	5,321	2.33	....	....	......
Audi.............	3,796	1.66	....	....	......
Champ..........	....	....	5,648	2.54	......
Fiat..............	....	....	5,155	2.32	......
Colt..............	....	....	4,924	2.21	......
Others..........	25,548	11.21	25,840	11.62	— 0.41
TOTAL......	228,024	100.00	222,394	100.00	......
Share of U.S. Total......		30.33		28.27	+ 2.06

FOUR MONTHS

	Regis., 4 mos., 1981	Percent Share of Market	Regis., 4 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota..........	200,624	24.23	197,823	23.51	+ 0.72
Datsun..........	148,415	17.92	177,373	21.08	— 3.16
Honda..........	127,913	15.45	113,347	13.47	+ 1.98
VW..............	76,158	9.20	79,686	9.47	— 0.27
Mazda..........	62,689	7.57	50,475	6.00	+ 1.57
Subaru..........	45,003	5.43	37,589	4.47	+ 0.96
Fiesta...........	21,336	2.58	25,566	3.04	— 0.46
Mercedes......	18,690	2.26	17,172	2.04	+ 0.22
Volvo............	18,511	2.23	....	....	......
Colt..............	16,905	2.04	23,042	2.74	— 0.70
Champ..........	....	....	24,015	2.85	......
Others..........	91,830	11.09	95,450	11.34	— 0.25
TOTAL......	828,074	100.00	841,538	100.00	......
Share of U.S. Total.....		28.43		27.66	+ 0.77

Registrations for Oklahoma not available. Registrations for District of Columbia temporarily delayed.

Should there be federal specs and testing?

Government and the bus business

Continued from Page 46

a 6/30,000 warranty on its body after the cracks in the undercarriage. Flxible's target date for undercarriage reinforcements is next month (August), depending on results of an engine cradle test.

In general, the only substantive testing of the advanced design buses is done by the makers. UMTA did no testing and did not require any of the companies. Four of the five transit authorities reached by GAO also did no testing beyond the required post delivery tests, limited to finding obvious defects.

But because of the cracking problem with Flxibles, most transit officials reached by GAO think the Flxible buses should have had more testing, both by the company and with the government having a greater role.

GAO says UMTA could require every bus model being offered for purchase with UMTA funding to undergo performance tests, with the results available to the transit industry. The tests could be designed and supervised by UMTA and the transit industry.

Using the test results would depend on whether the UMTA specs are retained, made optional or rescinded. If the specs are retained, then bus models that fail — depending on the seriousness of the failures—could be designated as ineligible for buying with federal funds or UMTA could require that the maker's bid price be penalized by a price offset to reflect the failure. A maker could correct deficiencies and be retested.

- If the federal specifications were optional or were eliminated, then all UMTA could do would be to disseminate the test results so transit officials could have relative performance data to use in choosing their buses.

Another alternative for exploration given by GAO would be to have UMTA sponsor and fund a quality control inspection procedure for the transit industry rather than to fund such efforts by each individual authority as it now does.

This way, the quality control of a maker's production process could be uniformly monitored against standards set jointly by UMTA and the transit industry.

Used car sales

Auction Averages

July to date	$4,267
Month ago	$4,280
Year ago	$3,156

Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1981	$7,473	$7,126	$7,326
1980	5,983	5,856	5,697
1979	4,797	4,857	4,843
1978	3,799	3,669	3,845
1977	3,079	2,972	3,086
1976	2,290	2,288	2,284
1975	1,647	1,699	1,708
1974	1,350	1,379	1,457
Overall Average	$4,267	$4,286	$4,326

Peek-a-boo EXP

Hammond Mfg. Corp., Lansing, is producing rear window louvers for Ford EXP models. Louvers are all-aluminum with stainless steel hardware and hinges for ease in cleaning.

N. Carolina dealers elect Poole president

RALEIGH, N. C.—John T. Poole, owner of Poole Buick Co., Kinston, has been elected president of the North Carolina Automobile Dealers Assn.

P. David Brown, Gate City Motor Co., Greensboro, is vice-president; Richard K. Helmold, Helmold Ford, Raleigh, is secretary, and S. L. Shackleford, Dickinson Buick, Fayetteville, is treasurer.

factories list auction dates

American Motors

July 22—Sand Mountain Auto Auction, Boaz, Ala.; City Auto Auction, Kansas City, Mo.*

July 22—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Auction, Warehouse Point, Conn.

July 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

July 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

July 28—Ohio Auto Auction, Grove City. O.

July 29—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Sales, Warehouse, Pt., Conn.

July 31—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 22 — Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.

July 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Dallas Auto Auction, 4226 E. Main, Dallas.

used-car auction directory

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Makers schedule 105,057 cars for week

Ford's closing trims car production

By Patricia Hoffman
Staff Writer

U. S. auto production last week, although down from the previous week's output, remained above the comparable 1980 week. The year-to-date output continued to top that of last year despite the vacation closings at all Ford Motor assembly points.

The domestic auto makers scheduled 105,057 units last week, down 9.04 percent from 115,502 completed in the previous week, but up 12.26 percent from 93,582 built in the comparable week last year.

So far this year, the makers have finished 3,887,727 units, up 4.74 percent from 3,711,638 completed through July 19, 1980.

Breakdown for the week by company is: General Motors, 76.88 percent; Chrysler Corp., 16.37 percent; Volkswagen of America, 3.58 percent; American Motors, 3.14 percent and Checker Motors, 0.03 percent.

Ford, down for vacation since July 6, remained idle last week. Most Ford plants are scheduled to resume operations today (July 20).

Checker Motors, down since June 19 for inventory adjustments, resumed operations last Monday (July 13).

GM's Flint facility (Century, Regal, LeSabre and Electra) closed last week for changeover to '82 models. The point will remain idle until Aug. 3.

Chrysler's Belvidere assembly point scheduled Saturday overtime last week (July 18). The plant will continue on daily overtime schedules, working two nine-hour shifts this week.

Smith says Japan must end 'one-way street' in trade

TOKYO — General Motors Chairman Roger B. Smith said the future of the world auto industry depends on open world trade and he called upon Japan to "help keep the trade lanes open.

"The one-way street has to be done away with," Smith told the American Chamber of Commerce in Japan. "Trade must be free to move in both directions."

Smith was in Japan to participate in activities marking the 10th anniversary of the affiliation of GM and Isuzu Motors. GM has had a 34-percent equity interest in Isuzu since 1971.

Smith called it a decade of progress and mutual benefit for the two companies.

In his speech, Smith said Japan was wise to voluntarily restrict exports of passenger-cars "because the auto traffic on the one-way street was growing too fast for the U. S. Congress to accept."

"But there is even more that Japan could be doing to silence the forces of protectionism," he said.

He suggested further removal of non-tariff barriers, changes in calculation of commodity taxes and revisions of vehicle certification processes and said that "opening plants in other countries might dull the controversy this on-way-street policy is creating around the world for Japan.

"Between our two countries, otherwise so closely linked, a new kind of constructive, anti-protectionist dialog is needed to resolve these and all similar problems," Smith declared.

The U. S. auto industry does not look for a big increase in business in Japan through removal of barriers, he said, "but we do look for cooperation in promoting the fundamentally important cause of open trade."

Smith emphasized that GM and other U. S. auto makers are moving aggressively to meet their competition on an international basis.

He said GM is determined to retain its world leadership, and with more new products soon to be introduced, he declared that "GM has no fears about domestic or foreign competition.

"We have always said the way to beat our competition is not with paper and pen in Washington, but with products in the marketplace," he declared.

"This explains why we have consistently opposed any legislation in the U. S. Congress that would create trade barriers that could lead to a full-scale trade war."

AMC recalling 11,000 cars

SOUTHFIELD, Mich.—American Motors is recalling 11,000 1981 Concord, Spirit and Eagle cars equipped with six-cylinder engines and cruise command for service to the cruise command system.

The company said the vehicle's throttle can be prevented from closing completely because of interference with the cruise command's actuation chain.

There have been no reports of accidents, AMC said.

Truck production drops for week but exceeds 1980

U. S. truck production dropped considerably last week from the previous week's total; however, output stayed above the year-ago figure.

The domestic truck makers scheduled 18,110 units last week, down 20 percent from the prior week's total of 22,637 units, but up 21.93 percent from 14,853 trucks completed in the same week last year.

So far this year, the manufacturers have assembled 991,702 trucks, up 11.62 percent from 888,499 built in the comparable 1980 period.

All of Ford Motor's truck assembly points, down since July 6 for vacation, are scheduled to resume operations today (July 20).

International Harvester's assembly plants, down for vacation since July 2, will remain idle this week. The facilities are slated to resume production July 27.

Car output up 5 pct. in Canada; 13,224 assembled

Canadian auto production rose last week from the previous week's output, and the total also was above the comparable 1980 week's figure.

Last week, the auto makers scheduled 13,224 units, up 5.57 percent from 12,526 built the previous week, and up 3.99 percent from 12,716 completed in the comparable 1980 week.

So far this year, the auto makers have assembled 501,115 units, up slightly from 497,859 cars built in the comparable period last year.

The Canadian truck makers slated 6,935 units last week, down 21.10 percent from 8,790 trucks built in the previous week, but up 25.95 percent from 5,506 in the comparable week last year.

Year-to-date, the truck manufacturers have completed 316,104 units, up 6.25 percent from 297,502 in the comparable period last year.

Ford Motor's Oakville and St. Thomas car-assembly points, both down since July 6 for vacation, will resume operations July 27.

Ford's Oakville truck facility, also down since July 6, is scheduled to resume production today (July 20).

Chrysler's Windsor car plant has scheduled downtime beginning July 24 for changeover to '82 models. The facility is slated to resume production Aug. 10.

General Motors' Oshawa car point will be idle beginning today (July 20) for '82-model changeover. Production is scheduled to resume Aug. 31.

U. S. CAR PRODUCTION

	Week Ended July 18, 1981	Week Ended July 19, 1980	Week Ended July 11, 1981	July to Date	Jan. 1 to July 19, 1980	Jan. 1 to July 18, 1981
AMERICAN MOTORS	3,300*	....	3,200*	8,420*	93,913*	65,554*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	17,200	6,100	17,220	44,622	352,793	478,932
Plymouth Total	9,600	3,400	9,347	24,412	160,593	249,324
Horizon	3,800	3,400	3,438	9,237	91,460	93,734
Reliant	5,800	....	5,909	15,175	....	146,003
Volare	....	....	....	....	51,740	....
Caravelle	....	....	....	....	4,083	2,139
Gran Fury	....	....	....	....	13,310	7,448
Chrysler Total	....	....	....	....	47,820	22,098
LeBaron	....	....	....	....	36,304	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	7,600	2,700	7,873	20,210	144,380	207,510
Omni	3,800	2,700	4,223	9,951	79,171	77,185
Aspen	....	....	....	....	36,899	....
Aries	3,800	....	3,650	10,259	....	113,999
Diplomat	....	....	....	....	17,585	12,644
St. Regis	....	....	....	....	10,725	3,682
FORD MOTOR	....	3,624	....	18,830	710,779	780,432
Ford Division	....	3,202	....	13,195	526,487	532,228
Escort	....	....	....	4,377	....	199,262
Pinto	....	3,202	....	....	68,358	....
Fairmont	....	....	....	2,796	143,497	114,502
Must./Must. II	....	....	....	3,318	139,900	93,133
Granada	....	....	....	1,655	49,412	46,260
Thunderbird	....	....	....	1,049	74,793	38,185
Ford	....	....	....	....	50,527	40,886
L-M Division	....	422	....	5,635	184,292	248,204
Mercury Total	....	422	....	5,635	166,038	211,907
Bobcat	....	422	....	....	12,348	....
Lynx	....	....	....	1,709	....	69,526
Capri	....	....	....	1,044	40,144	32,819
Zephyr	....	....	....	885	45,863	35,298
Cougar/Monarch	....	....	....	849	16,409	23,866
XR-7	....	....	....	518	23,752	16,740
Mercury	....	....	....	630	27,522	33,658
Lincoln Total	....	....	....	....	18,254	36,297
Lincoln	....	....	....	....	7,036	17,699
Mark VI	....	....	....	....	9,357	19,598
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	80,762	79,483	91,432	226,861	2,435,122	2,458,467
Buick Division	12,099	15,819	16,516	38,792	481,498	527,743
Skylark	6,338	4,233	6,247	15,866	130,885	150,435
Century	....	3,435	961	1,727	106,625	86,881
Regal	2,264	4,031	4,549	10,081	126,927	159,532
Buick	2,175	3,415	3,473	7,708	90,000	96,063
Riviera	1,322	705	1,286	3,410	27,061	34,832
Cadillac Division	7,137	4,140	7,290	18,810	121,077	166,780
Cimarron	1,000	....	968	2,562	....	7,248
Seville	488	695	478	1,262	20,585	15,737
Eldorado	1,605	1,325	1,565	4,139	31,902	39,477
Cadillac	4,044	2,120	4,279	10,847	68,590	104,318
Chevrolet Division	32,893	34,893	36,544	90,864	1,021,221	903,483
Chevette	7,952	9,765	8,926	21,449	261,399	195,879
Cavalier	5,169	....	3,848	11,101	....	36,420
Monza ('80)	....	3,400	....	....	97,530	....
Camaro	3,023	2,540	3,082	8,626	75,582	87,058
Citation	6,605	9,956	8,409	19,509	271,876	215,515
Malibu	2,290	5,134	3,254	7,834	158,431	156,240
Monte Carlo	2,090	898	3,232	7,427	58,984	87,373
Chevrolet	4,800	2,400	4,839	12,545	72,475	107,311
Corvette	964	800	954	2,373	24,944	17,687
Oldsmobile Division	15,164	15,895	17,530	43,327	474,688	550,710
Omega	3,702	2,356	3,480	9,200	69,247	89,857
Cutlass	4,800	10,949	7,411	16,704	242,134	270,427
Oldsmobile	5,597	1,590	5,603	14,684	139,076	161,404
Toronado	1,065	1,000	1,036	2,739	24,231	29,022
Pontiac Division	13,469	8,736	13,552	35,068	336,638	309,751
Acadian†	385	215	449	1,065	13,730	13.514
J2000	3,031	....	2,424	6,939	....	29,751
Sunbird ('80)	....	3,018	....	....	85,577	....
T1000	2,038	....	2,211	5,506	....	43,856
Firebird	1,788	1,540	1,892	5,149	49,348	43,487
Phoenix	2,005	2,768	2,317	5,631	79,573	68,536
Grand Prix	2,310	....	2,335	5,790	35,440	62,656
LeMans	1,550	....	1,568	3,948	34,611	38,939
Pontiac	362	1,195	356	938	38,359	9,012
VOLKSWAGEN	3,760	4,375	3,615	9,167	117,461	103,054
CHECKER	35*	....	35*	70*	1,570	1,288*
Total Cars, U. S.	105,057	93,582	115,502	307,970	3,711,638	3,887,727

CANADIAN CAR PRODUCTION

	Week Ended July 18, 1981	Week Ended July 19, 1980	Week Ended July 11, 1981	July to Date	Jan. 1 to July 19, 1980	Jan. 1 to July 18, 1981
AMERICAN MOTORS	720	....	671	1,810	....	18,647
CHRYSLER CORP.	2,800	....	2,008	5,984	38,578	26,947
FORD MOTOR	624	1,104	504	4,707	145,491	129,075
GENERAL MOTORS	8,855	11,367	9,118	24,222	307,885	320,414
VOLVO	225	225	225	558	5,905	6,032
Total Cars, Canada	13,224	12,716	12,526	37,281	497,859	501,115
N. American Cars	118,281	106,298	128,028	345,251	4,209,497	4,388,842
N. American Trucks	25,045	20,359	31,427	84,647	1,186,001	1,307,806
North American Cars and Trucks	143,326	126,657	159,455	429,898	5,395,498	5,696,648

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 18, 1981	Week Ended July 19, 1980	Week Ended July 11, 1981	July to Date	Jan. 1 to July 19, 1980	Jan. 1 to July 18, 1981
CHEVROLET	8,476	7,161	11,041	26,213	276,271	325,493
DODGE/PLYMOUTH	2,100	....	2,184	5,634	84,580	56,375
FORD	....	....	....	8,127	293,535	347,407
GMC	2,604	3,552	4,476	9,507	94,443	109,779
INTERNATIONAL	....	2,180	....	811	29,129	38,522
MACK	....	460	....	....	14,432	....
JEEP	2,500*	....	2,500*	6,500*	51,105	50,971*
AMC CORP.	90*	225*	90*	234*	5,279*	2,435*
VOLKSWAGEN	1,400*	650*	1,400*	3,640*	23,135*	35,400*
MISCELLANEOUS	940	625	946	2,340	16,590	25,320
Total Trucks, U. S.	18,110	14,853	22,637	63,006	888,499	991,702

CANADIAN TRUCK PRODUCTION

	Week Ended July 18, 1981	Week Ended July 19, 1980	Week Ended July 11, 1981	July to Date	Jan. 1 to July 19, 1980	Jan. 1 to July 18, 1981
CHRYSLER CORP.	1,801	....	2,029	4,816	22,198	46,705
FORD MOTOR	504	2,784	636	2,726	106,565	90,811
GENERAL MOTORS	4,630	2,682	6,125	13,967	147,228	172,182
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	....	....	....	112	8,484	6,406
MACK	....	40	....	....	1,383	....
Total Trucks, Canada	6,935	5,506	8,790	21,641	297,502	316,104
N. American Trucks	25,045	20,359	31,427	84,647	1,186,001	1,307,806

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

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Automotive News

Detroit, July 27, 1981

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At World Congress

Jim Plague

Opening-night speakers

Keith E. Crain, center, Automotive News publisher and editorial director, visits with opening-night speakers at the Automotive News World Congress. They are Donald E. Petersen, left, president of Ford Motor Co., and William M. Agee, chairman of Bendix Corp.

UAW seeking support for local-content law

By Marjorie Sorge
Labor Editor

The UAW has asked automotive suppliers to come to its party and endorse a hefty local-content law, according to union President Douglas A. Fraser.

Fraser told the Automotive News World Congress that a local-content bill could be introduced in Congress this summer which would preserve employment, enhance competition, shore up the nation's sagging industrial base and address the "savaging of the American economy by the Japanese."

"In the past few months, my union has received many invitations to 'come to the party' from various companies seeking help," he said. "Where it has been justified, we did. Now, on an issue which is also justified and which will mean increased investment and job creation here, we're asking them to 'come to the party.'"

Fraser proposed that the program be phased in beginning in 1983 and include cars built in the U. S. and Canada. The legislation should require auto makers with yearly sales above 200,000 to have at least 75 percent North American content by 1985, while companies with annual sales over 500,000 would have to have 90 percent local content, he said.

For purposes of the bill, manufacturers would be defined by majority control, he said. For example, Chrysler and Mitsubishi would be counted as two separate companies, since Chrysler does not control Mitsubishi.

According to a Chrysler spokesman, the proposal would not affect Mitsubishi because the annual sales do not reach 200,000.

European auto makers also would not be affected since none have annual sales that high. Volkswagen, however, more than likely would be affected when it achieves higher U. S. production in the next few years.

The major thrust seems to be against the Japanese imports, specifically Toyota, Nissan and Honda.

The idea met with little reaction from the domestic makers. Ford Motor Co. President Donald E. Petersen said "there is nothing new or novel in Mr. Fraser's suggestion. As a multinational company, we live successfully with local content requirements in many parts of the world."

General Motors had no official reaction to the proposal, but a company spokesman said local-content laws are not new to GM, which has been dealing with them overseas for quite a while.

Chrysler also had no comment, but its Chairman Lee A. Iacocca did stiffly criticize the

Continued on Page 36, Col. 4

Iacocca returns to capital, enjoying Chrysler profit

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Chrysler's latest trip to Washington was a triumphal one to announce a second-quarter profit—$12 million and higher than expected—and not to beg for help. Chairman Lee Iacocca, accompanied by Gerald Greenwald, vice chairman and the company's financial wizard, passed out bottles of black ink—labeled "Now being used by Chrysler Corporation—thanks to you"—at a Congressional reception attended even by some members who had voted against the loan guarantee program.

At a National Press Club luncheon, Iacocca was flanked by the two major movers and shakers from the Hill—Michigan Rep. James Blanchard and Senator Don Riegle.

This time, it was a proud and jubilant Iacocca happily taking a swipe at the "intellectual carpetbaggers" who had told the corporation to "die with dignity" and a cocky Iacocca, joking that Chrysler might join the others in trying to take over Conoco.

But despite the upbeat talk, Iacocca also noted the economy is "dead in its track" at least as far as the housing and auto businesses are concerned, and the "attitude of defeatism in the air." But he asked reporters to allow him at least a "day of glory" before the third-quarter figures.

Despite the gloom over decrease in productivity and the vast inroads of imports—from 8 percent to 30 percent of the market in 20 years, 80 percent of them Japanese — Iacocca labeled the "negative" and "self-defeating" attitude a "very dangerous" one.

He decried the notion that the import companies were "smarter" or had anticipated the market better or made cars that were never recalled, and he rejected trying to be a "clone" with the Japanese. They may be different, but "not better, just different," he said.

On the other hand, the Japanese notion of a combined government, business, and labor policy that sets long-range goals and provides the means to achieve them "is better and an American national policy is indeed needed fast," Iacocca said. (Blanchard's House Banking subcommittee is now holding extensive hearings on revitalization of the U. S. industrial base.)

- The Japanese success, Iacocca recounted, was not their perfection but happening to be here and ready when the second oil crunch hit and the market turned, using up the Japanese inventory and leaving the domestic makers stuck with big cars. Specifically, Iacocca mentioned in his text—and later ad libbed a "Toyota example" of what he called a Japanese tax incentive that provides an export incentive.

Chrysler's arithmetic is at best confusing—a Japanese car that sells for $8,000 in Japan sells for $600 less in this country and the Toyota example had it selling for $10,500 in France. Presumably, Iacocca was talking about the Japanese commodity tax (17.5 percent for small cars and 22.5 percent for large ones) that is rebated for exports just as the Common Market countries rebate a value-added tax upon export and just as cars exported from the U. S. (which has no federal tax) does not carry any state or local taxes.

- As living proof of American ability to meet the foreign challenge, Iacocca called his company's return to profitability — "maybe a little miracle." He labeled this a "genuine operating profit" and pooh-poohed the pot-shots taken by the press about overbuilding in the second quarter—a practice com-

Continued on Page 36, Col. 1

'Survival only issue' for dealers, says Belli

By Kenneth R. MacDonald
Staff Correspondent

SAN FRANCISCO. — Automotive News has been told exclusively by internationally known attorney Melvin M. Belli that he has agreed to become legal counsel and spokesman for a group of "very unhappy" auto dealers intent on battle with vehicle manufacturers over a long list of complaints.

"Almost from the start of the automobile industry," Belli said, "this country's car dealers have publicly been presented and promoted by manufacturers as independent business men and women.

"In factory relations, however, the dealers have been treated more as serfs and slaves by the makers of the cars they sell. This new group intends to bring such shabby treatment to an end."

Belli, although based in plush, well-landscaped Victorian-era offices not far from San Francisco's downtown financial area, practices as a trial lawyer in courts all over the world and has gained widespread fame for the huge jury awards he has won for clients.

He met with leaders of the new group, which calls itself the Automobile Dealers Coalition, in New York City, prior to signing the agreement in his offices here.

"The initial concept of the Coalition," Belli explained, "was developed by 17 prominent dealers in the Detroit area. To date, they have spent some $70,000 of their own money in visits to dealers across the nation and researching the relations between all lines of dealers and their manufacturers.

"What they found in their attempt to tune in on the five-year projection plan the various factories started in 1978 was that conditions since that date have deteriorated to the point that today dealer survival is the only real issue.

"Dealers in all lines," Belli said, "now are witnessing the

Continued on Page 35, Col. 1

breaking news

Escort and Lynx add 3,300 jobs

WAYNE, Mich.—Ford Motor's new Escort, Lynx, EXP and LN7 models have created 3,300 new jobs at the plants that manufacture components and assemble the cars in North America, the company said last week. Harold A. Poling, executive vice president, Ford North American Automotive Operations, cited the figure at a ceremony at the Wayne Assembly Plant marking production of the 500,000th Escort/Lynx auto.

Egyptian truck venture for Mercedes

CAIRO, Egypt.—Mercedes-Benz has signed a joint venture contract with the Engineers Syndicate here for a $47 million dollar plant to make light and heavy trucks and buses. The Egyptian Union is putting up 75 percent of the capital. The new firm will be called Mercedes Misk Co.

No more three year contracts?

DEARBORN. — Three-year agreements may not make sense any more in the auto industry, according to UAW President Douglas A. Fraser. He indicated that the economic

See BREAKING NEWS, Page 8, Col. 1

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Reuss sees new market for individualized cars

Buick eyes 2-seater; Opel ruled out

By Kathleen Hamilton
News Editor

Pontiac isn't the only General Motors division eying a two-seater; Buick General Manager Lloyd E. Reuss told a news conference at the Automotive News World Congress that Buick may introduce a car smaller than the subcompact J-car.

"There may be a market out there for a two-passenger Buick," Reuss said.

It won't be an Opel, though. Reuss said there are no plans to reintroduce the European marque in the U. S., at least in Buick showrooms

Small cars are becoming more than just the choice of necessity for U. S. buyers, Reuss told the Congress.

"Big cars once meant big status. Now smaller cars symbolize the customer's personal autonomy," he told his audience.

The trend toward purchasing cars as an expression of individuality has two consequences, he said.

First, it means a proliferation of models is likely to occur. But also it means buyers are willing to defer their purchases until they can get a quality product that will satisfy them.

• The big market gains will be in this segment of buyers, Reuss said. Population trends indicate the 25- to 45-year-old segment will increase 25 percent between 1980 and 1990.

These people will have more money to spend, Reuss projected. The number of households with $25,000 (constant dollars) in income is expected to rise by 55 percent; $35,000 households, to rise 84 percent.

Autos will have to compete for these dollars with other big-ticket items while meeting the rising expectations of young affluents, Reuss said.

One of the cars Buick is betting on is, of course, its version of the J-car, the Skylark, which is to bow next spring.

Availability of cars is forcing Buick and other GM divisions into staggered public introductions of 1982 models, Reuss said.

Buick plans to introduce its carryover models in September. The new front-wheel-drive Century is to debut in late November or early December, he said.

Buick hopes to have at least 6,000 Century models built — two per dealer — by intro day. After that, production of the Century is expected to accelerate rapidly.

• On the subject of the diesel engine, Reuss noted Buick's late start in offering the diesel and said the division is expecting to sell about 50,000 diesel-equipped cars this year.

Next year the diesel will be offered on the LeSabre, Electra, Riviera, Regal and Century. Reuss projected diesels will be installed in 15 percent of those models.

Although he expects diesel volume to increase over the years, Reuss said he doesn't see any significant growth in its penetration.

Reuss said Buick could be the first GM division to produce electrics if the vehicles are to be high-ticket, low-volume offerings. If, on the other hand, electrics emerge as low-cost, high-volume vehicles, it is more likely Chevrolet will take the lead, he said.

Reuss outlined Buick's efforts to improve quality and productivity through participatory management experiments which are being phased in at GM plants.

He also stressed the importance of dealership service departments in the quality equation. He outlined a computer network, still in its infancy, through which Buick hopes to share technicians' early experience with new models and to receive quick feedback on problems.

The data bank—which should probably be funded in large part by the factories at the start, could also assist technicians in diagnosis, Reuss said.

Reuss said a computerized tracking system for new cars should be operating in all Buick sales outlets by September.

But the first step toward improved service is the recognition that the shop is a sales tool, Reuss said.

Buick is encouraging its dealers to extend their shops' hours to better serve customers. Second shifts double capacity with no new capital investments, Reuss noted.

New orders for DeLorean replace 'fallout,' Brown says

By Edward Lapham
Financial Editor

DeLorean Motor Co. has experienced some fallout of previous retail orders since introducing the stainless-steel sports car with a $25,000 sticker price, but new orders are flowing in to replace the fallout, DMC Vice President C. R. Brown said.

Following his address to the Automotive News World Congress, Brown told AUTOMOTIVE NEWS the DMC dealers in the Western region, that is west of the Mississippi River, who had received cars were reporting selling prices well above the $25,000 price.

"I don't know what the average selling price is," Brown said, "but several of the dealers were able to stay out of the red last month because they had our cars to sell."

The car, priced at $25,000 with manual transmission and $25,650 with automatic transmission, has an 18 percent dealer discount, Brown said, meaning that even selling at "just" full sticker price would gross a dealer a minimum of $4,500.

Several dealers, he said, have reported a net of $10,000 or more on each car.

"We should not feel that it is justifiable to raise the price, however," Brown said. "The number of people who are willing to pay $10,000 over sticker for a DeLorean is probably somewhat limited."

• In his speech, Brown described the new approaches used by DeLorean Motor Co. to foster its new-concept automobile.

He said there were three fundamentals which were crucial to the project: Sufficient capitalization, the right product and highly qualified people in the organization.

Brown described the company's three-fold product objective as "a performance car, an economical car and a safe car."

The DMC executive said that although the company is not "out of the woods yet," it has taken many steps to assure it doesn't follow some typical path to failure taken by some previous ventures.

Brown told the audience that DMC dealers have just one

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56th year — No. 4873

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Comparing notes

Two faculty members of Automotive News World Congress compare notes. Carrie Gray, left, manager, small-car market plans and strategies, Chrysler Corp., chats with John M. Hemphill, executive vice president, J. D. Power and Associates.

Designers examine work

Erich Bitter, left, general manager and chairholder, Bitter-Automobile, Schwelm, West Germany, shows off interior trunk space of his Bitter to another designer, John Weitz, chairman of John Weitz, Inc., at Automotive News World Congress.

GM, Ford get waiver, but Nissan rejected

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — In some ways, it pays to be a struggling auto maker.

The EPA says it will allow certain General Motors and Ford engines to meet eased carbon monoxide standards for 1982 on the grounds that this will allow the makers to make the cars less expensively and therefore make them more competitive.

As an extension of that logic, EPA said it was denying a similar request by Nissan for a waiver on the 1982 CO standard for a 90-CID and a 120-CID engine the company wants to use.

Said the EPA, "The manufacturer failed to establish that they were incapable of meeting the statutory standard (3.4 grams per mile), even considering cost, driveability and fuel economy.

Of the GM and Ford waiver requests, the EPA said it was granting them on the grounds that "it is essential to provide these manufacturers with sufficient production flexibility to improve the competitiveness of these models under current market conditions."

Waiving the CO standard to 7 grams per mile could provide them with the flexibility to improve fuel economy or driveability, or decrease costs without increasing the risk of noncompliance with EPA's emission requirements, the EPA said.

Ford engines receiving the waiver for the 1982 model year are the 2.3-liter, 3.3-liter, 4.2/5.0 liter and 5.8 liter. The CO standard also was waived for those engines for the 1981 model year.

GM engines receiving waivers were: A new 1.8-liter fuel-injected version of the J-car engine, a new 2.5-liter throttle body injected-four cylinder engine, the 3.8-liter turbocharged small V-8 which had been operating with a CO waiver, a new 4.1-liter fuel-injected V-8 and a new 5.0/5.7-liter fuel-injected V-8.

• EPA said it would also waive the CO standard in 1982 for a 4.2-liter engine Jaguar uses and three new engines Lotus wants to use. They are a 2.2-liter naturally aspirated engine, a turbocharged version of this engine and a 4-liter engine. In addition, EPA said Lotus could also have a one-year extension on the CO waiver it now has on its 2-liter engine.

The EPA has now waived the CO standard for 37 engine families for the 1982 model year. These are built by AMC; BL Cars, Ltd.; Chrysler; Excalibur Motors, Ltd.; Ford; GM; Lotus; Subaru; Toyota, and Volkswagen of America.

In all, these engines will power more than one-third of all vehicles sold in the 1982 model year.

Waivers from the 3.4 CO standard are available through the 1982 model year. Recently, the National Academy of Sciences recommended that the standard be changed, until at least 1986, to the 7 grams per mile standard that is now permitted under the waiver provisions of the Clean Air Act.

The auto makers have testified that waiving the CO standard to 7 grams per mile can save the consumer from $30 to $60 per vehicle because the catalyst can be loaded with less precious metal. Some have also suggested that the 7-gpm standard can result in slightly better fuel economy and better driveability.

Ford jets 200 from Coast for Escort training

DEARBORN. — Ford Motor Co. flew 200 hourly and supervisory quality upgrade operators from its San Jose (Calif.) assembly plant to Detroit for hands-on training in the production of Escort and Lynx cars at its Wayne assembly plant.

The San Jose plant will be converted to Escort and Lynx production in September. It stopped building Mustangs and Capris earlier this month.

During the Detroit training sessions—five days for each of the two groups—the San Jose employes worked side by side with their counterparts, learning how to properly assemble the new models. They in turn will train the rest of the San Jose plant employes.

Clarke & White is one of last to leave historic area

Boston L-M deal quits Auto Row

BOSTON. — One of Boston's last old-time "Automobile Row" dealers is leaving the old "Row" and heading to suburban Newton, to the west of the city.

Clark & White, Inc., a Lincoln-Mercury deal, is moving to the former Luby Ford building in Newton. Clark & White has been at the Boston site since 1950.

More important, though, is the history of the building in which the dealership has been housed for the last 31 years.

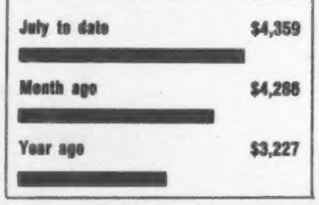
The building that Clark & White has occupied was the site of the original auto showroom on Commonwealth Ave. It was the start of a tradition on the street that has lasted to today.

It was in this building that Gov. Alvin T. Fuller, the man who originated the Washington's Birthday sales, opened his Packard dealership.

Some people thought Fuller was a bit crazy when he opened his dealership there about 1903 because there was nothing on the avenue to even suggest a future in automobiles.

Used car sales

Auction Averages



• Moving along the "Row," next came "Fuller's Folly." This was the multi-storied Cadillac building across from Boston University.

After Fuller opened his initial store, other dealerships followed through the years. One could find just about any make on the "Row." Some of those names were Buick, Franklin, Studebaker, Pontiac, DeSoto, Plymouth, Mercury, Lincoln, Ford, and Nash.

Soon, though, this will all be history. The Clark & White dealership will soon become a 218-unit luxury apartment building.

The current dealership is making the move because the new building will offer a more modern, efficient designed facility with a large parking area, according to Loren White Jr.

However, there could be another "Automobile Row" in the making in Newton because the areas where Clark & White is moving also boasts several dealerships in a small area.

Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1981	$7,475	$7,126	$7,326
1980	6,026	5,856	5,697
1979	4,899	4,857	4,843
1978	3,872	3,869	3,845
1977	3,104	2,972	3,086
1976	2,272	2,288	2,264
1975	1,669	1,699	1,708
1974	1,309	1,379	1,457
Overall Average	$4,359	$4,286	$4,326

factories list auction dates

Chrysler Corp.

July 30 — St. Pete Auto Auction, Clearwater, Fla. 33520.

American Motors

July 28—Ohio Auto Auction, Grove City. O.

July 29—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Sales, Warehouse, Pt., Conn.

July 31—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Dallas Auto Auction, 4226 E. Main, Dallas.

used-car auction directory

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Pace is one month ahead of 1980

Year's car output reaches 4 million

By Patricia Hoffman
Staff Writer

U. S. auto production for the year-to-date hit the four-million mark last Friday (July 24), one month earlier then the point was reached in 1980. Last year, the domestic auto makers built the four-millionth car in the week ended Aug. 23.

So far this year, the auto manufacturers have completed 4,014,562 units, up 5.53 percent from 3,804,184 completed in the comparable period last year.

Last week, auto production was slated at 119,583 units, up 6.48 percent from 112,309 in the previous week, and up 25.81 percent from 95,050 cars built in the comparable period last year.

Breakdown for the week by company is: General Motors, 56.04 percent; Ford Motor, 24.40 percent; Chrysler Corp., 13.63 percent; Volkswagen of America, 3.14 percent; American Motors, 2.76 percent and Checker Motors, 0.03 percent.

GM's Wilmington and Oklahoma City facilities both worked last Saturday (July 25).

GM's Linden assembly point closed July 22 for changeover to '82 models. The plant is slated to resume operations Aug. 19.

Also at GM, the Leeds assembly point will close Friday (July 31) for changeover. The plant is scheduled to resume sometime in October.

GM's Janesville point, down last week due to a parts shortage, resumes operations today (July 27).

No GM rebates, Lund says; incentives called possible

Continued from Page 4

and Bob Cook, Chevrolet general sales manager, make a "tremendous team" and this could indicate long-range marketing plans. However, Lund denied rumors that he is retiring and that Staudt will be his replacement.

New advertising campaigns may also be in the works for the J-car which Lund said will be re-emphasized, not relaunched, this summer and fall. There will be minor changes on the car, for instance tweaking the drivetrain of the 1.8-liter engine for "more zip," which will not hurt the MPG, he said.

At the spring introduction, Lund predicted model year sales of 75,000 Cavaliers which, he said, may have to be revised downward if production doesn't meet demand.

Right now there are not enough J-cars in the dealer's hands to make a sales prediction, but he said in the next 60 days there should be enough to forecast both sales and consumer response. At that point, GM will introduce "activities that will stimulate interest in the J-cars" he said.

• Some dealers have feared a sticker shock reaction from customers on the new J-cars, but Lund said there is not much evidence of that problem.

One new trend in the industry Lund doesn't like is the tendency to "leak" new-product information long in advance of introduction day. He said he feels such information about the S-truck and F- and A-cars is hurting present sales.

The S-truck, due for introduction this fall, will eventually replace the LUV, according to Lund. He said as each new version of the S-truck comes out, similar models of the LUV will be discontinued.

In his speech to the World Congress, Lund called for the introduction of "America, Inc." to combat "Japan, Inc." He said government, labor, business, consumers, media and academia should join together in cooperation and cost effectiveness to improve the U. S. marketplace.

"When we mobilize our industrial resources, when we join our strengths we can be a lot tougher, a lot smarter and a lot more effective," he said.

According to Lund, the auto industry is now international and the national markets are disappearing. Cars, too, are shrinking, and GM expects compact and smaller cars to approach 60 percent of industry sales by 1985 and perhaps 65 percent by 1990, he said.

Specialty cars, not general-purpose cars, will rule the automotive markets of the future, he said, but mini-subcompacts will not be all things to all people.

Millionth truck of 1981 produced by U.S. makers

Domestic truck production for the year-to-date topped one million last week, about five weeks earlier than the point was reached in 1980.

The millionth truck was completed last Tuesday (July 21). The cumulative total through July 25 was 1,024,394, up 11.62 percent above the 917,790 trucks assembled in the comparable period last year. In 1980, the domestic truck manufacturers topped a million trucks in the week ended Aug. 30.

Last week, truck production was scheduled at 32,336 units, up 75.11 percent from 18,466 built in the previous week, and up 8.01 percent from 29,939 trucks completed in the comparable period last year.

International Harvester's assembly points, down since July 2 for vacation, return today (July 27).

General Motors' Fremont facility, which closed July 17 for '82 model changeover, will resume operations August 24.

Canadian output slips for week but tops 1980

Canadian auto production last week took a substantial jump over the comparable 1980 week's output, but the total was below the previous week's figure.

Canadian auto production for the week was estimated at 11,523 units, up substantially above the 3,821 cars completed in the comparable 1980 week, but down 14.54 percent from 13,483 units assembled in the previous week.

Year-to-date output for the Canadian auto manufacturers was 512,897 units, up 2.45 percent above the 500,627 units completed in the comparable period last year.

Canadian truck production last week was slated at 7,658 units, up a considerable 27.68 percent from 5,998 units completed in the comparable 1980 week, and also up 8.35 percent from 7,068 built in the previous week.

So far this year, the truck manufacturers have completed 323,895 trucks, up 6.70 percent from 303,547 units built in last year's comparable period.

Ford Motor's Oakville (Line #1) and St. Thomas car assembly points, both down for vacation since July 6, return today (July 27).

Ford's Oakville truck assembly point, also down for vacation since July 6, resumed operations last week.

Chrysler Corp.'s Windsor car point went down last Friday (July 24) for '82-model changeover. The plant is slated to resume operations Aug. 10.

Also at Chrysler, the Windsor truck facility, down since July 17 for '82 model changeover, is scheduled to return August 3.

General Motors' St. Therese car assembly point closed July 23 for changeover to 1982 models. The facility is slated to resume Aug. 14.

GM's Oshawa truck plant will close July 31 and is slated to return Aug. 3 with 1982 models.

GM has also scheduled downtime beginning today at its Scarborough truck facility for changeover. The plant is slated to resume operations Aug. 18.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
CHEVROLET	7,576	7,663	8,865	34,178	283,631	333,458
DODGE/PLYMOUTH	2,100	....	2,181	7,815	84,628	58,556
FORD	15,521	15,471	....	23,648	309,006	362,928
GMC	2,209	2,675	2,468	11,580	97,019	111,852
INTERNATIONAL	....	2,180	....	811	31,056	38,522
MACK	....	450	....	....	14,826	....
JEEP	2,500*	....	2,500*	9,000*	51,105	53,471*
AMC CORP.	90*	225*	90*	324*	5,504*	2,525*
VOLKSWAGEN	1,400*	650*	1,400*	5,040*	23,820*	36,800*
MISCELLANEOUS	940	625	962	3,302	17,195	26,282
Total Trucks, U. S.	32,336	29,939	18,466	95,698	917,790	1,024,394

CANADIAN TRUCK PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
CHRYSLER CORP.	....	....	2,142	5,157	22,198	47,046
FORD MOTOR	2,812	3,908	300	5,334	110,415	93,419
GENERAL MOTORS	4,846	1,615	4,626	18,829	148,937	177,024
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	....	475	....	112	8,959	6,406
MACK	....	....	....	....	1,394	....
Total Trucks, Canada	7,658	5,998	7,068	29,432	303,547	323,895
N. American Trucks	39,994	35,937	25,534	125,130	1,221,337	1,348,289

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
AMERICAN MOTORS	3,300*	1,110	3,200*	11,620*	95,023*	68,754*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	16,300	6,100	18,627	62,349	358,837	496,659
Plymouth Total	7,600	3,400	9,976	32,388	163,906	257,300
Horizon	2,600	3,400	3,770	11,807	94,773	96,304
Reliant	5,000	....	6,206	20,581	....	151,409
Volare	....	....	....	....	51,740	....
Caravelle	....	....	....	....	4,083	2,139
Gran Fury	....	....	....	....	13,310	7,448
Chrysler Total	....	....	....	....	47,820	22,098
LeBaron	....	....	....	....	36,304	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	8,700	2,700	8,651	29,961	147,111	217,261
Omni	4,000	2,700	4,155	14,306	81,902	81,540
Aspen	....	....	....	....	36,899	....
Aries	4,700	....	4,496	15,655	....	119,395
Diplomat	....	....	....	....	17,585	12,644
St. Regis	....	....	....	....	10,725	3,682
FORD MOTOR	29,177	19,720	....	48,007	730,417	809,609
Ford Division	20,239	12,590	....	33,434	538,898	552,467
Escort	6,758	....	....	11,135	....	206,020
Pinto	....	....	....	....	68,179	....
Fairmont	4,164	2,965	....	6,960	146,462	118,666
Must./Must. II	4,348	5,460	....	7,666	145,360	97,481
Granada	2,790	....	....	4,445	49,412	49,050
Thunderbird	2,179	2,485	....	3,228	77,278	40,364
Ford	....	1,680	....	....	52,207	40,886
L-M Division	8,938	7,130	....	14,573	191,519	257,142
Mercury Total	8,938	5,810	....	14,573	171,945	220,845
Bobcat	....	....	....	....	12,445	....
Lynx	2,815	....	....	4,524	....	72,341
Capri	1,281	1,580	....	2,325	41,724	34,100
Zephyr	1,033	875	....	1,918	46,738	36,331
Cougar/Monarch	1,469	....	....	2,318	16,409	25,335
XR-7	1,046	2,075	....	1,564	25,827	17,786
Mercury	1,294	1,280	....	1,924	28,802	34,952
Lincoln Total	....	1,320	....	....	19,574	36,297
Lincoln	....	633	....	....	7,669	17,699
Mark VI	....	687	....	....	10,044	18,598
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	67,011	63,745	86,695	299,805	2,496,601	2,531,411
Buick Division	10,391	9,608	11,784	48,868	490,915	537,819
Skylark	6,595	4,348	6,136	22,259	134,937	156,828
Century	....	1,039	....	1,727	107,614	86,881
Regal	2,250	1,902	2,261	12,328	129,052	161,779
Buick	1,000	1,614	2,151	8,684	91,558	97,039
Riviera	546	705	1,236	3,870	27,754	35,292
Cadillac Division	1,863	3,724	6,694	20,230	124,790	168,200
Cimarron	1,000	....	692	3,254	....	7,940
Seville	201	686	461	1,436	21,256	15,911
Eldorado	662	1,306	1,503	4,699	33,221	40,037
Cadillac	....	1,732	4,038	10,841	70,313	104,312
Chevrolet Division	30,977	30,376	39,666	128,614	1,049,815	941,233
Chevette	8,917	9,680	10,641	33,055	271,022	207,485
Cavalier	4,470	....	5,187	15,589	....	40,908
Monza ('80)	....	3,400	....	....	100,312	....
Camaro	....	2,509	3,038	8,641	78,155	87,073
Citation	7,414	8,448	9,327	29,645	279,202	225,651
Malibu	2,282	4,744	2,841	10,667	163,100	159,073
Monte Carlo	2,094	795	2,596	10,027	59,784	89,973
Chevrolet	4,800	....	4,816	17,361	72,494	112,127
Corvette	1000	800	1,220	3,629	25,746	18,943
Oldsmobile Division	12,257	11,099	15,191	55,611	485,670	562,994
Omega	3,705	2,312	3,671	12,874	71,535	93,531
Cutlass	2,621	6,363	4,764	19,289	248,512	273,012
Oldsmobile	5,497	1,580	5,752	20,336	140,606	167,056
Toronado	434	844	1,004	3,112	25,017	29,395
Pontiac Division	11,523	8,938	13,360	46,482	345,411	321,165
Acadian†	385	300	485	1,550	14,121	13,999
J2000	2,530	....	2,887	9,325	....	32,137
Sunbird ('80)	....	3,015	....	....	88,192	....
T1000	2,193	....	1,876	7,639	....	45,887
Firebird	....	1,565	1,758	5,119	50,973	43,457
Phoenix	2,211	2,863	2,086	7,923	82,545	70,828
Grand Prix	2,310	....	2,335	8,125	35,440	64,991
LeMans	1,550	....	1,568	5,516	34,611	40,507
Pontiac	344	1,195	365	1,285	39,529	9,359
VOLKSWAGEN	3,760	4,375	3,752	12,919	121,736	106,806
CHECKER	35*	....	35*	105*	1,570	1,323*
Total Cars, U. S.	119,583	95,050	112,309	434,805	3,804,184	4,014,582

CANADIAN CAR PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
AMERICAN MOTORS	720	....	850	2,660	....	19,497
CHRYSLER CORP.	2,568	....	2,994	8,746	38,578	29,709
FORD MOTOR	....	....	552	4,635	144,819	129,003
GENERAL MOTORS	8,010	3,596	8,862	32,239	311,100	328,431
VOLVO	225	225	225	783	6,130	6,257
Total Cars, Canada	11,523	3,821	13,483	49,063	500,627	512,897
N. American Cars	131,106	98,871	125,792	483,868	4,304,811	4,527,459
N. American Trucks	39,994	35,937	25,534	125,130	1,221,337	1,348,289
North American Cars and Trucks	171,100	134,808	151,326	608,998	5,526,148	5,875,748

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

Detroit, August 3, 1981

56th year—$40 per year, $1.00 per copy

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Automotive News World Expo slated for 1982

A worldwide automotive business exposition, geared to meet the needs of vehicle manufacturers and suppliers, will be produced and staged in Detroit next summer by AUTOMOTIVE NEWS.

Christened Automotive News World Expo, it will run in tandem with the seventh annual Automotive News World Congress. Together, the two industry affairs will comprise Automotive News World Week, an industry extravaganza running for six days in the heart of Detroit—the auto capital of the world.

The Automotive News World Congress will return to the Detroit Plaza Hotel in the Renaissance Center, opening Sunday, Aug. 22, and closing on Wednesday, Aug. 25.

Nearby, in Detroit's gigantic Cobo Hall, the Automotive News World Expo will open on Tuesday, Aug. 24, and close on Friday, Aug. 27.

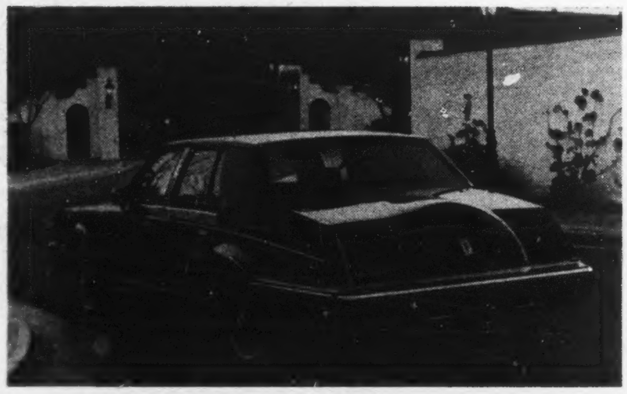
The Automotive News World Congress will continue as a high-intensity, educational seminar.

"We expect Automotive News World Expo to bring together buyers and sellers in the OEM market, thus providing a service available nowhere else in the world," said Keith E. Crain, publisher and editorial director of AUTOMOTIVE NEWS.

"Detroit is widely accepted as the hub of the world automotive industry," Crain continued. "It is our intent to make Automotive News World Expo the automotive marketplace of the world."

Crain said that the outstanding success of the Automotive News World Congress over the past six years led to the determination to expand AUTOMOTIVE NEWS' service and support to the industry through the organization of the business exposition.

Continental bows



Downsized luxury for Lincoln

Lincoln-Mercury Division hopes to sell 30,000 to 40,000 of its 1982 Continentals, smallest of the division's luxury cars. Wheelbase is 108.5 inches, and overall length is 201 inches. Standard engine is a new 3.8-liter V-6, and a 5.0-liter V-8 is optional. Story and another picture are on Page 7.

1st-half dealer mortality eases; 325 outlets close

By John K. Teahen Jr.
Managing Editor

The first half of 1981 brought a definite slowdown in the decline in the number of dealerships handling domestic makes of passenger cars.

The loss was large, much larger than it would have been if the industry were healthy. But it was not nearly so devastating as the dropoff in the first half of 1980.

The latest AUTOMOTIVE NEWS census found 21,447 domestic-car outlets on July 1 of this year, down 325 from the 21,772 in operation on Jan. 1.

By comparison, the industry lost 930 dealerships in the first half of 1980—nearly three times as many.

The second quarter was especially encouraging, if that term can be used to characterize another loss. The April-June dip amounted to 104 establishments. It was less than half of the 221 outlets that faded away in the first quarter.

And it was only a fraction of the 672-unit bloodbath in the second quarter of 1980, the worst quarter ever.

The second quarter resulted in the industry's smallest decline in two years. It was just two years ago that the horrendous downturn in new-car dealerships began, a slide that cost the industry 1,607 outlets in calendar 1980.

April-June was a delight for Chrysler Corp. In addition to making a profit, the corporation increased its dealer total by 10, its first quarterly gain since the fourth period of 1977. By comparison, Chrysler Corp. lost 261 dealers in the second quarter of 1980.

• Getting back to the six-month story, American Motors showed a dip of 28 outlets this year. Chrysler was down 41, and there were drops of 135 at General Motors and 141 at Ford Motor. That totals 345. A change in the number of intercorporate duals reduced the industry's slip to 325.

There are fewer intercorporate duals than there were a year ago. When such a dealership gives up the line of one manufacturer, it does not reduce the industry's total because the point continues in business.

The improved climate can be measured by comparing this year's losses with those of 1980. Chrysler is down 41, but it had a staggering decline of 413 outlets in the first half of 1980. Ford's 141 compares with 331,

Continued Page 49, Col. 1

U. S. CAR OUTLETS

	July 1, 1981	Jan. 1, 1981
American Motors	1,635	1,663
Chrysler Corp.	3,782	3,823
Ford Motor Co.	5,820	5,961
General Motors	10,925	11,060
Totals	22,162	22,507
Minus Intercorporate Duals	715	735
NET OUTLETS	21,447	21,772

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Biggest increase in 30 months

Service Index scores major gain

By Francis J. Gawronski
Service Editor

With all indicators registering healthy gains, new-car dealers' service and parts business in June scored its biggest increase in 30 months.

As measured by the Automotive News Service Index, June service and parts volume amounted to 116.6 percent of the volume recorded in the same month a year ago.

June's increase was the best since January, 1979, when the reading was 121.1, the second highest in the 20-year history of the Service Index.

June also marked the fourth consecutive month in which dealers' shop volume has shown an increase over the comparable year-earlier figure. The last time shop business registered four or more consecutive monthly gains was in May, 1979. In May of this year, shop business was 102.0 percent of the year-ago business.

All five indicators used in the Service Index scored impressive increases in June, with the top gainer being sales of all parts and P&As. These sales were up 21.3 percent over the sales in the same month a year ago.

A notch behind the sale of parts and P&As in second place was gross profit on all labor, parts and P&A sales—the most important indicator to dealers. In June, this indicator was 21.2 percent above the year-ago figure.

Shop parts sales (those used in customer-paid and warranty repairs) increased 19.6 percent, while total labor sales (customer-paid and warranty) were up 14.2 percent over last year's total. Repair orders written were up 5.7 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first half of 1980, dealers' shop volume amounted to 105.4 percent of the corresponding period of 1979, an improvement over the 102.4 percent showing for the five-month period.

Leading indicator for the period was sales of all parts and P&As, up 8.7 percent, followed by gross profit, up 8.5 percent.

Shop parts sales were up 4.9 percent, while labor sales climbed 2.1 percent. Repair orders written were down 3.2 percent.

SERVICE INDEX 116.6*

	June, '81 vs. June, '80	6 mos., '81 vs. 6 mos., '80
Gross Profit on All Labor and P&A Sales	+21.2%	+ 8.5%
Repair Orders Written	+ 5.7%	— 3.2%
Total Labor Sales (Customer & Warranty)	+14.2%	+ 2.1%
Shop Parts Sales (Customer & Warranty)	+19.6%	+ 4.9%
Sales of All P&A	+21.3%	+ 8.7%

*—Survey by Automotive News shows that dealers' service and parts business in June, 1981, was 116.6 percent of business in June, 1980. Service business in the three months of 1981 was 105.4 percent of business in the corresponding period in 1980.

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breaking news

Makers eye '82 floor-plan aid

DETROIT.—General Motors was scheduled to hold meetings last week with its top dealer council members to discuss a new supplementary floor-plan assistance program for '82. Ford Motor and Chrysler Corp. are also working on programs to help dealers cope with the high cost of floor-plan financing for '82 models.

Freightliner sale wins go-ahead

PALO ALTO, Calif.—After a Justice Department announcement that it would not challenge the sale of Freightliner Corp. to Daimler-Benz AG, Consolidated Freightways, Inc., and the West German car/truck manufacturer were scheduled to finalize the deal last Friday (July 31). Daimler-Benz was expected to turn over about $200 million at the closing and pay almost $100 million over the next two years.

Chrysler sells last of its aircraft

DETROIT.—Chrysler Corp. has sold the remainder of its corporate air force, a company spokesman confirmed. The auto maker, under pressure from the federal loan guarantee board to sell its planes, last month received about $11 million

See BREAKING NEWS, Page 8, Col. 1

EPA's Walsh quits as Reagan moves to ease Air Act

WASHINGTON.—On the eve of the Reagan Administration's announcement that it intended to work for a substantial rollback of automotive emission standards as part of its proposed revision of the Clean Air Act, a key EPA official said he had enough and would leave the agency immediately.

Michael Walsh, deputy assistant administrator for Mobile Source Air Pollution Control, said only that "I feel I can do more for the things I believe in outside the agency than inside the agency."

Walsh had held the deputy job for more than three years. His decision to leave came as somewhat of a surprise because he had been doing much of the liaison work between the EPA and the Reagan Administration's Clean Air task force on mobile source air pollution.

No replacement has been named.

Meanwhile, the Reagan Administration has run into some unexpected opposition on its plans to rewrite the Clean Air Act. Senate Majority Leader Howard Baker and Senate Environment and Public Works Chairman Robert Stafford, Vermont Republican, recently called the President to warn him it would be counterproductive to take on the fight they envision arising from the wholesale revisions he is considering.

Canada has also let the Administration know that it is not at all pleased by the unwillingness of the U. S. to do something about the acid rain problem.

Acid rain stems from sulfate emission emitted by large electric generating plants and other large coal burning facilities.

New Mexico launches AUTOCAP system

ALBUQUERQUE, N. M.—Panel members have been appointed to AUTOCAP of New Mexico, the complaint resolution system for new-car buyers set up by the New Mexico Automotive Dealers Assn.

Panel members are Jim DiLorenzo, Quality Pontiac; Charles Melloy, Albuquerque Datsun; John Chandler, Frontier Ford; Richard Royman, Albuquerque Public Schools mechanics instructor; Henry "Kiki" Saavedra, New Mexico state representative, and Mary Rask, past president of Common Cause. Jackie Berube is AUTOCAP director.

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56th year — No. 4874

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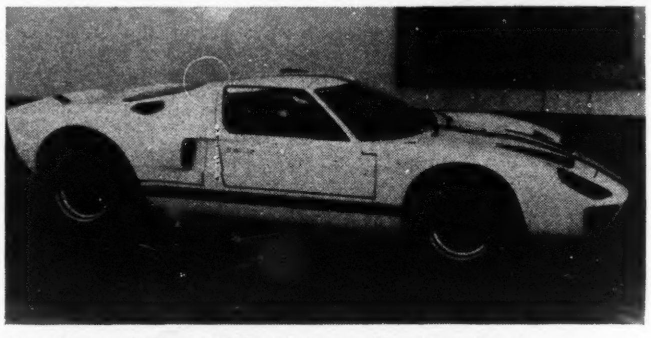


Replica of Ford GT 40 from Switzerland

Italian automotive engineer and coachbuilder Franco Sbarro transforms the De Tomaso Pantera into a look-alike of the Ford GT 40. The finished product, Sbarro Replica GT 40, is a street version of race cars Sbarro also builds at his shop in Switzerland. Transformation cost is about $45,000.

EPA clarifies regulation

Dealers won't be liable for emission failures

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The nation's auto dealers, who have been concerned that EPA's dealer certification regulations make them liable for emission control system failures on new cars, can breathe a little easier.

EPA, working with NADA, has clarified the regulation, making it perfectly clear that it is the manufacturer who is solely liable in the event of an emission control system failure, and not the manufacturer and dealer.

Under the Clean Air Act, auto dealers are required to give the buyer of a new vehicle a certificate that the motor vehicle conforms to the applicable exhaust emissions regulations. Included is a notice that if the vehicle fails an EPA-approved short test, then the vehicle maker must repair the vehicle free of charge under emission performance warranty regulations.

In the furtherance of these requirements EPA, beginning in 1979, also required dealers to make a visual inspection of the vehicle to assure that all emission-related components had been properly installed and to perform all emission-related preparation required by the manufacturer prior to the sale of the vehicle.

NADA had objected to these requirements on the ground that they could be interpreted to require dealers to do actual testing of emission control devices and systems and make them co-warranters of new vehicles.

Those objections never reached the agency because of a mailing foulup.

- That oversight has now been rectified, with the EPA agreeing with NADA's suggested changes of the regulations. Henceforth, EPA will require dealers to furnish to the car buyer at the time of delivery a certificate stating that "based upon written notification furnished by the manufacturer," he believes the vehicle to be covered by a certificate of conformity; that based on a visual inspection of the emission control systems (the inspection is limited to those emission control devices or portions thereof which are visible without removal or adjustment of any component or system of the vehicle) there are no apparent deficiencies in them; that the dealer has performed all the emission system preparations required; that in the event the vehicle fails an EPA approved emission test, as in a tuneup, prior to the expiration of three months or 4,000 miles (if the vehicle fails an I&M test where sanctions are applied the warranty coverage by the maker is for a minimum of 12 months or 24,000 miles and can be as high as 5 years or 50,000 miles) the manufacturer will pay for fixing it, and that "the dealer certification required by the Clean Air Act shall not be construed as either a representation or a warranty, express or implied, by the dealer that the emission control system or any part thereof is without defect nor that the system will properly perform."

EPA's revisions will be effective Aug. 29. Sample certificates will be made available to the dealers before then.

Dealers must contribute to incentive program

GMAC cuts loan rate to 13.8 pct.

By Edward Lapham and Joseph Bohn

General Motors has fired what might prove to be the opening salvo in the next round of retail incentives by devising a finance charge rate cut for retail contracts purchased by its captive General Motors Acceptance Corp. It rolls back the initial interest rate to 13.8 percent until Aug. 31.

The preferential financing rate program was announced less than one week after Chevrolet General Manager Robert Lund told the Automotive News World Congress GM had no rebate program in the works but might consider dealer incentive programs or value packages to get "more bang" for its buck.

The program was announced simultaneously by GMAC President Robert F. Murphy and GM Marketing Vice President Robert D. Burger. To the retail customer, GMAC said the fixed loan interest rate of 13.8 percent would offer average savings of $550 for cars financed through GMAC.

The fixed rate is available on new-car purchase contracts only, and is applicable to recourse and non-recourse alike. Truck and lease contracts are excluded.

The finance company did say, however, that the savings to individual customers will vary depending on the price of the new car, the amount and length of the contract as well as the prevailing interest rates in local communities.

For example, a GMAC spokesman said, the company has calculated that in Alabama where the interest rate is held to 17 percent by a usury law, the average savings will be about $470, while in Connecticut, where the interest rate is held to 15 percent, the average savings will be about $420 over the life of the contract.

Like other recent GM incentive programs, participating dealers will contribute to the ultimate retail savings. One GM dealer, who said he will participate, explained the contribution.

He said GMAC will pay him only 30 percent of his average reserve for June. That is, he will be contributing about 70 percent of his normal finance profit to the program. For a typical deal, that will mean this dealer will keep $60 rather than $200 on a finance contract.

Last week some dealers grumbled the new program will deprive them of extra income that they can't extract from the retail customer simply by raising the price of the car, as they did with the earlier contributory rebate programs.

Others, however, responded positively. One GMAC official said late in the week the response had been "fabulous" and he expects most GM dealers to participate.

The program is less costly to the dealer than a similar one Ford Motor Co. and its subsidiary Ford Credit ran earlier in the year on certain slow-selling models, one source said.

GMAC also is bearing the entire advertising costs.

The ad program, called the "most comprehensive" in GMAC's history, began last week with full-page newspaper ads in 230 newspapers in 50 top markets.

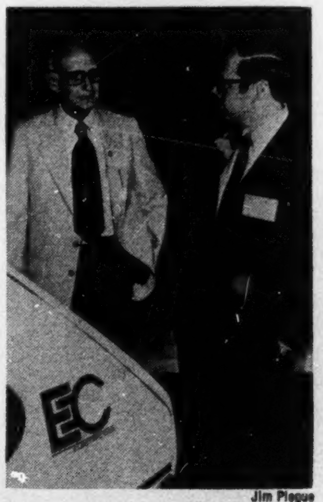
Newspaper advertising will feature the average savings for the market area, GMAC said, based on prevailing interest rates being rolled back, usury law ceilings and other factors.

The "GMAC 13.8 Percent August Super Saver" will also be touted in network TV, network radio, spot radio and magazines.

Network TV means three major networks with four weeks of primetime commercials, including as many as possible in the newscast slots used effectively in an earlier GMAC campaign. Magazine advertising will include the five major newsweeklies, with two insertions during the weeks of Aug. 3 and Aug. 10.

Network radio advertising involves five networks on which GMAC previously had bought time and was running spots which the finance company began to convert to the new program last week. The network radio ads are scheduled to run until Aug. 15, although GMAC made a spot buy in spot radio

Continued on Page 49, Col. 1



Jim Plegue

Current event

Paul J. Brown, an Automotive News World Congress faculty member and director of Electric and Hybrid Vehicles Division of the Department of Energy, examines electric car on display with Roger Vincent, Bankers Trust, New York.

Cancer claims dealer who infiltrated mob

LODI, Calif.—Lou Peters, a Pontiac and Cadillac dealer here who helped send mob boss Joseph Bonanno Sr. to prison, has died of cancer.

Peters, 49, was contacted in 1977 by a group of persons willing to buy his dealership for $2 million, approximately twice its value. Suspicious, he went to the FBI, where agents suspected the mob wanted the dealership as a front to launder illegally obtained money.

At the request of the FBI, Peters worked undercover for the next three years.

He got a legal separation from his wife of 20 years and left his family to work his way into the Bonanno organization. Last summer, he was the key witness in the trial that sent Bonanno to prison on federal charges of conspiring to obstruct justice.

After the trial, Peters remarried his wife Miriam and was reunited with his family.

"I did it for one reason. I felt it was the right thing to do and I didn't want those animals coming into this community," he said in an interview last October.

Earlier this summer, Peters was presented with the Meritorious Service Award for "setting new standards of valor and patriotism" by U. S. Attorney General William French Smith.

Dealer group formed by five in Buffalo area

AMHERST, N.Y.—The Main-Transit Auto Dealers Assn. has been formed by five dealers in the Amherst-Clarence area, near Buffalo.

The dealerships are Glen Campbell Chevrolet, Jim Culligan Pontiac-Volvo, Transitowne Dodge, Al Maroone Ford and Holiday Oldsmobile-Jeep-AMC-Renault.

Downsized luxury model for L-M

Smaller Continental to debut for '82

The name and size are short and sweet for a product with a king-size heritage.

Just call Ford Motor Co.'s newest car the Continental. The 1982 model from Lincoln-Mercury Division will be the company's smallest U. S.-made luxury offering.

It will weigh 3,555 pounds, about 500 pounds less than the regular Lincoln. Its wheelbase (108.5 inches) and overall length (201 inches) match up closely with L-M's Cougar XR-7, making it about a foot-and-a-half shorter than Lincoln and Mark VI four-door sedans.

"We're hoping to sell 30,000 to 40,000 Continentals. That would be nice added volume," Philip E. Benton, vice president of sales operations for Ford North American Automotive Operations (NAAO), told AUTOMOTIVE NEWS.

Continental will be available as a four-door, five-passenger model in three series — base, Signature and Designer (Givenchy). Among other touches, Signature will have dual-shade paint in three special color combinations. Givenchy also gets special paint and rear roof- pillar treatment.

Continental's design starts with a Lincoln-style grille and ends with a Mark VI-inspired spare-tire-type contoured decklid.

"The objective was to achieve a formal, sophisticated, contemporary car, and we were very influenced by aerodynamics," John J. Telnack Jr., NAAO's chief design executive, told AUTOMOTIVE NEWS. "We first developed the total shape of the car, then cut the details in — we didn't add them on."

Telnack adds: "Nothing looks applied, except the spare-tire contour, a very strong identifier."

• The Ford design executive said, "Our engineers outdid themselves on ride and handling."

A test-track drive indicates he's right. That comes in large part from an industry first — gas-pressurized struts and shock absorbers — and four-wheel, hydraulically boosted disk brakes.

Other features include self-sealing tires as standard equipment for the first time on a production car (Lincoln-Mercury marketers are expected to promote it as "super tire").

The tires are mounted on forged aluminum wheels, also said to be a first for a standard-equipped car.

Continental's standard engine will be a new 3.8-liter V-6. At 311 pounds, it weighs 130 pounds less than L-M's 4.2-liter V-8 and 64 pounds less than Buick's 3.8-liter V-6.

The optional powerplant is Ford's 5.0-liter V-8. Both engines team with four-speed automatic overdrive transmission.

Preliminary tests indicate projected fuel-economy estimates of 18 MPG (26 MPG highway) with the V-6, and 16 MPG (24 MPG highway) with the V-8.

The most striking interior feature is a "second generation" electronic instrument panel with message center.

Placed directly in the center of a new instrument-panel layout, it provides time, date, speed, distance and fuel-related data. A 12-button keyboard can be programmed to record and display trip information.

Continental a four-door only

Lincoln-Mercury's new Continental will be offered only as a four-door sedan for 1982. It's the smallest of the division's luxury cars and joins the regular Lincoln and the Mark VI at the top of the line. New features include self-sealing tires mounted on forged aluminum wheels. Inside, there's a "second-generation" electronic instrument panel with message center.

Caserio retires; GM vice president headed 4 divisions

DETROIT. — Martin J. Caserio has retired from General Motors after a 44-year career in which he headed four divisions and was a vice president and group executive. Caserio was 65 on July 16.

He has been vice president and assistant to the president since January of this year. His general manager assignments included the top jobs at Pontiac and GMC Truck and Coach divisions.

Martin J. Caserio

Caserio joined GM in 1937 as a metals researcher for AC Spark Plug Division and rose to chief engineer for automotive products. In 1957, he became manager of the division's Milwaukee operations, involved in missile and space projects.

He was appointed general manager of the then Delco Radio Division (now Delco Electronics) in 1958 and returned to AC Spark Plug as general manager in 1964. He was elected a GM vice president that year.

He was named general manager of GMC Truck & Coach in 1966 and moved to Pontiac as general manager in 1972.

Caserio was promoted to group executive in charge of the Electrical Components Group in 1975 and continued in that post until be became assistant to the GM president early this year.

Special grille

E & G Classics, Inc., Columbia, Md., offers a custom chrome grille for the new Cadillac Cimarron. It's available through the company's distributors.

New-car registrations total 731,000

Month's market lowest since '75

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. were down a fraction of a percent in May from the year-earlier level and were lowest for the month since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in May totaled 731,059, down 0.30 percent from 733,229 a year earlier. It was the smallest May tally since 656,803 in 1975.

May registrations also trailed the April total, down 2.76 percent from 751,845.

The registration decline was entirely in the domestic ranks, as imports were up 4.16 percent to 223,589 from 214,660 a year earlier. It was not a record May for imports—the high mark for the month is 237,289, set in 1979—but it was the fifth best any-month total.

And the import penetration in May of 30.58 percent was highest for any month in history, topping the former mark of 30.51 percent in August last year.

Domestic registrations in May totaled 507,470, down 2.14 percent from 518,569 a year earlier.

For the first five months of 1981, registrations totaled 3,643,403, down 3.49 percent from 3,775,174 for the same period last year.

Domestic registrations in the first five months were 2,591,740, down 4.68 percent from 2,718,976 last year. Import registrations were also off for the five-month period at 1,051,663, down 0.43 percent from 1,056,198 last year.

• General Motors was the only major domestic maker to suffer a decline in market share in May compared with a year earlier. GM's share of total registrations in May was 42.18 percent, down 3.86 percentage points.

Biggest winner was Chrysler Corp., which saw its share of the market jump 1.99 points to 8.48 percent. Ford Motor Co. registered a 0.40-of-a-point gain to 16.78 percent, while American Motors was up 0.18 of a point to 1.96 percent.

Table on Page 48

Imports improved their share of the May total by 1.30 points to 30.58 percent and miscellaneous domestic lines accounted for 0.02 percent of the market, off 0.01 of a point.

Excluding imports, domestic registrations were divided this way in May: GM, 60.75 percent, down 4.35 points; Ford Motor Co., 24.17 percent, up 1.01 points; Chrysler Corp., 12.22 percent, up 3.03 points; AMC, 2.83 percent, up 0.32 of a point, and miscellaneous, 0.03 percent, down 0.01 of a point.

• By size segments, the two ends of the market—subcompact and luxury—improved their shares along with the imports.

Subcompacts accounted for 14.49 percent of the May total, up 2.25 percentage points from a year ago, while luxury cars were up 0.62 of a point to 4.84 percent.

Compacts took the biggest loss, 2.70 points to 19.79 percent. Intermediates were down 0.90 of a point to 20.19 percent and standard cars dipped 0.57 of a point to 10.11 percent.

Registrations by market class in May were as follows: Subcompact, 105,922; compact, 144,655; intermediate, 147,620; standard, 73,934; luxury, 35,339, and import, 223,589.

For the first time since December, 1979, a Ford nameplate was perched atop the top 20 in May, as Ford Escort outregistered Chevrolet Chevette.

The top 20 domestic nameplates in May were:

1—Ford Escort	27,038
2—Chevrolet Chevette	26,537
3—Standard Oldsmobile	22,279
4—Chevrolet Citation	21,695
5—Olds Cutlass Supreme	21,014
6—Chevrolet Malibu	20,740
7—Oldsmobile Cutlass	20,641
8—Ford Fairmont	16,476
9—Standard Chevrolet	16,272
10—Buick Skylark	16,177
11—Buick Regal	15,671
12—Plymouth Reliant	14,540
13—Buick Century	13,638
14—Ford Mustang	13,426
15—Plymouth Horizon	12,015
16—Cadillac	11,876
17—Standard Buick	11,511
18—Chevrolet Monte Carlo	11,348
19—Dodge Aries	11,147
20—Dodge Omni	10,087

TOP CARS

U. S. registrations for the first five months of 1981. Registrations not available for Oklahoma.

1981 Pos.	Make	1980 Pos.
1—631,124	Chevrolet	761,951—1
2—438,379	Ford	472,714—2
3—349,488	Oldsmobile	332,715—3
4—301,533	Buick	284,034—4
5—245,570	Toyota	247,714—6
6—220,868	Pontiac	258,361—5
7—190,196	Datsun	223,949—7
8—161,971	Honda	144,082—9
9—148,324	Plymouth	97,623—12
10—144,548	Mercury	148,026—8
11—135,403	Dodge	104,677—10
12— 97,196	Volkswagen	103,091—11
13— 86,146	Cadillac	93,371—13
14— 77,786	Mazda	62,742—15
15— 62,618	AMC	68,607—14
16— 56,802	Subaru	48,627—17
17— 45,635	Chrysler	61,814—16
18— 26,642	Lincoln	33,752—18
19— 25,584	Fiesta	30,980—19
20— 25,284	Volvo	—
21— 24,293	Mercedes	20,972—22
22— 19,304	Colt	27,371—21
—	Champ	28,996—20
118,677	Other Imports	117,674
1,032	Misc. Dom.	1,331
3,643,403	Total All Cars	3,775,174

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1981	Percent Share of Market	Regis., May, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 5 mos., 1981	Percent Share of Market	Regis., 5 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	110,333	15.10	144,872	19.76	— 4.66	631,124	17.32	761,951	20.18	— 2.86
Ford	86,975	11.90	88,062	12.01	— 0.11	438,379	12.03	472,714	12.52	— 0.49
Oldsmobile	76,499	10.47	68,573	9.35	+ 1.12	349,488	9.59	332,715	8.81	+ 0.78
Buick	61,131	8.36	57,321	7.82	+ 0.54	301,533	8.28	284,034	7.53	+ 0.75
Pontiac	42,026	5.75	50,854	6.93	— 1.18	220,868	6.06	258,361	6.84	— 0.78
Mercury	29,842	4.08	26,192	3.57	+ 0.51	144,548	3.97	148,026	3.92	+ 0.05
Plymouth	28,441	3.89	17,906	2.44	+ 1.45	148,324	4.07	97,623	2.59	+ 1.48
Dodge	25,968	3.55	19,097	2.60	+ 0.95	135,403	3.72	104,677	2.77	+ 0.95
Cadillac	18,303	2.50	15,966	2.18	+ 0.32	86,146	2.37	93,371	2.47	— 0.10
AMC	14,353	1.96	13,040	1.78	+ 0.18	62,618	1.72	68,607	1.82	— 0.10
Chrysler	7,617	1.04	10,667	1.45	— 0.41	45,635	1.25	61,814	1.64	— 0.39
Lincoln	5,859	0.80	5,830	0.80	......	26,642	0.73	33,752	0.89	— 0.16
GENERAL MOTORS	308,292	42.18	337,586	46.04	— 3.86	1,589,159	43.62	1,056,198	27.98	+ 0.88
FORD MOTOR CO.	122,676	16.78	120,084	16.38	+ 0.40	609,569	16.73	654,492	17.33	— 0.60
CHRYSLER CORP.	62,026	8.48	47,670	6.49	+ 1.99	329,362	9.04	264,114	7.00	+ 2.04
AMERICAN MOTORS	14,353	1.96	13,040	1.78	+ 0.18	62,618	1.72	68,607	1.82	— 0.10
IMPORTS	223,589	30.58	214,660	29.28	+ 1.30	1,051,663	28.86	1,056,198	27.98	+ 0.88
MISCELLANEOUS	123	0.02	189	0.03	— 0.01	1,032	0.03	1,331	0.04	— 0.01
TOTAL	731,059		733,229			3,643,403		3,775,174		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Ford expects Ranger to be 'top cat' by '85

TRAVERSE CITY, Mich.—The compact Ford Ranger pickup, which will be introduced as an '83 model next spring, will be the dominant pickup in the company's pickup line by 1985, according to James A. Capolongo, general manager, Ford Truck Operations.

He told the University of Michigan automotive seminar last week that by the middle of the decade more than a million buyers will want compact pickups, and he said Ford is planning to spend an unprecedented $2 billion on new compact-truck product programs in the 1981-1985 period.

The light-truck market today, he explained, is split about 75 percent for full-size vehicles and 25 percent compacts and will be about 50/50 by 1985.

"To meet this demand," Capolongo said, "a full (compact) lineup is planned. Ford will launch 4x2 models next January, add 4x4s, a diesel and a five-speed overdrive transmission and follow those with some special commercial models in later years."

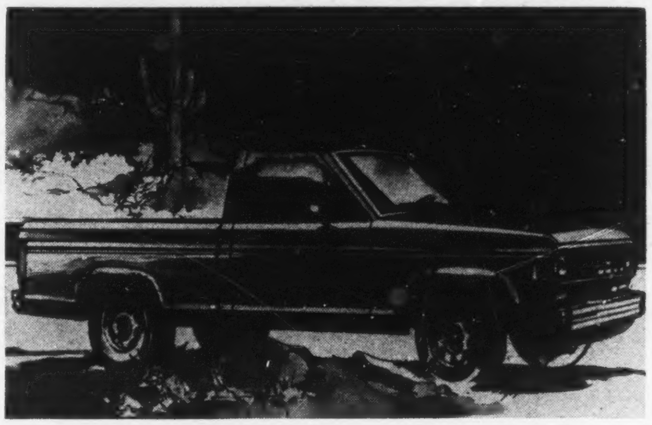
The 4x4s, a chassis-cab model, a snowplow package, the five-speed manual and diesel will be available in the fall of 1982. Early in 1983, a compact Bronco II and a long-wheelbase heavy-duty chassis cab will be offered.

Ford expects to build 300,000 Rangers in the first full year—75 units an hour on two shifts at the refurbished car/light-truck plant in Louisville—and the plant has the flexibility to go to 400,000 units when the demand warrants, Capolongo said.

- The Ranger is about 20 inches shorter overall than the full-size F-Series pickup, 12 inches narrower and six inches lower. It will have more head, shoulder and hip room than the imported pickups, but will have comparable fuel economy, Capolongo said.

The base powertrain is a new 2-liter, four-cylinder engine, rated at 73 HP at 4,000 RPM, with either manual four-speed or five-speed overdrive transmissions. A 2.3-liter, four-cylin-

Continued on Page 50, Col. 1



Ford's rival to imported compact

This is an artist's sketch of the all-new Ford Ranger compact pickup truck which will make its debut next spring in a market segment dominated by the Japanese vehicles since the early '70s. The Ranger will replace the imported Courier in the Ford truck lineup.

Chrysler's big guns aimed at truck market

By Joseph Bohn
Marketing Editor

HIGHLAND PARK, Mich. — Look for Chrysler Corp. to make a stronger assault on the truck market, beginning this fall, aided by a stronger product lineup and its new organization dedicated solely to truck marketing.

Joseph Campana, general manager of Truck Operations, expects to have his organization of about 100 people in place by Oct. 1.

Campana has already named Gordon Cherry, former director of truck product planning, as assistant general manager of Truck Operations, and is in process of selecting a director of sales operations, whose job will be expanded to include sales development and business management.

In the field, Chrysler expects to have almost 40 people, solely concerned with furthering the truck business.

"Instead of concentrating on any day to day sales, their job will be to act as sales development and business management specialists, to help in training and assist in any way they can to further the truck business," Campana said.

Another 60 or so people will work in Truck Operations, to form a complete sales and marketing staff.

Chrysler is putting more money, as well as more manpower, behind its truck marketing effort and will have its own "full set of marketing budgets," including an ad budget.

"This means we will ensure the integrity of allocation of funds toward the truck business," Campana added.

This is another way of saying there would not be any abrupt switches during the year in which truck promotional money is funneled elsewhere to support domestic or imported cars.

Chrysler's truck business may not have received all the support it warranted over the past 1½ years because of the heavy emphasis placed on projects like the K-car, corporate confidence-building ads and other things.

Campana is out to change

Continued on Page 34, Col. 3

Truck calendar

Aug. 11-16—27th annual Midwest Mobile/Modular & RV Show, University of Notre Dame, South Bend.

Sept. 13-16 — Assn. of Diesel Specialists International Convention, Hyatt Regency Hotel, New Orleans.

Sept. 24-26—34th annual convention and exposition, Truck Body & Equipment Assn., Detroit Plaza Hotel and Cobo Hall, Detroit.

Sept. 24 - 26 — First World Truck Symposium & Expo, Cobo Hall, Detroit.

Oct. 18-21 — American Trucking Assns. annual convention, Washington Hilton, Washington.

Nov. 9 - 12 — SAE National Truck Meeting, Hyatt Regency Hotel, Dearborn.

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

1982

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

Diesel offered in Isuzu pickup

A 2.2-liter diesel engine is available in the Isuzu P'up compact pickup truck. The 58-HP engine is rated by EPA at 32 MPG in city driving and 44 MPG on the highway in the standard and long-wheelbase models with the standard five-speed manual transmission. The 4x4 P'up is rated at 28 MPG in the city and 35 MPG on the road.

truck industry news

Total only 1,700 short of 200,000

Registrations in May climb to 10-month high

Registrations of new trucks of all types in the U. S. in May were the highest in 10 months and were down less than 5 percent from the same month a year ago.

The May total was 198,392 units, a decline of 4.1 percent from last year's 206,868, according to R. L. Polk & Co. statistics. The count was less than 1,700 units shy of the 200,000 mark, last reached in July, 1980, when 222,249 vehicles were registered.

Table on Page 18.

Five-month registrations totaled 885,049 units, down 18.9 percent from the year-ago 1,091,529. Through May, tallies were down for all three market segments and seven of the eight weight classifications.

Light trucks registered over the five-month span totaled 799,071 units, a decline of 18.5 percent from last year's 980,306. Mediums were off 19.7 percent, from 26,010 in 1980 to 20,882, and heavies dropped to 65,096 units, down 23.6 percent from the year-earlier 85,213.

Group 3, the smallest of the light - truck categories, was the only one of the eight groups to show an increase over 1980. Its total of 5,445 tallies was 80.2 percent higher than last year's 3,022.

Registrations of Group 1 trucks, which include the compact pickups, were down 8.6 percent from a year ago, 442,788 versus 484,598. Imported pickups in this group totaled 118,501 units, down 7 percent from last year's 127,374. They ac-

Continued on Page 22, Col. 1

HD registrations in May highest since December

May registrations of new heavy trucks in the U. S. were the highest for any month since last December, according to R. L. Polk & Co. statistics.

During the month, 14,859 Groups 7 and 8 vehicles were registered, a decline of 7.8 percent below the year-ago 16,121. It marked the first time this year that the decrease from the year-earlier month dropped below 10 percent.

The five-month total, however, was far below the count for the comparable period in 1980.

Through May, 65,096 heavies had been registered, a decline of 23.6 percent from last year's 85,213 units.

The five-month Group 7 count was down 18.7 percent from a year ago, 27,865 units versus 34,291, while the Group 8 tally was off almost 27 percent, from

Continued on Page 22, Col. 5

U. S. TRUCK REGISTRATIONS

Five months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	5 mos., 1981	Percent Share of '81 market	5 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
Ford	282,285	31.89	347,279	31.82	+ 0.07
Chevrolet	274,067	30.97	330,142	30.25	+ 0.72
Dodge	66,369	7.50	99,381	9.10	— 1.60
GMC	65,414	7.39	82,197	7.53	— 0.14
International	25,299	2.86	25,071	2.30	+ 0.56
Jeep	20,815	2.35	36,255	3.32	— 0.97
Mack	7,880	0.89	9,684	0.89	......
Plymouth*	7,220	0.82	13,065	1.20	— 0.38
Kenworth	4,273	0.48	5,622	0.51	— 0.03
Freightliner	3,520	0.40	5,240	0.48	— 0.08
Peterbilt	2,389	0.27	3,462	0.32	— 0.05
White	1,216	0.14	2,226	0.20	— 0.06
Autocar	529	0.06	798	0.07	— 0.01
Volvo	527	0.06	299	0.03	+ 0.03
Western Star	330	0.04	467	0.04	......
Diamond Reo	50	....	46	....	......
Miscellaneous**	122,866	13.88	130,295	11.94	+ 1.94
TOTALS	885,049	100.00	1,091,529	100.00	......

★—No registrations for Oklahoma, 1981 and 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Five months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	5 mos., 1981	Percent Share of '81 market	5 mos., 1981	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	16,919	25.99	13,168	15.45	+10.54
Ford	13,612	20.91	20,937	24.61	— 3.70
GMC	8,692	13.35	14,058	16.50	— 3.15
Mack	7,393	11.36	9,586	11.25	+ 0.11
Chevrolet	4,397	6.75	7,693	9.03	— 2.28
Kenworth	4,273	6.56	5,622	6.60	— 0.04
Freightliner	3,520	5.41	5,240	6.15	— 0.74
Peterbilt	2,389	3.67	3,462	4.06	— 0.39
White	1,216	1.87	2,226	2.61	— 0.74
Autocar	529	0.81	798	0.94	— 0.13
Volvo	515	0.79	297	0.35	+ 0.44
Western Star	330	0.51	467	0.55	— 0.04
Diamond Reo	50	0.08	46	0.05	+ 0.03
Miscellaneous	1,261	1.94	1,577	1.85	+ 0.09
TOTALS	65,096	100.00	85,213	100.00	......

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980.

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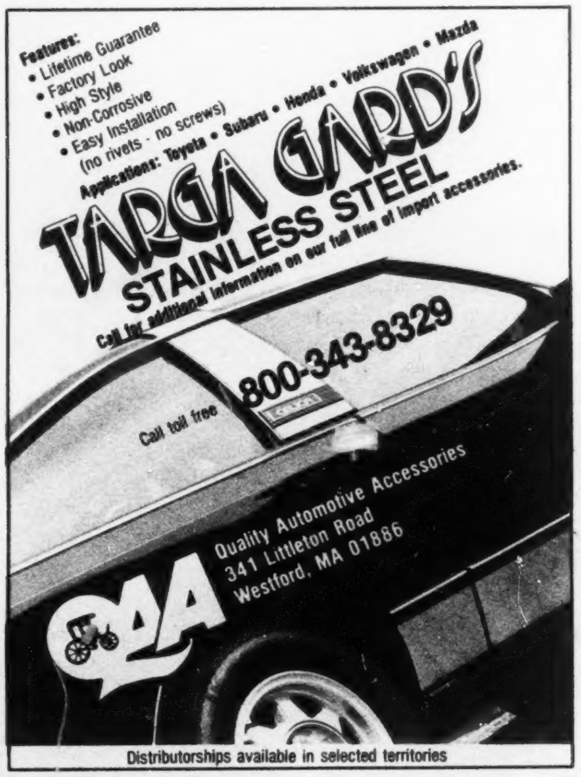

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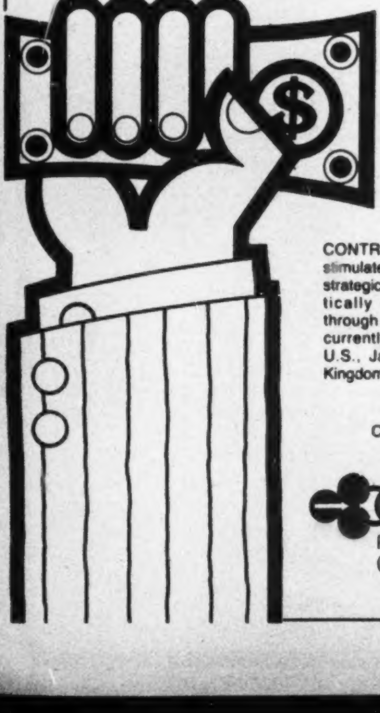

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NEW TRUCK SALES BY MAKE AND GVW CLASS

FIVE MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May, '81	....	....	....	....	....	....	....	106	106
	May, '80	....	....	....	....	....	....	....	143	143
	Year to Date '81	....	....	....	....	....	....	....	529	529
	Year to Date '80	....	....	....	....	....	....	....	798	798
BROCKWAY	May, '81	....	....	....	....	....	....	....	....	....
	May, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	May, '81	34,509	24,584	1,137	....	88	775	981	86	62,160
	May, '80	29,966	27,828	9	....	125	1,118	1,060	280	60,386
	Year to Date '81	148,423	111,824	5,197	....	385	3,841	3,950	447	274,067
	Year to Date '80	157,979	157,430	706	....	756	5,578	6,224	1,469	330,142
(Memo Units) #	May, '81	13,744	7,598	....	....	....	....	....	....	21,342
	May, '80	13,235	7,845	....	....	....	....	....	....	21,080
	Year to Date '81	59,939	32,131	....	....	....	....	....	....	92,070
	Year to Date '80	74,772	46,902	....	....	....	....	....	....	121,674
DIAMOND REO	May, '81	....	....	....	....	....	....	....	6	6
	May, '80	....	....	....	....	....	....	....	18	18
	Year to Date '81	....	....	....	....	....	....	....	50	50
	Year to Date '80	....	....	....	....	....	....	....	46	46
DODGE	May, '81	8,061	6,097	37	....	....	....	....	....	14,195
	May, '80	8,439	11,984	411	3	....	....	....	....	20,837
	Year to Date '81	38,657	27,484	227	1	....	....	....	....	66,369
	Year to Date '80	39,486	57,749	2,004	142	....	....	....	....	99,381
(Memo Units) #	May, '81	4,727	3,448	2	....	....	....	....	....	8,177
	May, '80	5,506	7,983	242	....	....	....	....	....	13,731
	Year to Date '81	23,899	15,493	22	....	....	....	....	....	39,414
	Year to Date '80	26,465	37,286	890	....	....	....	....	....	64,641
FORD	May, '81	20,893	37,452	....	....	....	1,002	2,133	720	62,200
	May, '80	20,514	39,422	51	....	....	1,747	2,870	1,465	66,069
	Year to Date '81	95,350	168,101	....	....	....	5,222	10,190	3,422	282,285
	Year to Date '80	107,039	210,607	297	....	....	8,363	14,349	6,624	347,279
(Memo Units) #	May, '81	7,507	12,210	....	....	....	....	....	....	19,717
	May, '80	8,451	14,628	....	....	....	....	....	....	23,079
	Year to Date '81	37,123	52,701	....	....	....	....	....	....	89,824
	Year to Date '80	45,646	69,659	....	....	....	....	....	....	115,305
FREIGHTLINER	May, '81	....	....	....	....	....	....	....	819	819
	May, '80	....	....	....	....	....	....	....	943	943
	Year to Date '81	....	....	....	....	....	....	....	3,520	3,520
	Year to Date '80	....	....	....	....	....	....	....	5,240	5,240
VOLVO	May, '81	....	....	....	....	....	....	60	95	155
	May, '80	....	....	....	....	....	2	53	....	55
	Year to Date '81	....	....	....	....	1	11	266	249	527
	Year to Date '80	....	....	....	....	....	2	263	34	299
GMC	May, '81	5,499	6,988	7	....	88	439	999	1,159	15,179
	May, '80	4,357	7,322	....	....	92	899	1,167	1,586	15,423
	Year to Date '81	24,012	30,020	19	....	268	2,403	4,404	4,288	65,414
	Year to Date '80	21,387	42,209	4	....	285	4,254	6,749	7,309	82,197
(Memo Units) #	May, '81	887	2,162	....	....	....	....	....	....	3,049
	May, '80	800	1,920	....	....	....	....	....	....	2,720
	Year to Date '81	3,695	7,933	....	....	....	....	....	....	11,628
	Year to Date '80	4,271	11,938	....	....	....	....	....	....	16,209
INTERNATIONAL	May, '81	....	206	....	....		1,180	1,714	2,122	5,222
	May, '80	....	1,081	....	....	....	954	865	1,056	3,956
	Year to Date '81	....	1,448	....	....	....	6,932	8,345	8,574	25,299
	Year to Date '80	....	6,700	....	....	....	5,203	5,972	7,196	25,071
(Memo Units) #	May, '81	....	....	....	....	....	....	....	....	....
	May, '80	....	....	....	....	....	....	....	....	....
	Year to Date '81	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
JEEP	May, '81	3,398	1,736	....	....	....	....	....	....	5,134
	May, '80	4,126	2,077	....	....	....	....	....	....	6,203
	Year to Date '81	12,449	8,366	....	....	....	....	....	....	20,815
	Year to Date '80	22,335	13,920	....	....	....	....	....	....	36,255
(Memo Units) #	May, '81	3,398	1,247	....	....	....	....	....	....	4,645
	May, '80	4,126	1,514	....	....	....	....	....	....	5,640
	Year to Date '81	12,449	6,155	....	....	....	....	....	....	18,604
	Year to Date '80	22,335	10,349	....	....	....	....	....	....	32,684
KENWORTH	May, '81	....	....	....	....	....	....	....	888	888
	May, '80	....	....	....	....	....	....	....	1,173	1,173
	Year to Date '81	....	....	....	....	....	....	....	4,273	4,273
	Year to Date '80	....	....	....	....	....	....	....	5,622	5,622
MACK	May, '81	....	....	....	....	....	126	17	1,702	1,845
	May, '80	....	....	....	....	....	31	....	1,933	1,964
	Year to Date '81	....	....	....	....	....	487	61	7,332	7,880
	Year to Date '80	....	....	....	....	....	98	....	9,586	9,684
PETERBILT	May, '81	....	....	....	....	....	....	....	590	590
	May, '80	....	....	....	....	....	....	....	647	647
	Year to Date '81	....	....	....	....	....	....	....	2,389	2,389
	Year to Date '80	....	....	....	....	....	....	....	3,462	3,462
PLYMOUTH	May, '81	953	388	....	....	....	....	....	....	1,341
	May, '80	1,661	701	....	....	....	....	....	....	2,362
	Year to Date '81	5,396	1,824	....	....	....	....	....	....	7,220
	Year to Date '80	8,998	4,067	....	....	....	....	....	....	13,065
WESTERN STAR	May, '81	....	....	....	....	....	....	....	84	84
	May, '80	....	....	....	....	....	....	....	65	65
	Year to Date '81	....	....	....	....	....	....	....	330	330
	Year to Date '80	....	....	....	....	....	....	....	467	467
WHITE	May, '81	....	....	....	....	....	....	....	246	246
	May, '80	....	....	....	....	....	....	....	387	387
	Year to Date '81	....	....	....	....	....	....	....	1,216	1,216
	Year to Date '80	....	....	....	....	....	....	....	2,226	2,226
MISCELLANEOUS*	May, '81	27,120	513	....	2	....	255	182	150	28,222
	May, '80	25,634	1	1	2	1	188	169	241	26,237
	Year to Date '81	118,501	1,771	2	5	3	1,323	649	612	122,866
	Year to Date '80	127,374	4	11	6	13	1,310	734	843	130,295
TOTALS	May, '81	100,433	77,964	1,181	2	178	3,777	6,086	8,773	198,392
	May, '80	94,697	90,416	472	5	218	4,939	6,184	9,937	206,868
	Year to Date '81	442,788	350,838	5,445	6	657	20,219	27,865	37,231	885,049
	Year to Date '80	484,598	492,686	3,022	148	1,054	24,808	34,291	50,922	1,091,529

★—No Oklahoma registrations, 1981 and 1980.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino, Blazer and LUV; Dodge and Plymouth compact trucks; Ford Econoline, Bronco and Courier; GMC, Vandura, Jimmy and Caballero; International Scout; Jeep, CJ-5 and CJ-7.

*—Miscellaneous includes imports, Mercedes-Benz, Hendrickson, Oshkosh, etc.

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Economics will demand duals, says Ewing

Dealerships of future seen handling rivals

By Jenny L. King
Staff Writer

It won't be unusual to find today's arch rivals being sold in a single dealership in the near future, multiple franchise dealer Harvey W. Ewing Jr. told the Automotive News World Congress.

Ewing, who once managed dealerships with 14 franchises for the late Bill Harrah, is now head of Modern Classic Motors, Reno, with only four bosses: Datsun, Mercedes-Benz, Rolls-Royce and Ferrari.

"You'll see Ford and Chevrolet retailed from the same facility," he said. "The economics demand it."

But let those who see multiple franchises as the answer to a dealer's prayers beware of the snags and stumbling blocks, Ewing said. There are problems and they are complicated ones.

"In the service area, it's difficult to get trained mechanics who know special cars — if that's what you're handling; and mechanics expect training away from the dealership. Should they be cross-trained? Should they all be paid the same? The service manager has his hands full, too, as does the shop foreman. There are differences in the warranties of the various lines, and each has a different parts numbering system," said Ewing.

Ewing said there is a tendency to carry more parts per line in a multiple-franchise dealership.

"We now have a half-million-dollar inventory that turns 2½ times a year; the ideal turn is four times each year, I think," said Ewing.

- The paperwork with several franchises requires a staff accountant with the patience of a saint. Each auto maker will have a different system and different set of requirements for reporting expenses, he said.

One of the biggest problems of all is a well-trained sales staff with good product knowledge, Ewing said. But can you expect one person to know everything about several different kinds of cars? Can you afford to hire different sales people for each of your various lines?

After a detailed description of the stumbling blocks, Ewing got to the good part: The advantages of running a multiple-franchise outlet. "There is better utilization of fixed costs — things like management, the facility and grounds," said Ewing.

"Also, not every car is going to have one good year after another. When one is down, you have others that are selling well."

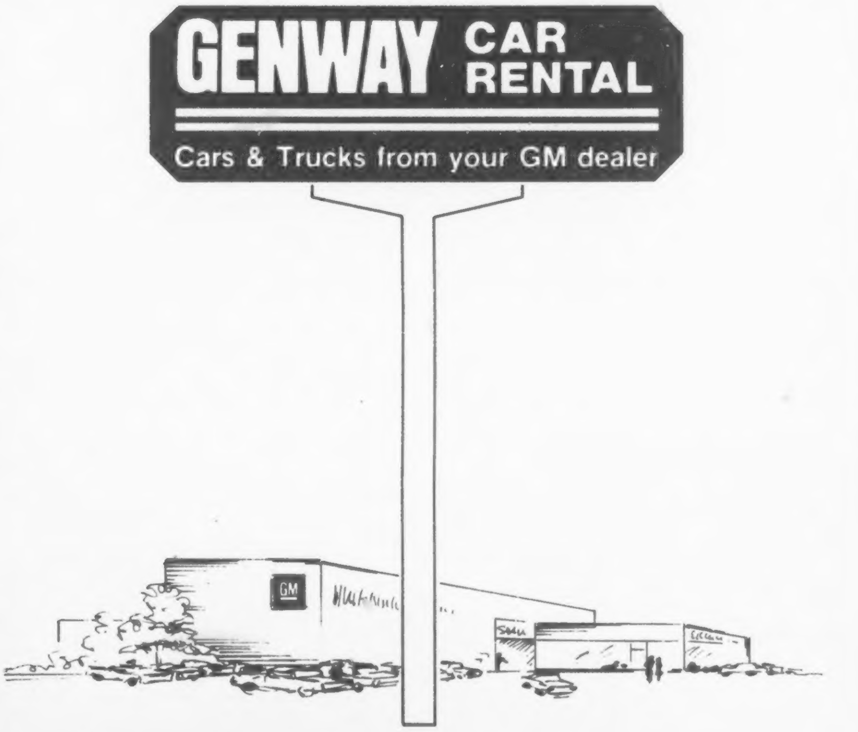
Ewing said he was opposed to import sales restrictions, and not just for the obvious reasons. "Many domestic dealers would have gone under by now if they had not had an import line," he said.

Handling several makes will enhance a dealer's used-car operation, with more diversity in trades.

"But too many lines gives the customer the impression of a supermarket," Ewing said. "A dealer with several franchises should consider scattering them in different locations, if possible. Also, this gives you the opportunity to move your personnel around and they know there is room for professional growth."

Ewing said his annual sales volume is about 1,300 Datsuns, 225 Mercedes, 10 Rolls-Royces and 15 Ferraris.

"I have $3 million in flooring right now," he said. In spite of the pressures and aggravations, though, he looks like a man who enjoys his work.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Domestic sales move ahead; mid-July is 6 pct. above '80

By Jenny L. King
Staff Writer

Domestic new-car sales for the mid-July period were up 6.14 percent over the year-ago total and the three major auto makers all reported gains. July 11-20 sales totaled 160,544, compared with 151,255 last year. The daily selling rate increased 6.14 percent to 20,068 from 18,907.

General Motors reported sales of 99,793, up 2.74 percent over 97,129 in 1980. Ford Motor Co. enjoyed a 14.29-percent jump, to 36,753 from 32,159. Chrysler Corp. was up 27.09 percent, to 17,839 from 14,037.

Estimated sales of American Motors passenger cars were 3,000 units, down 6.25 percent from 3,200, while Volkswagen of America reported a 33.21-percent drop, to 3,159 from 4,730 last year.

GM earned 62.16 percent of the mid-month market, down from 64.22 percent a year earlier. Ford cornered 22.89 percent, up from 21.26 percent. Chrysler sales accounted for 11.11 percent, up from 9.28 percent. VWoA earned 1.97 percent, down from 3.12 percent, and AMC had 1.87 percent, down from 2.12.

Eight U. S. makes reported improved sales compared with year-ago figures, including four of GM's five divisions. Plymouth was up 57.44 percent; Dodge climbed 31.02 percent; Mercury was up 28.82 percent and Ford rose 13.68 percent.

Buick was up 9.32 percent; Pontiac was up 8.39 percent; Cadillac was up 5.00 percent, and Chevrolet was up 1.01 percent.

Chrysler sales were down 39.90 percent; Lincoln was down 36.90 percent; VWoA was down 33.21 percent; AMC was down 6.25 percent, and Oldsmobile was down 2.90 percent.

Chevrolet Citation was the number-one selling nameplate in mid-July, at 13,879 units. It was followed by Chevrolet Chevette at 8,138, Ford Escort at 7,475, Oldsmobile Cutlass Supreme at 6,266 and standard Chevrolet at 5,805.

Year-to-date sales through July numbered 3,579,393, down 2.94 percent from 3,706,283 in 1980.

DOMESTIC SALES

	July 11-20, 1981	July 11-20, 1980
AMERICAN MTRS.	3,000†	3,200†
Chrysler	1,747	2,907
Imperial	81	....
Plymouth	8,513	5,407
Dodge	7,498	5,723
CHRYSLER CORP.	17,839	14,037
Ford	26,332	23,164
Mercury	9,301	7,220
Lincoln	1,120	1,775
FORD MOTOR	36,753	32,159
Buick	16,343	14,950
Cadillac	4,958	4,722
Chevrolet	43,704	43,267
Oldsmobile	19,528	20,111
Pontiac	15,260	14,079
GENERAL MTRS.	99,793	97,129
VOLKSWAGEN	3,159	4,730
INDUSTRY TOTAL	160,544	151,255

† Estimate

As mechanics lose wages, benefits

Slump called impetus to unionizing efforts

Continued from Page 12

ance plans plus pensions, two-to-five-week vacations and no overtime or Saturday or Sunday work.

Hopkins said wages in Teamster-unionized shops run between $11 and $15.50 per hour, with non-unionized dealerships paying $2 to $3 less. There is also a 50/50 split for the body shop.

Teamster members have six to 12 sick days a year, 7 holidays, 2-to-5-week vacations, work no overtime or Saturday or Sunday hours, and some have dental and optical insurance in addition to pensions, life and health benefits.

The Teamsters represent both sales people and mechanics, while the Machinists represent only mechanics.

Some non-union deals do offer equivalent benefits, but Hopkins said the recession has given workers the feeling there is no contractural protection. They fear takeaways and are organizing, he said.

Organized sales staffs present some problems for local dealerships, since they do not work Saturdays or Sundays. According to Hopkins, three GM dealers could not participate in a tent sale at the Pontiac Silverdome earlier this year because the sales group would not work the weekend.

Such major-event sales have been common, especially with the recession in the auto industry. Many dealers have complained about poor sales and a general slump in business.

Hopkins, however, said he doesn't believe many dealers have had a bad sales year. He said unless dealers open their books to the union to prove their cases, they should not be given concessions at negotiating time.

"I have no overall picture of their predicament because they are hiding it by refusing to open the books," he said. "I have to assume they are making money overall.

"But we will do anything we can to help a dealership save money, providing it isn't dipping into our pockets," he said.

• Martin said the Machinists work closely with the dealerships and believe they are in trouble. He said his union does not require any dealership to open the books because it works closely with them and is aware of their financial status.

"They don't have any money," he said. "They are having a rotten year. If you don't understand that you don't understand the industry."

The Machinists gave some dealerships in the Detroit area six-month extensions on their contracts to hold off negotiations until the industry picked up.

The recovery didn't happen, Martin said. The six-month extension is now up and bargaining is going on at Detroit-area dealerships. Because of that, no dealers in the area would comment on differences between union and non-union shops.

Some labor lawyers have commented in the past that one great difference between the two is in the quality of work and in job hopping. They say non-union shops have fewer comebacks in the service area because there is no union to protect workers doing poor work. Also, they say, job hopping is common.

Hopkins said there is more job hopping in non-union shops because workers are looking for higher-paying positions and move on when one opens up. He said if all shops were organized with one standard wage, job hopping would almost be eliminated.

Used car sales

Auction Averages

July	$4,398
Month ago	$4,280
Year ago	$3,289

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1981	$7,619	$7,126	$7,326
1980	6,008	5,856	5,697
1979	5,000	4,857	4,843
1978	3,872	3,669	3,845
1977	3,142	2,972	3,086
1976	2,291	2,286	2,264
1975	1,686	1,699	1,708
1974	1,314	1,379	1,457
Overall Average	$4,398	$4,286	$4,326

A long day

Relaxing at end of day's session at Automotive News World Congress is one of the faculty members, Jerry Farrar, president of General Warranty Corp.

Rolls-Royce promotes Nelson and Hollings

LONDON.—The Car Division of Rolls-Royce Motors has promoted Ian D. Nelson to engineering director. He has been director of production resources and special projects for the Car Division since 1976.

John S. Hollings, engineering director for the Car Division since 1968, has been appointed technical director.

Mercedes-Benz announces promotions at U. S. offices

MONTVALE, N. J. — Juergen Otto has been named general manager, product and service engineering, for Mercedes-Benz of North America,

Otto, who was manager of service engineering, assumes the former duties of Karl-Heinz Faber who was named vice president — product compliance and service engineering, earlier this year.

Other changes in the MBNA service administration area include the promotion of Hermann Preissler to group manager — service engineering, with responsibility for technical service, technical literature and dealer facility planning, and a change of job title and responsibility for Hans Thalmann, from manager —product engineering to group manager—product litigation and corporate facilities planning.

Dieter Becker, zone service manager — commercial vehicles in the New York zone, assumes the responsibilities of manager —warranty inspection, commercial vehicles.

Promotions in the marketing department include Gerd Klauss, to group manager—marketing planning; Albert Weiss, to group manager—sales training, passenger cars, and Kenneth Moriarty, to staff manager —product planning.

Charles Jones, as group manager — national distribution in the Mercedes-Benz sales department, has assumed the additional responsibility for European sales distribution.

Lewis Marchiona was promoted to staff manager — special projects, reporting directly to the vice president of passenger car sales.

Richard Towner, manager — passenger-car franchise, became staff manager—field operations support.

Rolf Waldeis, formerly manager of European sales, became assistant to the president.

Another promotion in the president's office was Gerard DeBernardis to department head —administration.

Carl Leidner, on the staff of the senior vice president — finance, was promoted to staff manager — financial systems analysis.

At MBNA's Houston zone, Joseph Grall, district sales manager, was promoted to zone service manager—commercial vehicles.

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New Ramos Arizpe point supplies domestic market

GM Mexico plant builds No. 5,000

RAMOS ARIZPE, Mexico. — The 5,000th vehicle was produced at the General Motors de Mexico assembly plant here in late July, about five months after operations began.

Construction of the 900,000-square-foot plant, about 55 miles west of Monterrey began in June, 1979, to supplement older passenger car and truck assembly operations in Mexico City. Vehicles built at the new plant are strictly for the Mexican market.

The new Ramos Arizpe plant was intended to "create new sources of employment to meet the growing internal demand in Mexico for GM products and to penetrate new export markets," according to GM Mexico Managing Director William G. Slocum Jr.

The plant currently builds Chevrolet Monte Carlo and Malibu models at a rate of 15 per hour on a one-shift basis. A second shift is planned in the future.

When it reaches capacity, the plant will produce 20 units an hour, 310 units a day with a workforce of about 2,500.

After about a month-long shutdown for changeover to 1982 production, the plant will begin assembling 1982 Chevrolet, A, G and X-body passenger cars in October, according to Plant Manager Joseph Dell'Ario.

GM's Mexico City facility is being modernized for exclusive truck production.

GM will continue its expansion in Mexico with an 800,000-square-foot engine plane adjacent to the Ramos Arizpe assembly operation. That plant is scheduled to begin V-6 engine production late this fall with a high percentage scheduled for export to the U. S. It will employ about 2,100 people and will produce 100 engines per hour or 1,600 per day at capacity.

According to GM, these two facilities will enable the company to raise its capacity to assemble vehicles in Mexico by 140 percent in the next three years.

At the inauguration of the new assembly plant, GM President F. James McDonald said the two Ramos Arizpe plants "are tangible evidence of our confidence in the continuing growth and prosperity of this nation and of the Mexican people."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
May '81 vs. May '80

	1981		1980	
	May	Yr.	May	Yr.
AMC Spirit	3,872	17,741	4,638	24,190
Concord	4,483	18,864	5,023	23,097
Concord Sta Wgn	1,602	6,798	1,290	6,575
Eagle 4 WD	672	3,299	656	5,384
Eagle Sta Wgn	1,636	7,197	1,215	7,854
Eagle SX4 4 WD	2,088	8,719		
Pacer			72	467
Pacer Sta Wgn			146	1,040
TOTAL AMC	14,353	62,618	13,040	68,607
Chrysler Le Baron	3,285	18,736	4,391	24,571
Le Baron Sta Wgn	582	3,625	732	3,717
Cordoba	2,076	13,361	3,246	19,408
Newport	476	3,243	923	5,592
New Yorker	626	4,224	1,375	8,526
Imperial	572	2,446		
Total	7,617	45,635	10,667	61,814
Ply. Horizon	12,015	63,176	8,783	55,879
Reliant	10,015	52,571		
Reliant Sta Wgn	4,525	20,773		
Volare	583	5,601	6,500	29,959
Volare Sta Wgn	112	1,187	1,105	6,669
Gran Fury	1,191	5,016	1,518	5,116
Total	28,441	148,324	17,906	97,623
Dodge Omni	10,087	47,820	7,474	45,990
Aries	7,834	41,310		
Aries Sta Wgn	3,313	16,304		
Aspen	480	4,601	4,363	21,772
Aspen Sta Wgn	101	1,106	818	4,909
Diplomat	2,049	11,389	2,210	11,506
Diplomat Sta Wgn	233	1,913	395	2,026
Mirada	1,262	7,552	2,243	11,752
St. Regis	609	3,408	1,594	6,722
Total	25,968	135,403	19,097	104,677
Total Chrysler Corp.	62,026	329,362	47,670	264,114
Escort	15,932	76,956		
Escort Sta Wgn	11,106	53,383		
EXP	5,980	8,280		
Pinto	659	8,112	9,702	49,009
Pinto Sta Wgn	174	2,447	2,971	14,380
Fairmont	11,493	66,816	17,747	101,343
Fairmont Sta Wgn	4,963	23,496	7,336	34,253
Granada	8,315	45,175	6,282	31,828
LTD II			351	2,248
LTD	4,379	21,871	8,264	42,509
LTD Crn Victoria	3,332	15,309	2,464	10,005
Ford Sta Wgn	2,004	8,105	2,158	12,164
Mustang	13,426	74,910	21,542	105,056
Thunderbird	5,192	33,519	9,245	69,919
Total	86,975	438,379	88,062	472,714
Lincoln Town Car	2,890	12,623	2,519	13,825
Cont Mark	2,969	14,019	2,883	17,283
Versailles			428	2,644
Total	5,859	26,642	5,830	33,752
Mercury Lynx	5,988	26,494		
Lynx Sta Wgn	3,568	15,700		
LN7	1,703	2,359		
Bobcat	140	1,910	2,168	11,302
Bobcat Sta Wgn	30	436	429	2,442
Zephyr	3,667	20,875	5,240	31,063
Zephyr Sta Wgn	1,105	5,779	1,896	8,198
'81 Cougar/Monarch	3,444	17,597	2,344	12,228
Marquis	571	2,995	1,196	5,967
Marquis Brougham	905	4,658	1,001	5,436
Grand Marquis	1,738	8,760	1,629	8,744
Marquis Sta Wgn	558	2,950	588	3,642
XR7	2,020	12,542	3,959	30,082
Capri	4,405	21,493	5,742	28,922
Total	29,842	144,548	26,192	148,026
Linc Merc Div. Total	35,701	171,190	32,022	181,776
Total Ford Motor Co.	122,676	609,569	120,084	654,492
Buick Skyhawk			587	4,018
Skylark	16,177	86,810	14,500	69,515
Century	11,962	51,736	11,034	48,760
Regal	15,671	86,720	15,335	75,023
Century Sta Wgn	1,676	6,770	1,599	7,088
Le Sabre	1,884	8,541	2,385	11,328
Le Sabre Limited	4,025	17,609	3,639	22,520
Electra 225	4,635	21,260	4,366	24,439
Buick Sta Wgn	967	4,342	788	4,663
Riviera	4,134	17,745	3,088	16,680
Total	61,131	301,533	57,321	284,034
Buick Div. Total	61,131	301,533	57,321	284,034
Cadillac de Ville	8,904	39,227	7,195	43,394
Cimarron	36	36		
Fleetwood & Chassis	2,972	15,384	2,162	12,649
Eldorado	4,477	20,864	3,840	20,544
Seville	1,914	10,635	2,769	16,784
Total	18,303	86,146	15,966	93,371
Chevrolet Chevette	26,537	175,642	29,913	168,370
Camaro	9,824	44,581	10,896	52,799
Monza	577	14,918	12,000	58,813
Cavalier	198	198		
Cavalier Sta Wgn	66	66		
Citation	21,695	136,950	34,679	161,766
Malibu	14,908	70,952	17,355	82,305
Malibu Sta Wgn	5,832	24,328	5,417	26,763
Monte Carlo	11,348	70,546	12,792	68,080
Impala	5,304	24,298	6,527	40,806
Caprice	7,304	36,998	7,907	58,382
Chevrolet Sta Wgn	3,664	17,844	4,100	28,730
Corvette	3,076	13,803	3,286	15,137
Total	110,333	631,124	144,872	761,951
Oldsmobile Starfire			500	4,297
Omega	9,170	46,088	7,625	34,036
Cutlass Salon	17,211	71,488	15,244	70,700
Cut. Supr/Calais	21,014	112,410	22,137	104,029
Cutlass Sta Wgn	3,430	13,519	3,110	13,345
Delta 88	1,093	4,968	1,634	8,490
Delta 88 Royale	12,191	48,051	9,126	46,384
98	7,189	31,446	5,119	27,541
Oldsmobile Sta Wgn	1,806	7,162	1,332	8,595
Toronado	3,395	14,356	2,746	15,298
Total	76,499	349,488	68,573	332,715
Pontiac T1000	5,486	7,865		
Sunbird	1,423	26,547	10,606	50,620
J2000	292	292		
J2000 Sta Wgn	89	89		
Phoenix	6,469	39,783	8,346	39,244
LeMans	4,384	22,376	4,559	23,604
LeMans Sta Wgn	2,243	9,171	2,153	10,931
Catalina	596	3,100	1,026	6,110
Bonneville	3,360	16,125	3,864	20,118
Bonne. Brougham	2,621	12,570	2,666	15,380
Pontiac Sta Wgn	783	3,514	909	5,838
Grand Prix	9,483	54,098	8,510	46,780
Firebird	4,797	25,338	8,215	39,736
Total	42,026	220,868	50,854	258,361
TOTAL GM CORP.	308,292	1,589,159	337,586	1,730,432
(Checker)	90	865	170	1,182
Misc. Domestic	123	1,032	189	1,331
Domestic Station Wagon Total	56,188	258,004	40,516	214,192
Domestic Grand Total	507,470	2,591,740	518,569	2,718,976
Import Total	223,589	1,051,663	214,660	1,056,198
Grand Total All Registrations	731,059	3,643,403	733,229	3,775,174

Registrations for Oklahoma not available.

325 is net loss in first half

Dealership fatality rate slows

Continued from Page 1

and GM's 135 is down from 185. AMC wasn't quite so fortunate—down 28 this time vs. a slip of only 6 in the first half of 1980. Changes in the number of intercorporate duals also altered the net falloff a year ago.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

While the year-to-year comparison is heartening, the domestic industry still has more troubles than it needs in the matter of dealer mortality. This year's figure of 325 has been exceeded only five times in the 21 years that AUTOMOTIVE NEWS has been conducting a semi-annual census.

But the second-quarter performance brought more than a little ray of hope. One industry veteran observed last week that "maybe all the weak dealers have folded, and the ones remaining are strong enough to survive."

Several months ago, AUTOMOTIVE NEWS noted the importance of the second quarter in the dealer census field. The hoped-for improvement became a reality, but the industry now is in another vital period. Last year, the third-quarter loss was 504 outlets. A drastic reduction of that number is a must for the health of the retail segment.

In the franchise area, five of the Big Three makes showed gains for the first half, one was unchanged and six were down.

All four of Chrysler Corp.'s car lines reported advances. There was an increase of 71 franchises for Dodge, 52 for Plymouth, 10 for Imperial and nine for Chrysler. Lincoln was up one, and Cadillac was unchanged.

Ford Division had a decline of 121 franchises, and Chevrolet was off 95. Also down were Mercury, 40; Oldsmobile and Pontiac, 20 apiece, and Buick, 15.

At Chrysler Corp., there was a slip of 41 dealerships for the first half, but the big news was the gain of 10 in the second quarter. The first quarter saw a drop of 51. Last year, Chrysler lost 152 in the first quarter and 261 in the second for a total of 413.

Chrysler had 3,782 car dealers at midyear, compared with 3,823 on Jan. 1.

Franchises totals on July 1 were: Chrysler, 2,677; Plymouth, 2,534; Dodge, 2,422, and Imperial, 421.

In addition to its 3,782 car dealers, Chrysler also has 10 outlets that handle only Dodge trucks. They are not included in the corporation's car-dealer total or the Dodge car-franchise total.

Ford Motor Co. had 5,820 car dealers at the end of the first half, down 141 from the beginning of the year. Quarterly dips were 63 and 78. Last year, Ford showed a decline of 97 in the first quarter and 234 in the second for a total of 331.

The company's franchise totals at midyear were: Ford, 4,949; Mercury, 2,676, and Lincoln, 1,478.

Ford Motor has another 91 dealers that handle only Ford heavy-duty trucks. They are not included in the company's car-dealer total or the Ford Division car-franchise count.

General Motors slipped below 11,000 on July 1 with a total of 10,925 car dealers. The figure was down from 11,060 on Jan. 1. There were drops of 55 and 80 in the two quarters, compared with 30 and 155 a year ago.

Franchise totals for the GM makes on July 1 were: Chevrolet, 5,580; Oldsmobile, 3,230; Pontiac, 3,095; Buick, 2,970, and Cadillac, 1,605.

American Motors had 1,635 car outlets on July 1 and 1,663 on Jan. 1. There was a dip of 17 in the first quarter and 11 in the second. Last year, AMC was up 36 in the first quarter and down 42 in the second.

AMC counted 670 duals with Big Three makes of passenger cars at midyear, down from 729 on April 1 and 706 at the beginning of the year.

Looking back a year, the current total of 21,447 dealerships is down 1,002 from the 22,449 in operation on July 1, 1980.

FRANCHISE TOTALS

	July 1, 1981	Jan. 1, 1981
AMERICAN MOTORS	1,635	1,663
CHRYSLER CORP.		
Chrysler	2,677	2,668
Dodge	2,422	2,351
Imperial	421	411
Plymouth	2,534	2,482
FORD MOTOR CO.		
Ford	4,949	5,070
Lincoln	1,478	1,477
Mercury	2,676	2,716
GENERAL MOTORS		
Buick	2,970	2,985
Cadillac	1,605	1,605
Chevrolet	5,580	5,675
Oldsmobile	3,230	3,250
Pontiac	3,095	3,115

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Peck reports progress

Deregulation said to be on target

Continued from Page 2

creases that would occur from reduced protection and more collision damage. Two top insurers told Consumer Reports (CU's magazine) that their premiums would rise ten and fifteen percent, respectively, if bumper standards were dropped.

Silbergeld claimed the net cost to consumers over five years would be $45 or $110 in higher insurance premiums less the $65 NHTSA claims would be saved on the cost of automobiles due to bumpers that cost less and result in lower fuel use—if NHTSA's $65 claim is accepted.

But, he said, that $65 figure does not take into account a $30 million retooling cost needed to switch to the cheaper bumper. Moreover, the $65 was based on a telephone survey of consumers asking for their "recollection" of bills rather than visual inspection of damage, he said.

CU also attacked NHTSA on procedural grounds for its rescission of the standard dealing with direct fields of view.

Donald P. McHugh, counsel for State Farm Mutual, told the subcommittee that the bumper standard has eliminated entirely hundreds of thousands of small claims and saved motorists time, money and annoyance.

McHugh also attacked the NHTSA bumper cost-benefit analysis, saying its methodology and assumptions are "at the best, highly debatable," and it omits several elements that would significantly enhance benefits.

State Farm also believes the potential savings from repeal of the standards are "likely to be minimal" for the auto makers; instead, it is likely to lead to higher costs because of the need to retool. State Farm said NHTSA did not consider this in its April evaluation of costs and benefits.

- The Insurance Institute for Highway Safety also defended more-protective bumpers, pointing out that designs have changed so they weigh less and yet are more effective. Films were shown of the Ford Escort meeting with zero damage in a 5-MPH front collision into an angle, rear pole at 5 MPH and 10 MPH front into rear of a vehicle—all areas in excess of the standard.

This good performance was in contrast with a Toyota Corolla Tercel which suffered a total of $434 damage for this series of tests not covered by the standard.

IIHS suggested that if the standard is lowered from 5 MPH to 2.5 MPH, the makers will replace energy absorbers with rigid support brackets which would result in very little weight savings and no change in real operating costs but would mean higher damage and higher insurance rates.

General Motors' David E. Martin, speaking for MVMA, disagreed on the bumper standard. He said there is no safety benefit and the economic facts support a change.

Rescission of the standard on direct field of view has benefited makers, he said. In an attempt to put a floor under current practice, he said, the line was drawn so close that some vehicles missed the arbitrary vision angle by a sliver.

It would have meant redesign of vehicles already in production but scheduled to continue beyond the effective date, he said, and it could also have meant design changes for future models at an stimated industry cost of $160 million—paid for by the public—which would have virtually no safety benefit.

GMAC trims finance rate on retail paper

Continued from Page 3

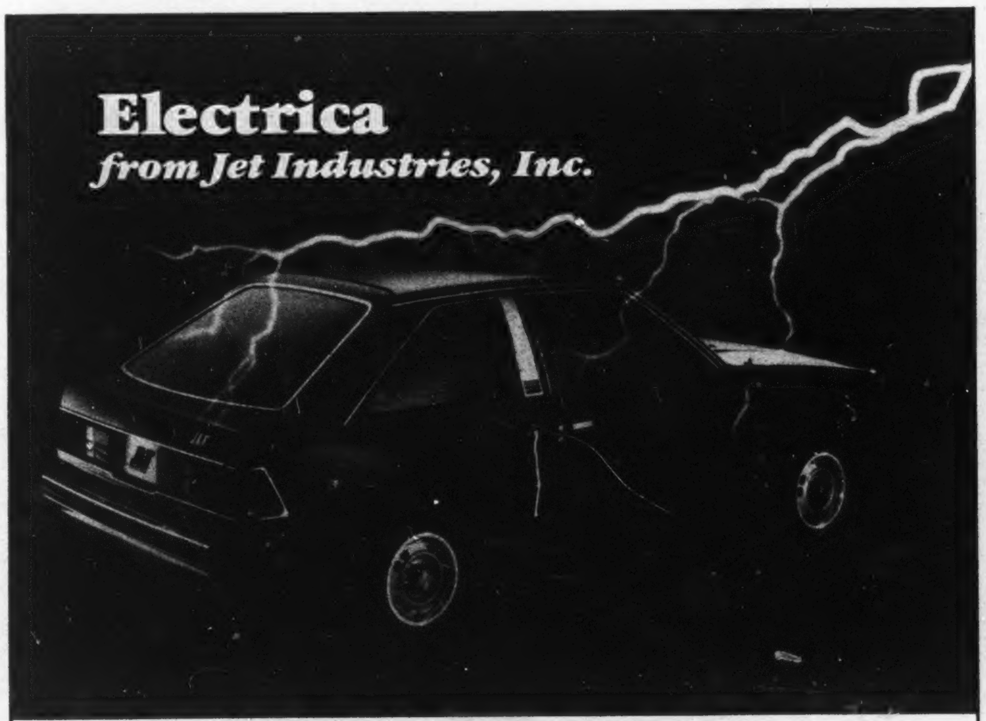
in the 50 top markets for three weeks during July 30 to Aug. 22.

In addition to all of the GMAC advertising, Chevrolet already has decided to run its own ads, and it could be joined by other car divisions.

- The new GM campaign is not likely to be countered immediately by Ford and Chrysler, although officials at both companies are "studying" the "August Super Saver."

Insiders said Chrysler, which earlier had a highly touted rebate plan based on interest rates, cannot afford to counter with a duplicate of the GMAC program, although it could become necessary to upgrade its current buildout program, if GM's rate cut catches on. Ford is in the middle of a dealer cash incentive program and would find it difficult to convert to a retail program now, one source said.

Institution of a retail program now was not unexpected. Wall Street analysts have generally declared GM's J-car launch a failure because it was not able to spark an anticipated market uptick.



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First-half profits decline 6.8 pct. for Toyo Kogyo

HIROSHIMA. — Toyo Kogyo, Ltd., said its net income for the six months ended April 30 (the first half of the company's fiscal year) declined 6.8 percent to $43.6 million from $46.8 million the year earlier.

Ordinary income, that is, income before taxes and extraordinary items, was off 3.9 percent to $90.9 million from $94.5 million in the preceding year, the Japanese auto maker said.

Operating revenues rose 18.1 percent in the period to $2.7 billion from $2.287 billion last year.

Yoshiki Yamasaki, Toyo Kogyo president, blamed the earnings decline on the overall business climate, a decline in home market sales and weakened overseas profits due to an appreciation of the yen.

Yamasaki said the company is controlling costs and developing new technology in an attempt to keep its Mazda cars and trucks competitive in the increasingly sophisticated world markets.

Total unit sales in the six-month period rose 8.2 percent to 623,142 from 575,848 the previous year despite the 10.3 percent home market sales decline to 183,627 from 204,744.

Export unit sales rose 18.4 percent to 439,515 from 371,104, including an 85.3 percent increase in shipments to Central and South America and an 84.0 percent increase in shipments to Oceania.

The number of Toyo Kogyo employes rose 0.92 percent to 27,951 from 27,696, the company said, and unit production per employe rose 7.1 percent to 22.5 from 21.0 in the corresponding period last year.

Ford Motor Co. owns 25 percent of Toyo Kogyo, which produces Courier pickup trucks for Ford's U. S. dealers.

Opel, Vauxhall report '80 losses of $331 million

LONDON. — Two important General Motors European subsidiaries reported losses for 1980. The deficits totaled $331 million.

Vauxhall Motors, Ltd., the GM unit here, said its 1980 loss was $161 million, substantially larger than the $60 million loss reported the year before. Vauxhall said sales in 1980 declined to $1.5 billion from $1.6 billion on a total unit volume decline of 15 percent to 195,145 from 230,420 the preceding year.

The company blamed increased auto market competition and "drastically declining sales."

In Frankfurt, Adam Opel AG said it lost $170 million in 1980 compared with net earnings of $150 million in 1979. Sales declined to $3.8 billion from $4.5 billion.

The company blamed the loss on reduced sales and costly plant closings and worker layoffs. It was the first loss for the German auto maker since the years immediately following World War II.

Both Opel and Vauxhall said they were hopeful of eventually reversing the losses, but neither was very optimistic about the immediate future.

Subaru deal adds Saab

GREENWICH, Conn.—Subaru Greenwich has added the Saab line.

Breckwoldt buys deal in New Hampshire

Alexander E. Breckwoldt, former vice president of Volkswagen of America, stands before his new dealership, Patriot Motors, Inc., Keene, N. H. Breckwoldt, a native of West Germany, spent 17 years with VWoA. Patriot Motors has franchises for Mazda, Mercedes-Benz and Volkswagen.

It credits higher sales, cost reduction

GM earns $515 million in quarter

By Edward Lapham
Financial Editor

General Motors said "higher factory sales and operating efficiencies resulting from intensive cost-reduction efforts" allowed it to report second-quarter net earnings of $515 million ($1.72 a share) compared with a net loss of $412 million ($1.43 a share) in the same period last year.

Sales in the period rose 30.7 percent to $18.02 billion from $13.79 billion in the April-June period last year.

Chairman Roger B. Smith and President F. James McDonald said the continued improvement which brought the company its third consecutive profitable quarter "reflects the intense efforts of our worldwide organization to control costs and improve profitability, despite the continuing pressure of inflation on labor and material costs."

The second-quarter results pushed net income for the first half of the year to $705 million ($2.35 a share) compared with a net loss of $257 million (91 cents a share) for the first six months last year.

Net sales for the first half of the year rose 14.4 percent to $33.74 billion from $29.5 billion the preceding year.

Smith and McDonald said the company still has an $8 per hour labor cost disadvantage compared with the Japanese auto makers.

- The two executives also said the company's current earnings levels are not sufficient to support the required higher levels of spending for products, plants and technology.

They said that with the higher levels of required expenditures as well as the "attendant higher amortization and depreciation expense," it is "imperative" the company "achieve substantial reductions in labor, materials and other fixed costs in order to maintain and expand the corporation's competitive strength in the worldwide marketplace."

GM's financial position during the second quarter remained relatively stable. Cash and marketable securities on hand rose slightly to $2.2 billion at June 30 from $1.9 billion at March 31, although they were off from $3.7 billion at Dec. 31 and virtually the same as $2.3 billion one year ago.

The company's current assets to current liabilities ratio did slip somewhat in the period, however. At June 30 the ratio was 1.13 to one, compared with 1.19 to one at March 31, 1.26 to one at Dec. 31 and 1.49 to one at June 30, 1980.

GM said its pre-tax income in the second quarter was $892.4 million, representing a turnaround of $1.75 billion from the pre-tax loss of $862.3 million on the same period last year.

GM listed a combined depreciation and amortization total of $1.29 billion in the second quarter and $2.42 billion for the half, compared with $1.14 billion in the April-June period and $2.19 for the first six months last year.

Total stockholders' equity rose in the period to $18.26 billion from $17.88 billion at March 31, although it was down from $18.52 billion at June 30 last year.

- The two top GM officials said the third quarter outlook is "tempered by production declines typically associated with extensive model changeovers, as well as by economic sluggishness aggravated by high interest rates."

GM's factory sales of cars and trucks built in the U. S. totaled 1.456 billion in the second quarter, up 24.8 percent from 1.167 million in the period last year but off 25.9 percent from 1.964 million in 1979.

For the first half, U. S. factory sales were up 2.1 percent over last year to 2.618 million from 2.564 million, although the total was off 30.1 percent from the 1979 total of 3.743 million.

GM's total worldwide factory sales rose 16.7 percent over the comparable 1980 quarter to 2.066 million from 1.771 million, but was off 22.7 percent from 1979's 2.674 million.

The year-to-date total for the first half of the year was 3.756 million, off 1.3 percent from 3.805 million last year and down 27 percent from 5.144 million in 1979.

Working capital at June 30 totaled $1.68 billion compared with $3.15 billion at Dec. 31, $5.35 billion at June 30, 1980, and $8.52 billion at June 30, 1979.

GM said the average cost of an hour worked by U. S. hourly employes was $19.40 in the April-June period, compared with $19.70 in the first quarter, $18.00 in the second quarter last year and $14.85 in the comparable period of 1979.

The average number of worldwide employes in the period was 771,000 up from 758,000 in the first quarter and 732,000 in the April-June period last year, but down from 886,000 in the second quarter of 1979.

AUTO MAKERS' FINANCIAL RESULTS

NET PROFITS (LOSSES) IN MILLIONS

	1981		1980	
	Second Quarter	First Half	Second Quarter	First Half
General Motors	$ 515	$ 705	$ (412)	($ 257)
Ford Motor Co.	60	(379)	(468)	(632)
Chrysler Corp.	12	(287)	(536)	(985)
American Motors	(20)	(71)	(88)	(95)
Total	$ 567	($ 32)	($1,504)	($1,969)
Net Improvement 1981 vs. 1980	$2,071	$1,937		

Study finds cities unprepared

GAO, Reagan at odds on fuel crisis planning

WASHINGTON. — Despite two disruptions in the gasoline supply in the last decade, very few communities have contingency plans to maintain mobility in the event of future shortages, a General Accounting Office study revealed.

While the Congressional investigatory arm urged action both by Congress and the Transportation Department to ensure readiness, the Reagan Administration — in a draft document purported to be the new energy policy — is backing a policy of "primary reliance on market forces to determine the price and allocation of energy supplies."

In particular, the draft attacks any form of gas rationing which the Carter Administration, Ford Administration and Congress thought fairest in a shortage.

Regional contingency plans— not involving gas rationing — use transportation services or urban transit systems to get people to work and recreation. These involve ways to help motorists set up car and van pooling, scattered working hours and ways to increase bus and subway ridership. In 1979, DOT encouraged states and communities to make plans.

- When GAO made the survey in 1980, it looked closely at seven urban areas, 25 urbanized areas each with more than one million population and two smaller areas — Portland and Eugene, Ore. It also collected data from 21 other urbanized areas. It found that only two— Los Angeles and Washington— had completed a regional contingency plan. Others had planned meetings for 1981, but progress was slow.

Some areas had diverted their limited planning resources to other, more urgent, subjects and some had lessened interest because of "no perceived threat of another imminent crisis."

Planners also said delays have occurred because of lack of specific guidance from DOT, because of dearth of information about possible federal or state action in case of a gasoline shortage and because of confusion about the relationship of these contingency plans and the state emergency plans required under the 1979 law.

Because earlier shortages had major impacts on transit systems, six of the seven urban areas had completed contingency plans as early as August, 1979. However, GAO said, these will not be of great use since they are restricted by limits set by equipment, personnel and, sometimes, authority to operate. Besides, transit systems need cooperation from other organizations to carry out their plans.

- Congress should support regional planning, make funds available to communities, and require an approved contingency plan as a condition for receiving federal transportation aid, GAO said.

To expedite workable strategies and correct deficiencies in existing plans, GAO said, DOT should work with the Energy Department to develop specific information on potential gasoline shortfalls; develop specific criteria and advice on the contingency plans; provide guidance on the relationship between regional and state plans, and establish a review process.

In addition to the clear signal that gas rationing plans are not acceptable, the Reagan Administration draft energy policy paper says that cutting back on oil imports, forcing conservation, and developing synfuels may not be in the nation's best interests.

Ohio dealers pay county to process car titles

YOUNGSTOWN, O. — Automobile Dealers Assn. of Eastern Ohio is paying wages of four county clerks in financially strapped Mahoning County to process new- and used-car titles. The county has a backlog of 1,000 titles.

A county spokesman said several dealers had $200,000 to $300,000 in sales awaiting title work. The dealer group is picking up the $4 per hour tab for each of the clerks, expected to work for a month on association members' titles only.

Andersen names Reese

KANSAS CITY.—Jules Reese has been appointed treasurer and chief financial officer of Lloyd Andersen & Co., which provides financial and insurance services to new-car dealers.

Changeovers hold week's output to 102,300

Weary days for auto production

By Patricia Hoffman
Staff Writer

With several plants down for the 1982 model changeover, domestic auto production last week fell below the previous week's total, although output was far above that of the comparable 1980 period.

Last week's output for the auto makers was scheduled at 102,300 units, down 9.22 percent from 112,686 completed in the previous week, but up 64.17 percent from 62,314 in the comparable week last year.

Year-to-date, domestic auto production is 6.40 percent above the comparable 1980 period. The makers have completed 4,109,965 units so far this year, compared with 3,862,724 in the same period last year.

Breakdown for the week by company is: General Motors, 53.92 percent; Ford Motor, 26.83 percent; Chrysler Corp., 12.31 percent; Volkswagen of America, 3.68 percent; American Motors, 3.23 percent, and Checker Motors, 0.03 percent.

Chrysler's Belvidere assembly point scheduled Saturday overtime last week (Aug. 1). The facility has slated downtime beginning tomorrow (Aug. 4) for changeover to '82 models. Operations are scheduled to resume Aug. 10.

Also at Chrysler, the Newark assembly plant has slated downtime beginning this week. The facility is scheduled to return with '82 models Aug. 24.

Chrysler's Jefferson plant, which closed for changeover July 27, is slated to resume operations Aug. 10.

Ford's Wixom assembly point, down for changeover since July 13, will return today.

Other changeover plant schedules are:

GM's Linden plant, which closed July 22, will return Aug. 17 for final assembly of '81 models. The facility is then scheduled to close Aug. 18 for '82 changeover and will resume Aug. 19.

GM's Leeds point, which closed July 31 for changeover to the new J-cars, will return sometime in October.

Also at GM, the Detroit Cadillac plant, down since July 17, will resume Aug. 17. Van Nuys, also down since July 17, will be back Oct. 12.

GM's Janesville plant will close Aug. 7 for changeover to the '82 J-cars with operations slated to resume Sept. 8. GM Lansing, down since July 22, will be back in mid August, and the Flint plant, down since July 13, returns today.

Truck production shows effects of changeover time

U. S. truck production last week dropped considerably below the previous week's total, but output was substantially above the comparable 1980 figure.

Last week, the domestic truck manufacturers scheduled 28,041 units, down 11.86 percent below the 31,814 units completed in the previous week, but up 39.88 percent from 20,046 trucks assembled in the comparable period last year.

Several truck facilities remained idle last week for the 1982 model changeover. General Motors' Janesville and St. Louis assembly points went down July 24, with operations at both plants scheduled to resume Aug. 31.

Lordstown truck point, which closed for changeover July 30, is slated to resume production Aug. 24.

Chrysler Corp.'s Warren truck facility returns today (Aug. 3) with 1982-model production of light-duty pickup trucks and sport-utility vehicles. The point closed for changeover July 27.

Changeovers cut Canadian output of cars, trucks

With several assembly plants down for '82 model changeover, Canadian auto and truck production last week fell below the previous week's output. The total for the week, however, remained above the comparable 1980 figures.

Last week's output for the Canadian auto makers was slated at 11,333 units, down 10.97 percent from 12,730 completed in the previous week, but the total was 69.83 percent above the 6,673 completed in the comparable 1980 week.

Year-to-date output for the auto manufacturers was 525,437 units, 3.39 percent above the 508,212 cars completed in last year's comparable period.

Truck production last week was scheduled at 6,122 units, down 24.64 percent from 8,124 built in the previous week, but the total was 56.21 percent above the 3,919 trucks assembled in the comparable week in 1980.

Chrysler Corp.'s Windsor truck facility, down since July 17 for changeover to '82 models, returns today (Aug. 3).

General Motors' Oshawa truck assembly point, which shut down for changeover on July 31, also resumes operations today.

Downtime for the '82 model changeover continues at several assembly plants. They are:

Chrysler's Windsor car facility, down July 24 with operations slated to resume Aug. 10; GM's St. Therese car point, down July 23 with production resuming Aug. 14, and GM's Scarborough truck plant, down July 29, scheduled to resume Aug. 18.

Volvo's Halifax car point closed today for changeover, with operations slated to resume Aug. 21.

Ford Motor's Oakville (No. 1) point is slated to close Thursday (Aug. 6) for an extensive changeover period. The plant is not scheduled to resume operations until Nov. 29.

Honda rust settlement OK'd fix could cost $10 million

Continued from Page 2

reliability, durability or maintenance.

The theory is that companies knowing of significant problems and how to avoid or minimize them have the obligation to inform owners and that failing to do so obligates them to make repairs or reimburse consumers.

Although this is the first case that involves cars made in Japan, FTC brought similar cases successfully against Ford Motor in the piston-scuffing case and Chrysler Corp. in the rust case.

A case employing the same principle is pending against General Motors involving transmissions and diesel fuel pumps in 1975-80 cars. It could involve as much as $150 million in repair costs.

• The Chrysler rust problem concerned fenders on 1976-77 Volares and Aspens. The estimated cost to Chrysler was $45 million on the premise that about 200,000 of the potential one million cars would exhibit the problem.

The FTC staff said the Honda investigation was started last September and indicated Honda has known of the problem on its early models for at least two years. FTC had about 200 complaints. The '79 and later Hondas do not have the problem.

FTC learned of the situation through individuals and from the Center for Auto Safety.

Schwab appointed

HARRISBURG, Pa. — Karl J. Schwab has been named executive vice president of Intercontinental Service Agency, Inc., affiliated with Black, Bower, Davis & Shue Agency. Intercontinental, with offices in Harrisburg and York, Pa., was developed primarily to provide insurance services to automobile dealers.

U. S. CAR PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
AMERICAN MOTORS	3,300*	2,220*	3,200*	14,820*	97,243*	71,954*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP	12,600	....	15,404	74,053	356,905	508,363
Plymouth Total	6,400	....	7,293	38,481	162,815	263,393
Horizon	3,400	....	2,808	15,415	93,681	99,912
Reliant	3,000	....	4,485	23,066	....	153,894
Volare	....	....	....	....	51,740	....
Caravelle	....	....	....	....	4,083	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	....	....	....	....	47,820	22,098
LeBaron	....	....	....	....	36,304	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	6,200	....	811	35,572	146,270	222,872
Omni	4,400	....	3,812	18,518	81,062	85,752
Aspen	....	....	....	....	36,899	....
Aries	1,800	....	4,299	17,054	....	120,794
Diplomat	....	....	....	....	17,585	12,644
St. Regis	....	....	....	....	10,724	3,682
FORD MOTOR	27,443	6,769	29,085	75,358	737,110	836,960
Ford Division	19,324	4,337	20,067	52,586	543,061	571,619
Escort	6,585	....	6,737	17,699	....	212,584
Pinto	....	....	....	....	68,179	....
Fairmont	3,576	2,615	4,181	10,553	148,898	122,259
Must./Must. II	4,165	....	4,153	11,636	145,302	101,451
Granada	2,844	....	2,758	7,257	49,412	51,862
Thunderbird	2,154	....	2,238	5,441	77,383	42,577
Ford	....	1,722	....	....	53,887	40,886
L-M Division	8,119	2,432	9,018	22,772	194,049	265,341
Mercury Total	8,119	2,432	9,018	22,772	174,502	229,044
Bobcat	....	....	....	....	12,445	....
Lynx	1,969	....	2,782	6,460	....	74,277
Capri	1,264	....	1,466	3,774	41,891	35,549
Zephyr	1,089	1,148	904	2,878	48,042	37,291
Cougar/Monarch	1,431	....	1,530	3,810	16,409	26,827
XR-7	1,072	....	1,026	2,616	25,757	18,838
Mercury	1,294	1,284	1,310	3,234	29,958	36,262
Lincoln Total	....	....	....	....	19,547	36,297
Lincoln	....	....	....	....	7,649	17,699
Mark VI	....	....	....	....	10,037	18,598
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	55,162	48,950	61,317	349,273	2,543,854	2,580,879
Buick Division	9,787	5,465	10,461	58,725	496,893	547,676
Skylark	6,595	3,836	6,595	28,854	139,254	163,423
Century	....	....	....	1,727	107,564	86,881
Regal	2,250	723	2,262	14,590	129,695	164,041
Buick	942	906	1,010	9,636	92,621	97,991
Riviera	....	....	594	3,918	27,759	35,340
Cadillac Division	1,000	....	2,036	21,403	124,755	169,373
Cimarron	1,000	....	1,121	4,375	....	9,061
Seville	....	....	209	1,444	21,265	15,919
Eldorado	....	....	706	4,743	33,224	40,081
Cadillac	....	....	....	10,841	70,266	104,312
Chevrolet Division	29,130	28,440	25,482	152,249	1,078,361	964,868
Chevette	8,105	9,740	8,918	41,161	280,591	215,591
Cavalier	4,470	....	4,654	20,243	....	45,562
Monza ('80)	....	3,320	....	....	102,825	....
Camaro	....	1,570	....	8,641	79,725	87,073
Citation	6,390	8,245	6,553	35,174	288,504	231,180
Malibu	2,285	3,995	2,333	13,003	167,060	161,409
Monte Carlo	2,090	770	2,074	12,097	60,583	92,043
Chevrolet	4,800	....	3	17,364	72,494	112,130
Corvette	990	800	947	4,566	26,579	19,880
Oldsmobile Division	4,455	8,388	12,181	59,990	494,003	567,373
Omega	3,705	2,167	3,735	16,609	73,596	97,266
Cutlass	....	5,195	2,549	19,217	253,681	272,940
Oldsmobile	750	1,026	5,435	21,024	141,610	167,744
Toronado	....	....	462	3,140	25,116	29,423
Pontiac Division	10,790	6,657	11,157	56,906	349,842	331,589
Acadian†	225	240	226	1,616	14,308	14,065
J2000	2,952	....	2,423	12,170	....	34,982
Sunbird ('80)	....	3,093	....	....	90,449	....
T1000	2,043	....	2,303	9,792	....	48,040
Firebird	....	799	....	5,119	51,685	43,457
Phoenix	2,021	2,525	1,949	9,682	85,004	72,587
Grand Prix	1,796	....	2,319	9,930	35,440	66,796
LeMans	1,401	....	1,570	6,937	34,611	41,928
Pontiac	352	....	367	1,660	38,345	9,734
VOLKSWAGEN	3,760	4,375	3,645	16,564	126,042	110,451
CHECKER	35*	....	35*	140*	1,570	1,358*
Total Cars, U. S.	102,300	62,314	112,686	530,208	3,862,724	4,109,965

CANADIAN CAR PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
AMERICAN MOTORS	720	....	730	3,390	....	20,227
CHRYSLER CORP.	....	....	2,541	8,719	38,578	29,682
FORD MOTOR	6,404	5,440	1,032	12,071	151,027	136,439
GENERAL MOTORS	3,984	1,008	8,202	36,415	312,252	332,607
VOLVO	225	225	225	1,008	6,355	6,482
Total Cars, Canada	11,333	6,673	12,730	61,603	508,212	525,437
N. American Cars	113,633	68,987	125,416	591,811	4,370,936	4,635,402
N. American Trucks	34,163	23,965	39,938	159,237	1,243,668	1,382,396
North American Cars and Trucks	147,796	92,952	165,354	751,048	5,614,604	6,017,798

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S †

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
CHEVROLET	3,186	7,384	7,637	37,425	290,254	336,705
DODGE/PLYMOUTH	....	....	1,470	7,185	84,700	57,926
FORD	16,774	5,230	15,770	40,671	314,186	379,951
GMC	1,501	3,817	2,057	12,929	101,145	113,201
INTERNATIONAL	1,690	2,115	....	2,501	32,916	40,212
MACK	....	....	....	....	14,917	....
JEEP	2,500*	....	2,500*	11,500*	51,105	55,971*
AMC CORP.	50*	225*	50*	334*	5,789	2,535*
VOLKSWAGEN	1,400*	650*	1,400*	6,440*	24,525*	38,200*
MISCELLANEOUS	940	625	930	4,232	17,808	27,212
Total Trucks, U. S.	28,041	20,046	31,814	123,217	937,265	1,051,913

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
CHRYSLER CORP.	....	1,600	14	5,171	23,798	47,060
FORD MOTOR	2,800	800	3,217	8,539	110,099	96,624
GENERAL MOTORS	3,077	1,044	4,893	21,953	150,017	180,148
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	475	....	357	9,428	6,651
MACK	....	....	....	....	1,417	....
Total Trucks, Canada	6,122	3,919	8,124	36,020	306,403	330,483
N. American Trucks	34,163	23,965	39,938	159,237	1,243,668	1,382,396

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

AM General will no longer be figured in with North American trucks.

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FWD crossbreeding

In search of slippery shapes

What looks like an assembly plant mutation or a plant foreman's nightmare is really one of several front-drive hybrids undergoing testing at Ford Motor Co. in Dearborn. Most of the cars — like this Lynx sedan/LN7 crossbreed — appear to be rigged for aerodynamic testing.

Import outlets climb 566 as domestic dealers sign

By Kathleen Hamilton
News Editor

Domestic dealers turned to import franchises in droves the first six months of 1981, the latest AUTOMOTIVE NEWS dealer census shows.

The semiannual count found 566 more dealers handling imports at midyear than at the start of the year. The preponderance of that gain — 511 outlets — were domestic dealerships which added import lines.

The launch of the DeLorean and Isuzu in the U. S., along with the aggressive effort by American Motors to give its dealers Renaults, were mainly responsible for gains in the import-dealership population.

But the strength of the import market was another major contributor. Fed by record first-half sales and relatively unscathed by voluntary import quotas, the number of import dealers increased in every category: Midyear found more single-line import deals, more multiline import deals and more domestics handling imports.

In all, there were 17,247 outlets selling imports on July 1, an increase of 3 percent over the Jan. 1 figure of 16,681.

Of that number, 4,616 were handling only imports — an increase of 55 over the Jan. 1 total. That gain helped mitigate the loss of 325 domestic-car dealers in the same time frame (AUTOMOTIVE NEWS, Aug. 3, 1981).

The total six-month loss in dealerships in the U. S. therefore amounted to 270 outlets, and the total number of dealerships in the U. S. stood at 26,063 at midyear. That is nearly 1,000 fewer dealers than one year earlier.

- Although the overall figures for imports were rosy for the first six months of 1981, the good cheer wasn't spread evenly: 14 makes increased their dealership networks, 14 lost ground and another three maintained their Jan. 1 count.

Not surprisingly, the winners were mostly Japanese and the losers were unanimously European.

Dualing of import lines became increasingly popular, not only among domestic-car dealers but among dealers of exclusively import lines as well. The number of import-only duals increased by 19 during the period.

That was small change compared with the 417 domestic dealers who added non-captive import lines during the same period. Captives are the import makes built by companies owned in part by a U. S. maker and whose U. S. distribution is controlled by the U. S. partner. The captive total went up by 94.

Captives are the Ford Fiesta, Plymouth Champ and Sapporo and Dodge Colt and Challenger. Since AMC doesn't have a stake in Renault, Renault is counted among the non-captive imports.

The increase in the number of non-captive imports dualed with domestic lines was enough to bring that category's total to a new record, 3,518 outlets. The old record of 3,379 had stood

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IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1981.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,956
Jan. 1, 1966	6,013
Jan. 1, 1967	6,568
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
July 1, 1981	17,247

*—Alltime high

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Chauffeurs, charter services kept busy

How industry copes with air strike

By Roger Rowand
Engineering Editor

DETROIT. — The auto industry just rolled with the punch as a strike by air traffic controllers delayed travel across the country and caused a sharp reduction in flights of all types.

Transportation for auto personnel and parts was rearranged, delayed and—occasionally—canceled.

Some companies resorted to pool cars; chauffeurs were busier than usual, and one dealer pressed an in-stock motor home into service as an interstate limousine.

"We just modified schedules somewhat as far as executive travel is concerned. We still got people in and out as required," said a Chrysler Corp. spokesman summing up strike impact in general.

The Teterboro (N.J.) airport is one of the nation's busiest as it accommodates corporate planes in the New York City area. Its traffic fell off by some 30 percent just as soon as the strike started.

Teterboro traffic is directed by New York controllers and therefore flights under instrument rules were delayed. Bad weather early in the strike curtailed flights under visual rules but a downturn in flying was caused chiefly by fliers waiting to see what developed in the strike, a flight operations manager at Teterboro told AUTOMOTIVE NEWS.

The Los Angeles area provided an exception to the rule — as it often does.

Manager David Shirley at Santa Monica Municipal Airport said pilots with planes available for charter service have been enjoying a small boom.

General Motors' Air Transport Service stayed on the ground for the first day of the strike as managers assayed the strike situation. ATS and its plant-city shuttle planes resumed flying, albeit on a limited basis, on the strike's second day.

GM directors met in Detroit

Continued on Page 45, Col. 1

breaking news

'82 intro dates widely spaced

DETROIT.—Most 1982 domestic models will be introduced Oct. 1 or before, but the newest offerings from General Motors and Chrysler Corp. won't be along until later. Tentative showroom dates are Sept. 24 for American Motors and most GM cars, Sept. 25 for Ford Motor and Oct. 1 for Chrysler Corp. carryovers. The new front-wheel-drive Chrysler LeBaron and Dodge 400 will appear Oct. 29, and GM's X-cars are expected around Nov. 12. Arriving even later will be Chevrolet Camaro and Pontiac Firebird and the new front-drive GM A-cars.

Russia, China eye Wankel license

INGOLSTADT, West Germany. — Audi Chairman Wolfgang R. Habbel has confirmed that contacts have been established with the Soviet Union and mainland China in connection with Wankel rotary engine licenses. He is "cautious" about prospects.

UAW planning ad campaign

DETROIT.—The UAW is working on a possible ad campaign to begin in the fall. According to a union spokesman, the UAW is currently in the process of developing the creative content. The advertising agency is Dave Sawyer and Associates in New York.

Government leaders welcome buy-sell show

Unveiling of World Expo hailed

DETROIT. — The announcement that AUTOMOTIVE NEWS will stage a world automotive business exposition next summer in Detroit has met with positive reaction from government and industry officials.

Plans call for the Automotive News World Expo to be staged in Detroit's Cobo Hall Aug. 24-27, 1982, in conjunction with the seventh annual Automotive News World Congress, to be held at the nearby Renaissance Center's Detroit Plaza Hotel Aug. 22-25.

The World Expo is to serve as a marketplace for all goods and services available to vehicle manufacturers around the world, according to AUTOMOTIVE NEWS Publisher Keith E. Crain.

In a letter to Crain, Robert B. Stone, General Motors vice president in charge of the Materials Management Staff, hailed the project.

"All of us at GM have long strived to emphasize and improve communications with our thousands of suppliers around the world," Stone said. "The World Expo next year should contribute to that goal."

- Michigan Gov. William G. Milliken pledged the support of his office to help launch the European-style show in the capital of the world's auto industry. Purchasing offices will be established on the site to bring buyers and sellers together at the show. Exhibitors will be invited to conduct forums.

"I have asked the Michigan Department of Commerce, Office of Economic Development, to assist you in your efforts to organize and promote the 1982 event," Milliken said in a letter to Crain.

Detroit Mayor Coleman Young saluted the Automotive News World Week as "an excellent example of the special civic spirit which is so characteristic of Detroit's business leadership."

"Nothing could be more supremely appropriate than a Detroit gathering of automobile manufacturers and suppliers, and AUTOMOTIVE NEWS is to be congratulated for its initiative and imagination," Young said in a statement.

Governmental units, such as the various states' Offices of

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Ford, Chrysler and AMC answer GM

Summer incentives, rebates bloom

Continued from Page 2

runs from Aug. 1 to Sept. 23. It covers all new and unused SX-4 and Spirit models sold and delivered during the period, including dealer demos and field units.

The first units of each car line pay $100 each. The second units pay $200 each. All subsequent units pay $450 each.

The 1981 Jeep CJ and Scrambler summer clearance runs from Aug. 1 to Sept. 23. All new and unused 1980 and 1981 CJs and 1981 Scramblers are eligible, including dealer demo and field units. Again payments are based on units retailed and delivered during the contest period.

The first CJ and Scrambler are considered as qualifier units, with no payments. The second unit of each pays $300 and all subsequent units of each pay $600.

There is a separate California program on CJ and Scrambler, again running from Aug. 1 to Sept. 23. It differs slightly. Dealers get $300 for the first and $300 for the second units of each line they retail and deliver. Thereafter, they receive $600 on units in each line.

Finally, there is an Aug. 1-Sept. 30 contest on Renault R-18i and Le Car. Again payments are based on units sold and delivered during the contest period.

The first units in each line retailed pays $100. The second unit of Le Car pays $400 and subsequent Le Cars pay $600. The second unit of R-18i pays $500, and subsequent R-18i units pay $1,000 each.

AMC is currently looking at a Sept. 24 introduction for its '82 models, although date hasn't been finalized.

• Chrysler Corp. went for the straight consumer rebate.

"Our experience has shown the consumer understands and responds to an uncomplicated rebate program that puts a specific amount of cash directly into his pocket," said John Naughton, executive vice president, sales and marketing.

Chrysler's program was viewed as a stronger antidote for currently depressed sales than GM's interest - rate - reduction program and is also getting the full support of national factory advertising.

Chrysler is scheduling network TV through August, spot TV in 34 markets, spot radio in 34 markets, newspaper in 34 markets (probably full page, three insertions), and full page fast-close magazine ads in Time, Newsweek, People and Sports Illustrated to highlight its new rebate program.

This schedule, which may be subject to some change, includes conversion of existing ad time, with some new commercials and others at the divisional level being tagged with rebate references.

Ford indicated it would confine advertising largely to radio, and depend on dealers to do the rest.

The Chrysler program calls for a 50 percent participation from dealers. In effect, they share half the cost of the rebates.

Some dealers were concerned that this might affect the credibility of the program, but said the cost would not present a problem for them.

For one thing, dealers pointed out, if they had to floor-plan a K-car, for example, at $125 per month during August and September, it would end up costing them as much as their half of the rebate.

For another, Chrysler has already given many dealers — those who participated in its earlier buildout incentive program—the money to pay for the current rebate. Under its earlier buildout incentive, Chrysler had given dealers 3 percent and 5 percent allowances, depending on the models, as an inducement to order '81 buildout units.

Its latest program essentially favors those who got into the buildout program. These are the dealers who have the high stocks currently, and under its current rebate a dealer must sell and deliver the unit during August to have it eligible for the money. That means all units must come out of stock.

• Chrysler's consumer rebate runs from Aug. 1 to Aug. 31 and pays from $300 to $1,000 on essentially its high-volume lines.

Excluded from the rebate are Mirada/Cordoba, LeBaron/Diplomat, New Yorker/Newport/St. Regis/Grand Fury and the special Miser versions of Omni/Horizon and TC3/024. The company does not have very high field stocks in these lines.

It pays customers $300 on all imported cars and trucks and the regular Omni/Horizon and TC3 and 024 and $500 on all models of Aries and Reliant and two-wheel-drive domestic Dodge pickup trucks.

Also, it provides $700 on four-wheel-drive domestic pickup trucks, Dodge Ramcharger and Plymouth Trailduster and $1,000 on Imperial.

Overall, Detroit's latest round of incentives and rebates should help clear the decks of '81 models and pave the way for a more successful launch of the '82s.

Analysts have pointed out that '82 orders from dealers had not been coming in like they should. This was true of GM dealers, as well as Ford, Chrysler and AMC dealers.

While dealer orders on '82s will certainly improve as their '81 stocks are depleted, there is still the danger that at the retail level a percentage of pull-ahead sales from the latest programs will affect the industry's sales performance this fall.

Essentially, the industry needs an improvement in overall economic conditions to build a strong, enduring market, as incentives and rebates have proven to have only a short-lived effect on the market.

Car industry adjusts to cope with air controllers' strike

Continued from Page 1

on the first day of the stoppage, declared a dividend, among other things, and managed to find commercial flights out to New York and other far-flung destinations.

A Cincinnati-area Oldsmobile dealer picked up $550 by filling a strike-created void. Five GM execs needed a ride back to Detroit from Cincinnati and the Olds dealer obliged. He rented them a motor home and provided a driver.

• Drivers for Detroit Limousine Service, one of the area's largest, found themselves playing in a new ball game as the strike lengthened.

"The auto company execs have pool cars and chauffeurs but we do a lot of business with suppliers and vendors," said Bob Golob, owner of the firm.

"When the strike started some asked us to do favors for them — little favors. One wiring harness manufacturer in the South asked us to run some errands because their people couldn't get up here.

"We ended up carrying paperwork around, delivering blueprints, samples, purchase orders and quotes."

Carriage Limousine Service, which can trace its roots in Detroit back some 65 years, had an immediate and sharp upturn in out-of-state runs when the controllers walked.

"The customers are mostly chairmen and presidents who have to be at meetings, most of them in Chicago and New York. We can leave here at 6 p.m. and have a man at his board meeting by 9 a.m. the next day. That's what we've been doing," owner Cliff Jay told Automotive News.

At Zantop International, one of the largest freight carriers, an expected boom didn't get off the ground.

In his offices at Willow Run Airport in Ypsilanti, Mich., Executive Vice President Jim Zantop described the strike's impact:

"Business is normal. We thought we were going to fly a few more parts because we thought the scheduled airlines would defer freight and concentrate on passengers.

"That didn't happen," he said.

• Freighters have one distinct advantage over passenger liners in the hours they fly. Most nonscheduled air cargo moves between midnight and 7 a.m. when passenger flights are few.

Hub system lines, such as Zantop and Air Express, funnel all their freight into a single hub airport then fan it to its destination in the wee hours.

An airport manager at Willow Run noted the obvious as he said: "With the downswing in the auto industry, there hasn't been a whole lot of freight anyway."

Chief Pilot Bob Olmsted, of Olsen Flight Service based at Detroit City Airport, said customers adjusted to the strike.

"The strike hasn't affected us as much as we thought it would," he said. "A lot of people just canceled their travel plans. Then, too, salesmen can just drive or rearrange their schedules for when the strike is over."

As folks at other airports did, Olmsted said he noticed fewer aircraft using Detroit City.

"It's not a matter of safety so much as it is extensive delays. People would rather not bother so they just put off trips," he said.

IMPORTED-CAR RETAIL OUTLETS

	July 1, 1981		Jan. 1, 1981	
Imported cars only				
Exclusives	2,973		2,937	
Duals	1,643		1,624	
		4,616		4,561
Import-domestic duals				
U. S. duals w/captive imports	9,113		9,019	
U. S. duals w/other imports	3,518		3,101	
		12,631		12,120
Total imported-car outlets		17,247		16,681

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger and Plymouth-Champ and Sapporo.

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Import outlets gain sharply as domestic dealers join up

Continued from Page 1

since July, 1959.

Fully 75 percent of all non-captive import franchises were dualed on July 1.

Japanese non-captive makes are most frequently single-line points: Forty-five percent of all Japanese non-captive franchises are single-line points, compared with 11 percent of all European non-captive franchises.

Honda is increasing its single-line dealers, both in number and in the percentage of its total dealer network. Its 356 single-line points represented 45 percent of its network. Six months earlier it had 310 single-line points, representing 40 percent of its total count.

Toyota's 702 exclusive dealers made up 64 percent of its network, and Datsun's 651 exclusive dealers comprised 58 percent of its network. Honda was next in line with its 356 exclusives, and was followed by Volkswagen with 352 exclusives, representing 34 percent of its network; Subaru, 297 exclusives for 39 percent of its network; Mazda, 104 exclusives for 13 percent of its network, and Fiat, 101 exclusives for 19 percent of its network.

Other makes with high percentages of single-line dealers are Aston Martin, whose 4 exclusive dealers comprised 28 percent of its total dealer count.

Audi, DeLorean, Porsche and Rover had no exclusives.

Nine imports had record numbers of dealers on July 1. Beating records set on Jan. 1, 1981, were Honda, Renault, Subaru and Toyota. BMW tied its Jan. 1 record, and Mercedes-Benz equalled its record totals of Jan. 1, 1981, and Jan. 1, 1980.

Ferrari's record number of dealers tied its July 1, 1976, total.

Datsun topped its July, 1980, record by 13.

Maserati, preparing for a smaller, lower-priced and higher-volume car in the U. S. in 1982 or 1983, bettered its Jan. 1, 1977 record of 24 dealers by 12.

Although they didn't set any records, Chrysler Corp.'s Mitsubishi-built captives made some impressive gains in the first half of the year: Champ/Sapporo dealers increased by 92, Colt/Challenger dealers by 116.

Saab increased its dealer total by 9, and Peugeot added 7.

The biggest shakeup in the dealer network during the first half of the year came at Jaguar Rover Triumph. MG production ceased before the year began. The Triumph TR-7 and TR-8, which were to have buoyed JRT dealers' offerings, are now scheduled to go out of production. But JRT added 21 Triumph dealers in the first half.

Meanwhile, its other franchise totals fell: MG, by 25, Jaguar by 17 and Rover — no longer imported here — by 6. Because most of JRT's dealers carry multiple lines, these franchise changes amounted to a loss of 20 outlets, a JRT spokesman said.

JRT plans to have about 250 Jaguar dealers plus a number of service-only points one year from now, when its dealers will be selling only Jaguars.

At midyear, 233 of 350 JRT dealers handled Jaguar.

Other losses in dealer totals were recorded by Fiesta, down 114; Fiat, down 46; Lancia, down 9; Alfa Romeo, down 8; Mazda, down 7; Lotus, down 4; Audi, down 4; Volkswagen, down 3, and Porsche, Rolls-Royce and Volvo, all down 2.

Aston Martin, Mercedes-Benz and BMW recorded no change in dealer numbers during the six months.

The number of import franchises in the U. S. climbed by 679, or 3 percent, during the first half of the year. This was more than the gain in the number of outlets handling imports because of the increase in dualing.

IMPORT FRANCHISES

	July 1, 1981	Jan. 1, 1981
JAPAN	8,948	8,499
Colt/Challenger	2,139	2,023
Champ/Sapporo	2,114	2,022
Datsun	1,109	1,086
Toyota	1,093	1,085
Honda	794	769
Mazda	757	764
Subaru	754	750
Isuzu	188	0
WEST GERMANY	7,405	7,528
Fiesta	4,860	4,974
VW	1,015	1,018
Audi	428	432
Mercedes-Benz	409	409
BMW	370	370
Porsche	323	325
FRANCE	1,707	1,625
Renault	1,377	1,302
Peugeot	330	323
UK	1,455	1,144
Triumph	345	324
DeLorean	344	0
MG	310	335
Jaguar	233	250
Rover	117	123
Rolls-Royce	65	67
Lotus	27	31
Aston Martin	14	14
ITALY	897	944
Fiat	535	581
Lancia	147	156
Alfa	137	145
Ferrari	42	41
Maserati	36	21
SWEDEN	712	705
Volvo	405	407
Saab	307	298
MISCELLANEOUS	25	25
TOTAL FRANCHISES	21,149	20,470

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Davis deal relocates

SAN FRANCISCO. — Ozzie Davis Pontiac-Toyota, Livermore, is building a new facility in nearby Dublin.

Bill rewards those who invest to modernize

Tax revisions to assist industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The auto industry is going to benefit from tax and depreciation breaks, courtesy of the Reagan Administration.

Although there is nothing in the tax bill that specifically addresses the woes of profitless companies or distressed industries, there is a unique leasing provision of special benefit to Ford Motor Co. and Chrysler Corp.

Depending on how the accounting profession handles the transaction on company books—in turn on how shareholders benefit and how it passes muster at the Securities & Exchange Commission—leasing could turn out to be the salvation of companies short of cash. The depreciation changes also will give them a shot in the arm.

The simplest explanation is that the leasing provision passed last week would decrease the minimum investment requirement to 10 percent and create a "safe harbor" that guarantees a transaction would be treated as a lease to allow the nominal lessor to take investment credits and depreciation on the investment.

The intention is to open up the widest possible trading of tax benefits from the money-losers to the money-makers.

In short, Ford, which has accumulated tax credit it can not now use, could buy machine tools or robots, lease to Exxon or Mobil in trade for cash which it needs to pay for those tools or robots.

Ford's and Chrysler's plight arises because of the limits set for carrying forward losses over a limited number of years. Although it is not the refundable tax credits that both Democrats and Republicans refused to give the auto industry, the leasing provisions are every bit as good.

• Further, the leasing provisions should come on board in a few months—once the accounting procedures are figured out—and be better in some ways than tax-deductible losses, which lose value as inflation continues.

The leasing provisions would not cover all the back tax credits—estimated at some $340 million for Ford—but would cover the more than $80 million expected this year.

Chrysler would be in an even better position because it could use its capital cost recovery as well as tax credits in trade. The particular leasing provision helps the losers more than General Motors, for example, although theoretically, Ford could trade its tax benefits to a profitable GM.

Estimates of tax benefits from purchase of $100 million for a machine would be between $20 and $25 million.

The special depreciation rules for leasing means that companies granting the leases could borrow up to 90 percent of the cost of the assets and still be eligible for the depreciation allowance. They are retroactive to Jan. 1, 1981.

• Although a great deal has been written about "supply side" economics and how the theory of tax cuts balanced with reduced government spending — the New Wave economics—will benefit all, very little has been explained about the business tax cuts, which are every bit as revolutionary and perhaps — as even Senate Majority Leader Howard Baker admits — "a river-boat gamble."

The philosophy is just as different as the New Deal was in its day.

In some ways it is easier to explain what it is not. It is not loan guarantees to "bail out" failures. It is not special-interest legislation that the Reaganites would consider a "federal giveaway." It is not "refundable" tax credits to help ailing firms.

Instead, it is philosophically geared to rewarding those who invest capital and who "reindustrialize."

It is oriented to growth and renewal and, except for certain provisions for the oil industry (which were unsuccessfully opposed at the last minute), it is not geared to size of income as the personal tax cuts are.

Suppliers who modernize could benefit more than large auto makers who do not, for example, because the major benefit is for the investors of capital.

• The heart of the Reagan tax law is the incentives for plant, equipment and real property acquisitions. What started as Kemp-Roth campaign promises—or 10-5-3—was changed slightly to 15-10-5-3, but the principle is retained. The enormous complexities of "useful life" have disappeared.

Starting next January and becoming fully operational by 1986, cars, light trucks, R&D machinery, equipment and tools would be depreciated in three years; all other machinery and equipment would depreciate in five years; real property would depreciate in ten years (the 15 years applies to certain public utility properties).

The 10-5-3 items would be depreciated by using the 150 percent declining balance method for the early years and straight-line for the remaining. In addition, these benefits rise in 1985 and 1986 and businesses can elect to expense annually in 1982, phasing up by 1986.

In addition, the investment credit is raised: 6 percent for the three-year class and 10 percent for five-year class.

Moreover, it applies to new and used property and needs no salvage value estimate. Under certain circumstances, companies could also use straight-line methods to avoid generating tax-free dividends for shareholders.

Further, gains on the sale of business assets would be taxed at the ordinary rate until the gain exceeded the amount previously taken in depreciation allowances and then it would be taxed at the lower capital gains rate.

• Also of specific help to the auto industry is a provision that gives tax credit for research, going beyond mere wage outlays and including supplies and other expenses, retroactive to July 1, 1981.

The 25-percent credit would apply to the increment over a previous three-year base period for the first year, but it could rise after that. It was broadened to cover basic research contracted to universities or contributions to tax-exempt research groups and would even include contributions of equipment.

Further general business benefits include special help for rehabilitating old buildings; favorable tax treatment on stock options qualifying as incentive options; and lowering the maximum capital gains tax rate. And there is always the three-year cuts in personal income tax to free up spending, hopefully on new cars.

But the auto industry did not get specifically what it had wanted. In fact, had Jimmy Carter been elected, Democrats might have come closer to the mark. After all, it was the Carter Administration that blessed

Continued on Page 8, Col. 1

Interest-rate cut extended to GM's light trucks, vans

DETROIT. — General Motors Acceptance Corp. last week expanded its preferred finance rate of 13.8 percent to light-duty Chevrolet and GMC trucks (including vans) delivered before Aug. 31.

The program, announced the preceding week, initially included only GM passenger cars.

The expansion, announced jointly by GMAC and the parent General Motors Corp., includes Chevrolet's 10, 20, and 30 series trucks as well as all Blazer, LUV and Suburban models, in addition to GMC Jimmy, Suburban, 15, 25 and 35 models.

GMAC said the early reaction to the program by dealers and consumers was "above expectations."

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56th year — No. 4875

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Byrne notches 25

J. Howard Byrne, right, Byrne Bros., Inc., White Plains, N. Y., receives his quarter - century Chevrolet dealer award plaque from Edwin R. Carbin, Tarrytown zone manager.

Soft touch for luxury BMW

The Swiss coachbuilder Emil Frey is doing convertible conversions on BMW models 628 through 635 at a cost of about $10,000 (not including the original BMW). The door frames and rollbar are reinforced. The front part of the roof can be put into the trunk, and the rear soft top can be folded down and covered.

How changes in taxes will benefit dealers

WASHINGTON.—Small businessmen — dealers, some suppliers, repair shops — will benefit from the new tax law.

Extremely small firms with less than $25,000 in taxable income will pay at a rate of 16 percent in 1982 and 15 percent in 1983 — down from the current 17 percent. Those with taxable income between $25,000 and $50,000 will pay 19 percent in 1982 and 18 percent in 1983 — down from the current rate of 20 percent.

The new law also raises the accumulated earnings credit (except for some nonautomotive areas) so that income tax is avoided for a corporation's shareholders. The credit is raised from not less than $150,000 to $250,000, effective for taxable years after Dec. 31, 1981.

For closely held corporations — subchapter S — the limit is raised from 15 shareholders to 25 and certain exemptions are made for trusts.

But of major importance to auto dealers were the provisions added on the LIFO — last-in-first-out-inventory. The conference agreement between Senate and House version means that the average gross receipts that a business must have to use a single dollar-value LIFO pool is $2 million. (The average gross receipts for car dealers is $5 million).

Taxpayers electing LIFO will have three years (beginning with the year of the election) to take back into income inventory writedowns took in prior years. These are effective at the end of this calendar year. (This will help larger dealers.)

Moreover — something NADA has been pushing for — the Treasury will set regulations to simplify LIFO inventory accounting through the use of published government indexes. The Secretary of the Treasury will also make a study looking toward further simplification and make further recommendations for changes to the tax-writing committees of the Congress by the end of next year.

• NADA figures that only about 5,000 dealers used LIFO inventory despite its obvious importance in times of inflation. The reason so few dealers use it is because of its complexity, including figuring out the index instead of using an established index such as the one developed by the Bureau of Labor Statistics.

NADA is expected to work closely with the Treasury in its study and recommendations to allow greater use of LIFO, but even this year, dealers switching to LIFO might be able to generate more capital internally, but deferring taxes.

Also of considerable special interest to dealers are changes made in gift and estate-tax reduction. The exemption from the unified estate and gift tax is increased from $192,800 to $600,000 over a six-year period and the maximum estate-tax rate is lowered from 70 percent to 50 percent over four years.

The $250,000 limit on the gift

Continued on Page 6, Col. 1

GM plant launch in Wentsville, Mo., delayed by rain

ST. LOUIS. — Heavy rains have delayed construction on General Motors' $500 million Wentsville (Mo.) plant.

Plans to complete the plant by early fall, 1982, have now been pushed back to the end of that year. This would delay production startup until the spring of 1983.

Mud and water have prevented steel at the site from being moved and concrete floors from being poured, a GM spokesman here said. Heavy rains have inundated the area since that announcement.

The delay could postpone the employment timetable. Original estimates indicated most of the 4,500 employes who once worked at the North St. Louis complex would be offered jobs at the new, suburban plant.

Nearly 1,700 workers have exercised their transfer rights and have opted to follow the Corvette to its new home in Bowling Green, Ky. GM ceased production of the Corvette in St. Louis July 30 and began phasing in production at Bowling Green on June 1.

The usually high transfer rate meant only 93 of 900 Kentucky residents trained on weekends by GM and the Kentucky Department of Education were actually hired. Most of those were in skilled trades.

A second Corvette shift is scheduled to be added this fall.

Meanwhile, only one truck line is left in the aging Chevrolet plant in St. Louis, and it is scheduled to be phased out next year.

Pestillo ups the ante in off-shore sourcing

17,000 jobs hang in balance at Ford

By Marjorie Sorge
Labor Editor

Ford Motor Co. has upped the ante in its high-stakes offshore sourcing poker game, putting chips worth 17,000 union jobs on the table.

Peter J. Pestillo, vice president, labor relations, said the sourcing decisions will be made before the next round of negotiations in 1982, although some of the job losses would not be played out for three to five years. A UAW official confirmed Ford is looking at offshore sourcing in Japan, Mexico and Bordeaux, France.

Peter J. Pestillo

The next round of negotiations begins next summer and Pestillo already has tipped his hand slightly, saying he wants a four-year-plus agreement instead of the normal three-year pact, a gradual phase-in of benefits based on seniority and changes in the way workers are hired and trained.

Over the past few months, both Ford and General Motors have asked the union to reopen negotiations on the current contract to cut labor costs, but the union has emphatically vetoed the idea. Both companies have threatened to send jobs offshore unless labor costs are cut quickly.

Donald F. Ephlin, UAW vice president and director of the Ford Department, said the union realizes some of the decisions must be made before the contract comes up in 1982 but it sees the offshore sourcing plan as a threat or inducement to the union to reopen the contract.

He said the UAW would urge Ford not to outsource jobs because "we believe we can produce better than anybody else."

• In an Automotive News interview, Pestillo hinted that reopening the contract might save some of the jobs and said "I'm not busy tomorrow (to begin negotiating) but I don't have a table to go to and I don't like solitaire." In reply, Ephlin said the union has no intention of dealing itself a hand right now.

The first decision to be made will involve the production of the powertrains, which Ephlin said would affect the majority of the 17,000 workers. Other areas affected would be some assembly and stamping operations, he said.

Ford is considering shipping those jobs to Japan, Mexico and Bordeaux, France, where Ford already has a transmission plant, Ephlin said.

One U. S. plant that may be affected is the Livonia Transmission operation, which Ephlin said is currently bidding on a job. Pestillo said if the company decided automatic overdrive transaxles for the bigger cars could be built better offshore, the Livonia plant would be "dramatically affected."

Ford is already building an engine plant in Chihuahua, Mexico, which begins operations in late 1983. That plant will build the I-4 engine, some for export to the U. S.

The offshore sourcing decision will be based on capital investment, labor costs, total price and availability and the value of local content, Pestillo said.

Local content has become a major issue with the UAW as it strives to keep jobs from being exported and will be high on the list of priority items in 1982 bargaining, acording to UAW President Douglas A. Fraser. Last month, Fraser introduced a local-content proposal calling for stringent controls.

Under Fraser's proposal, by 1985, auto companies with 200,000 annual sales in the U. S. would need at least 75 percent North American content, while companies with over 500,000 would need 90 percent. In 1980, Ford sold 1.5 million cars and 800,000 trucks.

• Pestillo said local-content legislation would not necessarily be abhorrent to Ford and Fraser's proposal may even get the company's support, depending on the ground rules. However, he said any local-content law would not affect Ford's offshore sourcing decisions because 95 percent of the vehicle's content is North American. That would mean the company could conceivably double its current offshore sourcing and still stay within the limits of Fraser's proposal.

One big worry in sourcing has been labor costs and Pestillo wants the gap between the U. S. and Japan narrowed.

"It is critical that we narrow it and we are working on that," he said. "It's critical to the UAW and ourselves. For them, for the jobs and for us for the competitiveness. They go together. The longer it takes, the more jobs it's going to cost so we had both (Ford/UAW) better get at it soon."

To narrow the gap, Pestillo is suggesting a four-year-plus contract with no openers and phased-in benefits based on seniority.

Negotiating a longer contract would offer more flexibility such as with the inflation index which determines COLA payments, he said. In July, Fraser told reporters three-year contracts may not make sense any more, but most labor observers feel the union is leaning toward a shorter contract rather than the longer one Pestillo has in mind.

Ephlin said he assumes Pestillo's longer contract would mean simply extending the agreement if negotiations were

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New-car market stumbles; import share sets record

By Jenny L. King
Staff Writer

New-car sales in July were down for both U. S. auto makers and imports, spurring some domestic rebates, lowered interest rates and various incentive programs as the industry sought to pull out of the long sales depression.

The five U. S. makers reported 8.33-percent decline from last year, and the import total was down 8.72 percent, due largely to sales drops for its two biggest names, Toyota and Datsun. Import penetration, however, reached a record for the year at 29.59 percent.

Total new-car sales in July numbered 706,040, down 8.45 percent from 771,194 a year ago. The domestic figure of 497,151 was down 8.33 percent from 542,349, while imports were down 8.72 percent, to 208,889 from 228,845.

It was the lowest domestic total since 1961 when 419,969 new cars were retailed.

Year-to-date industry sales totaled 5,288,469, down 2.49 percent from 5,423,512 in 1980. The domestic total through July 31 was 3,805,890, down 3.44 percent from 3,941,539 a year earlier. Import year-to-date sales were up 0.04 percent, to 1,482,579 from 1,481,973.

The domestic daily selling rate in July was 19,121, down 8.33 percent from 20,860, and lowest for any month since last January. There were 26 selling days both this year and last.

• Chrysler Corp. and American Motors were the only U. S. auto makers to report sales increases this July. Chrysler was up 15.86 percent, to 58,508 from 50,497 last year, while AMC was up 21.75 percent, to 12,722 from 10,449.

General Motors sales dropped 12.52 percent, to 304,135 from 347,669 in 1980. Ford Motor Co. missed its year-ago mark by 4.99 percent, with 109,031 down from 114,758. Volkswagen of America plunged 32.78 percent, to 12,755 from 18,976.

GM earned 61.17 percent of the domestic market in July, down from 64.10 percent last year. Ford sales accounted for 21.93 percent, up from 21.16 percent. Chrysler increased its share to 11.77 percent from 9.31 percent. AMC cornered 2.56 percent, up from 1.93 percent, and VWoA had 2.57 percent, down from 3.50 percent.

Of the 13 U. S. makes reporting sales both years, five pulled ahead of their July, 1980 levels. Plymouth was up 41.30 percent, AMC was up 21.75 percent, Mercury was up 20.08 percent, Dodge was up 17.30 percent and Cadillac was up 4.38 percent.

U. S. makes with sales declines were: Lincoln, down 46.85 percent; Chrysler, down 41.64 percent; VWoA, down 32.78 percent; Chevrolet, down 17.45 percent; Buick, down 12.41 percent; Oldsmobile, down 11.47 percent; Ford, down 8.77 percent, and Pontiac, down 5.92 percent.

• While top-imported Toyota was down 13.59 percent in July and second-place Datsun dropped 22.52 percent below 1980,

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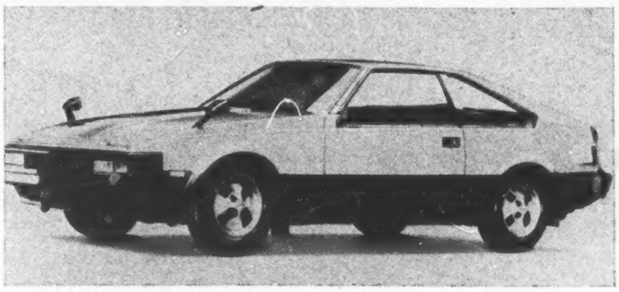
Concours slated at Meadow Brook

ROCHESTER, Mich. — The third annual Meadow Brook Concours d'Elegance will be held Sunday, Aug. 16, at Meadow Brook Hall near here.

Donald E. Petersen, president of Ford Motor Co., is honorary chairman of the event.

Approximately 100 classic cars will vie for awards, including a "people's choice." Hours are from 10 a.m. to 4 p.m. Admission is $4 per person.



New Toyota model bows in Japan

Six-cylinder Toyota Supra features pop-up headlights and a lengthened nose. New on the market in Japan, it is destined for the U. S. this fall as a 1982 model.

Still another air-bag hearing finds witnesses unchanged

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The latest in many years of hearing on air bags and passive belts—this day and a half NHTSA session billed as containing only new data—had almost the same cast of characters except for the chair—Raymond A. Peck, NHTSA head appointed by President Reagan.

Not surprisingly, insurance companies testified for passive restraints and so did some consumer activists including Ralph Nader and the Center for Auto Safety.

Testifying against them were other conservative public interest groups such as the Pacific Legal Foundation and Barbara Keating's Consumer Alert.

Present also were the three major domestic companies, which now want the standard rescinded. All of them have scrubbed whatever air-bag plans they once had and also want very much to drop any plans for passive belts.

Volkswagen of America is now joined its domestic brothers in asking that the standard be rescinded even though its automatic belts already comply. VWoA noted that the passive belts are on only two of the nine models it sells in the U. S.

Mercedes-Benz, which has a driver-only air bag with a three-point belt in Europe, is on hold for its U. S. plans. Toyota said it has found "disappointing levels of public acceptance" for the motorized belts on its 1981 Cressida.

• Suppliers of airbag components also testified—saying they were barely hanging on by their fingernails since all contracts have been canceled except the ones with Mercedes which are on hold.

Talley Industries, an involved supplier from 1969 on, is in a similar plight. It offered to help if Peck will maintain some sort of fleet to keep air-bag technology alive.

Noting that opponents of the standard say air bags will add as much as $1,100 to the price of a new car, Talley responded by giving its own price breakdown to show that, with volume, air bags in 1981 dollars could cost the consumer only $212 per car, including manufacturer profit and dealer 30 percent optional accessory markup.

Figuring the incremental cost reduction for changing from a three-point belt system to a manual lap belt—$27—the actual air-bag cost would be $185, Talley said.

Congress also had its spokesmen represented. Colorado Democrat Timothy Wirth, who heads the House subcommittee charged with NHTSA oversight and authorization, submitted a letter from 18 Congressmen urging retention of the standard. Almost simultaneously, Indiana Republican Elwood Hillis released a letter from his office signed by himself and 57 other Congressmen opposing any mandatory passive restraint standard.

• Much of the hearing was devoted to whether people would use passive belts or would disconnect them; whether disconnect was needed in case of fire, submersion, or crash—or whether belt spool-out was enough; whether people could be educated to use active belts; whether air-bag technology could be kept alive by some sort of fleet use; whether the methodology of the various cost/benefit studies is appropriate; whether insurance cost savings would offset initial costs, and whether philosophically mandating belt use was correct.

But central to the hearing was a question raised by Ralph Nader, who turned the tables and questioned Peck who was supposed to be questioning him.

Nader, noting that all of Peck's superiors in government (President Reagan, OMB chief David Stockman, DOT Secretary Drew Lewis, Vice President George Bush) had publicly opposed air bags, asked Peck why he was holding the hearing and would he make the decision. Would he "defy his superiors," all of whom seem to have prejudged the issue?

Peck put himself in the catbird's seat. NHTSA, he said, is fully prepared to take any action, including no action. He did not accept Nader's assertions that the issue has been prejudged. He added that Congress gave the DOT Secretary the responsibility and the Secretary gave it to him.

"I am prepared to make this decision, period," Peck said. "It is the law of the land."

Peck, through the long hearings, pressed for data and clarification. His position is bound to be difficult because of the outspokenness of his superiors, and he has a thankless task in making such a decision.

Peck has indicated to Congress the possibility of making passive restraints an option, and his sympathetic viewing of the so-called Coleman solution — company fleets to test in real life the adequacy of air bags—and even some sympathy with another Congressional solution that almost made it through the last Congress—putting the burden on the five biggest companies to produce one line of air-bagged cars.

Can Congress finish work on Clean Air Act?

Rollback sought on emissions rules

Continued from Page 2

ones with few if any emission controls.

"What we are recommending is a more reasonable pace toward cleaner air," she said.

• But Richard Ayers, chairman of the National Clean Air Coalition and a member of the National Commission on Air Quality, disputed that assertion.

"This is nothing more than a sugar-coated prescription for dirty, unhealthy air," he said.

He pointed out that the National Commission on Air Quality recommended that only the CO standard be eased to 7 gpm and then only to 1986, and that the 1.0 gpm NOx standard be retained.

Furthermore, cars have been meeting a 2 gpm standard for more than four years already, he said; so to assert that replacing these older vehicles with ones also meeting a 2 gpm NOx standard constitutes progress towards cleaner air seems a bit far-fetched.

"It's disappointing and frightening that the person in charge of this agency doesn't know what the cars on the road are doing, what the law is or what the National Commission on Air Quality has recommended," Ayers said.

In coming forward with recommendations only, the Reagan Administration appears to have decided to take the low road on amending the Clean Air Act.

Gorsuch said no bill would be sent to Capitol Hill, that instead the Administration hoped to work with the various committees to come up with a measure it could support.

Politically, this is viewed by many to be a more viable road for the Administration to take, particularly in the wake of the outcry that emerged following a leak earlier this summer of an Administration proposal calling a far more radical reworking of the Clean Air Act.

• A Clean Air measure has already been introduced in the House of Representatives that closely tracks what both the industry and the Reagan Administration want and no doubt a similar measure will be introduced in the Senate.

The House bill was introduced by Rep. Bob Traxler, the Michigan Democrat, and Rep. Elwood Hillis, the Indiana Republican.

It essentially follows the recommendations of the Motor Vehicle Manufacturers Assn., which are: Raise the CO standard to 7 gpm permanently, raise the NOx standard to 2 gpm permanently, measure only reactive hydrocarbon emissions, allow California cars to be sold nationwide, eliminate certain emission certification procedures, provide for emissions waivers for innovative technology, allow for averaging of emissions, and eliminate the 1984-and-beyond high altitude requirements.

Whether Congress can finish work on amending the Clean Air Act this year remains to be seen, however. Most observers would say not, but that assessment was made based on earlier positions taken by the Administration.

Whether the new Reagan approach will alter that perception remains to be seen. Environmentalists will definitely fight to prevent their enactment.

New-car market stumbles; import share sets record

Continued from Page 4

the European luxury-car makers had a boom month.

BMW reported an any-month high with its sales at 4,424 units. Audi sales were up 35.27 percent, Mercedes-Benz was up 15.30 percent to a July record of 5,651 units, Peugeot was up 51.36 percent and Volvo reported a 28.34-percent sales increase to a July record 6,757.

Imports not only had their best penetration level of the year in July, of 29.59 percent, they cornered the largest segment of the total market. U. S. compacts accounted for 20.27 percent, intermediates were 18.47 percent, subcompacts were 16.76 percent, standards were 10.49 percent and luxury models were 4.42 percent.

The top five U. S. nameplates for the month were: Chevrolet Citation at 28,020, Chevrolet Chevette at 24,679, Ford Escort at 21,503, Oldsmobile Cutlass Supreme at 20,757 and standard Chevrolet at 18,168. A year earlier, the top five were: Citation, Chevette, Cutlass Supreme, Chevrolet Malibu and standard Chevrolet.

Domestic sales for the final 10 days of the month totaled 204,468, a decline of 13.47 percent from 236,293 last year. For the period, Ford was up 14.66 percent, Chrysler was up 10.17 percent, GM was off 21.00 percent, VWoA was down 38.19 percent and AMC was down an estimated 28.00 percent.

GM earned 62.62 percent of the third-period domestic market, Ford had 20.59 percent, Chrysler stood at 11.85 percent, VWoA had 3.18 percent and AMC had 3.18 percent and AMC earned 1.76 percent.

IMPORTED CAR SALES

	July, 1981	July, 1980	Jan. 1-July 31, 1981	Jan. 1-July 31, 1980
Alfa Romeo	274	343	1,214	2,117
Audi	5,124	3,788	29,885	24,921
BMW	4,424	3,807	24,718	21,219
Challenger	1,051	1,101	7,555	8,527
Champ	2,568	4,077	24,694	39,578
Colt	2,597	3,758	25,069	36,189
Datsun	43,118	55,651	290,548	336,541
Fiat	3,637	3,015	22,062	24,942
Fiesta	2,888	5,419	31,296	41,925
Honda	33,633	31,972	238,504	220,140
Isuzu	2,078	....	9,538	....
Jaguar	441	235	2,457	1,648
Lancia	149	180	705	1,407
Mazda	13,460	14,756	106,867	89,056
Mercedes-Benz	5,651	4,901	38,345	31,014
MG	337	1,190	2,993	7,152
Peugeot	1,671	1,104	9,715	7,745
Porsche	941	1,202	6,744	6,688
Renault	1,766	2,281	18,641	14,649
Rover	79	41	500	116
Saab	1,087	1,568	8,444	8,073
Sapporo	1,062	849	7,933	6,751
Subaru	14,208	11,987	91,977	82,791
Toyota	51,006	59,029	377,683	374,874
Triumph	1,030	2,499	7,826	7,730
Volkswagen	7,852	8,827	52,630	52,623
Volvo	6,757	5,265	44,036	33,557
TOTAL	208,889	228,845	1,482,579	1,481,973

U. S. CAR SALES BY MARKETING UNITS

	July, 1981	July, 1980	7 mos., 1981	7 mos., 1980
Chevrolet	120,600	146,096	892,728	1,069,879
Ford	111,919	120,177	891,548	938,270
Oldsmobile	65,040	73,469	518,970	491,224
Buick	51,590	58,899	426,210	410,938
Toyota	51,006	59,029	377,683	374,874
Pontiac	48,704	51,768	336,133	366,888
Datsun	43,118	55,651	290,548	336,541
Honda	33,633	31,972	238,504	220,140
Mercury	28,511	23,743	208,266	193,642
Plymouth	31,666	24,768	244,337	186,737
Dodge	28,174	25,768	222,839	198,061
VW of America	26,672	32,793	186,365	199,416
Cadillac	18,201	17,437	127,470	123,589
Mazda	13,460	14,756	106,867	89,056
Chrysler	5,946	9,746	57,300	84,502
AMC-Renault	14,488	12,730	106,437	103,886
Subaru	14,208	11,987	91,977	82,791
Lincoln	3,506	6,596	36,621	42,888
Mercedes-Benz	5,651	4,901	38,345	31,014
Volvo	6,757	5,265	44,036	33,557
BMW	4,424	3,807	24,718	21,219
Fiat	3,786	3,195	22,767	26,349
Isuzu	2,078	....	9,538	....
JRT Inc	1,887	4,765	13,776	16,646
Peugeot	1,671	1,104	9,715	7,745
Saab	1,087	1,568	8,444	8,073
Alfa Romeo	274	343	1,214	2,117
TOTAL	706,040	771,194	5,288,469	5,423,512

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

Where Auto Market was in July

	Total Sales	Pct. of Total
SUBCOMPACT	118,366	16.76
COMPACT	143,102	20.27
INTERMEDIATE	130,440	18.47
STANDARD	74,063	10.49
LUXURY	31,180	4.42
IMPORT	208,889	29.59
TOTAL	706,040	100.00

New head, name change for Drennen Cadillac

BIRMINGHAM, Ala. — Drennen Cadillac has changed its name to Drennen Cadillac Co., Inc. The announcement was made by Ralph Quinn III, who will become president of the new company replacing his father, Ralph Quinn Jr., who is retiring after 30 years in the Drennen organization.

As part of the new ownership and management operation, Tom Williams Buick, will be a major partner.

DOMESTIC CAR SALES

	July 21 to July 31, 1981	Same Period, 1980	July, 1981†	Same Month, 1980	Jan. 1 to July 31, 1981	Same Period, 1980
Spirit	....	....	2,368	4,006	22,512	32,165
Concord	....	....	8,028	3,865	39,046	38,703
Pacer	....	....	....	258	111	1,780
Eagle	....	....	2,326	2,320	26,127	16,589
AMERICAN MOTORS*	3,600†	5,000†	12,722	10,449	87,796	89,237
Horizon	2,534	3,092	5,759	6,397	51,624	43,644
TC3	1,933	2,233	4,717	4,697	34,419	34,975
Reliant	6,900	....	16,965	....	111,748	....
Volare	47	2,669	169	6,467	6,505	50,780
Plymouth	167	798	426	2,281	7,414	11,009
Total Plymouth	11,581	8,792	28,036	19,842	211,710	140,408
LeBaron	1,455	1,886	3,639	4,218	29,174	37,415
Cordoba	593	1,382	1,627	3,388	16,680	27,563
Chrysler	146	752	422	2,140	8,163	19,524
Total Chrysler	2,194	4,020	5,688	9,746	54,017	84,502
Total Imperial	106	....	258	....	3,283	....
Omni	1,365	2,456	2,607	5,067	36,650	35,354
024	2,042	2,114	4,706	4,281	30,493	29,775
Aries	5,332	....	12,064	....	83,568	....
Aspen	69	2,172	161	5,267	5,769	38,673
Diplomat	1,054	931	2,747	2,400	18,947	19,565
Mirada/Magnum	400	909	1,008	2,172	9,840	17,218
Dodge	91	603	233	1,722	4,948	12,760
Total Dodge	10,353	9,185	24,526	20,909	190,215	153,345
CHRYSLER CORP	24,234	21,997	58,508	50,497	459,225	378,255
Pinto	358	3,476	998	11,573	10,037	94,960
EXP	2,311	....	6,770	....	29,175	....
Escort	8,341	....	21,503	....	183,623	....
Mustang	4,111	6,570	10,884	19,899	102,275	148,002
Fairmont	5,425	6,206	13,771	20,049	115,520	184,286
Granada	3,059	2,093	7,000	7,439	60,137	48,154
LTD II	....	149	....	346	....	2,710
Thunderbird	2,249	3,282	5,312	10,152	44,416	86,811
Ford	4,113	4,389	10,776	14,961	70,182	94,892
Ford Division	29,967	26,435	77,014	84,419	615,365	659,815
Bobcat	11	740	111	2,176	2,169	18,077
LN7	645	....	2,237	....	9,059	....
Lynx	2,627	....	7,122	....	59,446	....
Zephyr	1,554	1,946	4,037	5,574	34,197	51,191
Cougar/Monarch	1,592	473	3,714	2,661	25,678	17,260
XR-7	1,191	1,213	2,564	3,695	17,524	34,846
Capri	1,521	1,645	4,095	5,188	30,974	40,150
Mercury	1,635	1,335	4,631	4,449	29,219	32,118
Total Mercury	10,776	7,352	28,511	23,743	208,266	193,642
Versailles	....	180	....	448	....	3,451
Lincoln	634	1,348	1,670	3,069	17,603	18,210
Mark VI	719	1,400	1,836	3,079	19,018	21,227
Total Lincoln	1,353	2,928	3,506	6,596	36,621	42,888
L-M Division	12,129	10,280	32,017	30,339	244,887	236,530
FORD MOTOR	42,096	36,715	109,031	114,758	860,252	896,345
Skyhawk	....	103	....	287	....	4,681
Skylark	6,901	6,534	14,064	13,047	120,768	101,117
Century	3,353	6,308	8,044	12,540	81,803	84,983
Regal	6,964	8,185	15,367	16,752	121,419	108,745
Le Sabre	2,767	3,618	6,312	7,833	45,010	54,033
Electra	1,791	2,380	4,007	4,858	30,485	33,697
Riviera	1,710	1,713	3,796	3,582	26,725	23,682
Buick Division	23,486	28,841	51,590	58,899	426,210	410,938
Cimarron	1,011	....	2,295	....	3,880	....
Seville	650	1,012	1,311	2,297	13,510	20,255
Cadillac	5,607	4,780	10,720	11,044	79,879	74,801
Eldorado	2,047	1,881	3,875	4,096	30,201	28,533
Cadillac Division	9,315	7,673	18,201	17,437	127,470	123,589
Chevette	10,113	12,822	24,679	27,986	230,409	230,114
Cavalier/Monza	3,373	6,171	8,024	13,184	28,275	88,481
Citation/Nova	6,986	15,401	28,020	33,635	189,804	234,898
Camaro	3,888	4,969	9,257	10,845	68,014	74,349
Malibu	6,901	10,670	17,871	23,345	140,053	158,784
Monte Carlo	5,155	6,251	12,273	13,453	97,468	93,575
Chevrolet	7,726	9,538	18,168	20,544	119,705	168,023
Corvette	1,100	1,417	2,308	3,104	19,000	21,655
Chevrolet Division	45,242	67,239	120,600	146,096	892,728	1,069,879
Starfire	....	135	....	258	....	4,825
Omega	3,673	3,829	8,044	8,099	66,825	52,481
Cutlass	5,877	8,125	13,163	17,275	124,938	124,572
Supreme	8,961	11,895	20,757	24,540	162,635	154,026
Olds 88	5,965	6,572	14,279	13,775	95,404	92,051
Olds 98	2,329	3,066	5,686	6,280	46,852	41,116
Toronto	1,300	1,586	3,111	3,242	22,316	22,153
Oldsmobile Division	28,105	35,208	65,040	73,469	518,970	491,224
T-1000	2,785	....	6,246	....	26,093	....
J-2000/Sunbird	2,782	5,311	6,764	11,498	40,078	76,902
Phoenix	2,711	4,007	5,775	8,910	52,954	58,265
Firebird	2,649	3,057	5,442	7,047	37,811	54,806
LeMans	2,221	2,395	5,233	5,833	45,204	46,869
Grand Prix	4,621	4,474	10,121	9,735	77,788	64,289
Pontiac	4,129	3,873	9,123	8,745	56,205	65,757
Pontiac Division	21,898	23,117	48,704	51,768	336,133	366,888
GENERAL MOTORS	128,046	162,078	304,135	347,669	2,301,511	2,462,518
VOLKSWAGEN	6,492	10,503	12,755	18,976	97,106	115,184
DOMESTIC TOTAL	204,468	236,293	497,151	542,349	3,805,890	3,941,539
IMPORT TOTAL	....	....	208,889	228,845	1,482,579	1,481,973
INDUSTRY TOTAL	....	....	706,040	771,194	5,288,469	5,423,512

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

Lutz describes extensive forward planning

Ford of Europe ready for future

By Richard Feast
European Editor

Ford of Europe has left the door of its normally top secret research establishments slightly ajar.

In these tough times it wants the world to know that it is working hard to secure a place in it at the end of this century. Robert A. Lutz, chairman of Ford of Europe, writes in a foreward to volume 1 of *Ford Energy Report*: "Ford engineers throughout the world are working with a common interest as at no other time in history.

"Such is the integration and communication within the Ford world that the results of any program are readily available to all other areas.

"It does not matter whether research is in South America or Detroit, Dunton or Merkenich, Australia or California, by mail and by computer, by satellite and by oceanic cables, data is exchanged on a wide range of projects.

"The depth and scope of this work is so extensive I think the time has come to talk more openly about the issues, the research and the development taking place within Ford today.

"Every time I review progress or look at the hardware being put together, be it long-term experimental, medium-term prototype or short-term pre-production, I get excited at the prospects ahead of us."

- Among the first projects which Ford is talking openly about are a "breakthrough" with automatics for the mid-'80s, a Fiesta honed to give additional mileage, a joint gas turbine project in the U. S. and a worldwide assessment of alternative fuels.

An experimental Granada sedan with computer - controlled automatic is now running with predicted economy gains of up to 27 percent compared with a conventional automatic.

The transmission dispenses with a torque converter and employs five epicyclic ratios. Mechanically, it is a derivative of the current three-speed with the addition of two extra ratios and a twin-plate wet clutch.

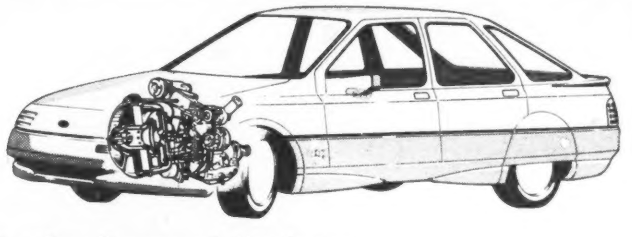
Instead of direct connection between the accelerator and the carburetor there is a position sensor and a small electric motor, both connected to the onboard computer which controls the whole system.

At present, that computer occupies a good deal of trunk space—but will be replaced by a matchbox-sized module as development progresses.

Eventually, the unit can be programmed to provide either sporting or economy characteristics.

Ford emphasizes that potential savings of more than a quarter have been computed, but it is too early to say whether such gains could be maintained on a production run.

Of more immediate interest are the two Fiestas built to investigate the numerous small steps Ford is working on to make cars go further on less. None of the changes to the vehicles — code - named F.E.R.V. (Fuel Economy Research Vehicle) — is very major but they add up to some impressive results.



Ford's glimpse of the future

Early sketch of the gas turbine car Ford is working on in the U. S. as part of a project with Garrett AiResearch. Ford says up to half a million cars of this type could be on the road within the next decade. Gains in fuel economy up to 60 percent over a conventional three-liter engine are spoken of.

The project began nearly two years ago. Changes to the bodywork, including a longer, sloping nose and rear spoiler, have improved the drag coefficient by 10 percent (to CD 0.38).

At the same time, the relationship between engine characteristics and gear ratios was revised to bring the normal operating range to a more efficient part of what Ford calls the fuel economy map.

- The objective throughout is to maintain top - gear acceleration while improving gas mileage. Peak torque of the 1,117-cc Valencia engine was adjusted to occur at 2,500 RPM (rather than 3,000 RPM) and top gear was raised from 3.93 to 2.70.

The result is to increase top speed from 81 to 89 MPH and an improvement in economy of 14 percent.

Some of these changes will be incorporated into 1982 production Fiestas, while others may have to wait because of investment and tooling considerations.

On alternative fuels, Ford vehicles in West Germany are being run on a mixture of gasoline and 15 percent methanol. In the U. S., 40 new Escorts have been converted to run on pure methanol in a program sponsored by the California Energy Commission.

Following the introduction of propane-powered trucks into its Kentucky plant, similarly powered cars will be made in Canada and go on sale there during the 1982 model year.

Other areas being investigated range from a methane car with five lightweight pressurized tanks to a car using refrigerated methane which stays below freezing point for up to eight days.

Also under test are electric vehicles employing either battery power or a hybrid combination of batteries and generating sets.

John Oldfield, vice president of product planning at Ford of Europe, said: "Our production

Continued on Page 17, Col. 1

The chairman drives into the future

Ford of Europe Chairman Robert A. Lutz at the wheel of the Fiesta-based F.E.R.V., or Fuel Economy Research Vehicle. Some ideas from this two-year project will be incorporated into the 1982 production schedule for Fiesta.

Ford mixes it in Germany

Ford of Germany has a fleet of 150 Granadas converted to run on gasoline with 15 percent addition of methanol under a government program. Early indications are that the fuel tank, fuel lines, fuel pump and carburetor need special treatment to avoid corrosion.

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars	6 mos., 1981	6 mos., 1980
Alfa Romeo	3,177	5,143
BL	159,300	155,374
BMW	9,056	7,078
Colt	6,659	5,145
Daihatsu	1,201	550
Datsun	50,027	46,785
Fiat Auto	29,693	28,352
Ford	242,997	284,618
General Motors	70,269	79,400
Honda	8,513	13,411
Lada	6,456	7,187
Lotus	128	211
Mazda	10,050	6,673
Mercedes-Benz	5,740	4,989
Peugeot SA	64,904	82,120
Polski-Fiat	957	2,285
Reliant	207	368
Renault	39,007	52,825
Rolls-Royce	756	822
Saab	5,068	4,139
Skoda	4,148	4,257
Toyota	11,153	18,392
VAG	41,148	34,807
Volvo	22,403	20,611
Others	3,382	2,396
Total	797,937	869,168
Trucks, buses		
BL	21,283	31,295
Daf	705	1,095
Daihatsu	1,342	1,270
Datsun	3,393	4,103
ERF	608	1,469
Fiat Auto	1,533	1,016
Foden	315	723
Ford	33,709	51,629
General Motors	16,923	22,316
Hestair-Dennis	250	252
Honda	1,755	1,858
IVECO	789	1,645
MAN-VW	2,298	3,299
Mazda	1,946	915
Mercedes-Benz	2,680	3,083
Mitsubishi	1,060	366
Peugeot SA	7,341	9,982
Renault	1,267	1,247
Scania	430	683
Seddon-Atkinson	957	1,987
Subaru	781	473
Toyota	2,589	3,110
VAG	2,596	3,937
Volvo	1,415	2,298
Others	2,230	2,063
Total	110,195	152,116
Total vehicles	908,132	1,021,284

SWEDEN

Cars	6 mos., 1981	6 mos., 1980
Alfa Romeo	263	247
BMW	1,466	1,301
Daihatsu	444	362
Datsun	2,354	2,413
Fiat Auto	1,818	2,929
Ford	11,145	8,549
General Motors	8,846	10,137
Honda	1,886	2,351
Lada	1,548	1,403
Mazda	4,647	3,519
Mercedes-Benz	2,690	3,103
Mitsubishi	978	......
Peugeot SA	3,447	4,500
Renault	1,532	2,489
Saab	12,577	13,099
Skoda	144	122
Toyota	2,797	4,231
VAG	11,467	11,341
Volvo	25,079	26,279
Others	107	247
Total	95,235	98,622

WEST GERMANY

Cars	5 mos., 1981	5 mos., 1980
Alfa Romeo	6,047	7,337
BL	2,799	2,861
BMW	59,386	68,842
Daihatsu	4,264	1,509
Datsun	19,077	19,643
Fiat Auto	43,548	42,520
Ford	147,393	123,514
General Motors	185,648	205,427
Honda	16,882	20,358
Lada	2,849	2,967
Mazda	21,327	19,813
Mercedes-Benz	109,581	110,238
Mitsubishi	23,331	14,952
Nuova Innocenti	799	1,146
Peugeot SA	50,499	60,143
Porsche	4,913	5,356
Renault	49,650	59,117
Saab	1,338	1,158
Skoda	857	1,029
Subaru	686	......
Suzuki	3,478	983
Toyota	25,843	25,605
VAG	339,005	379,524
Audi	77,194	115,972
Volkswagen	261,811	263,552
Volvo	6,573	8,454
Others	1,589	1,557
Total	1,127,362	1,184,268

JAPAN

Cars	4 mos., 1981	4 mos., 1980
Daihatsu	29,897	35,909
Fuji	21,532	24,454
Honda	56,594	53,452
Isuzu	22,255	22,990
Mitsubishi	90,220	82,740
Nissan	277,942	287,403
Suzuki	21,310	22,891
Toyo Kogyo	73,598	68,661
Toyota	369,229	358,374
Imports (all)	13,698	16,706
Total	976,275	973,589
Trucks, busses		
Daihatsu	73,698	60,750
Fuji	46,556	36,313
Hino	14,472	19,129
Honda	44,273	31,170
Isuzu	47,409	52,356
Mitsubishi	95,812	101,962
Nissan	124,992	117,771
Nissan Diesel	7,755	10,075
Suzuki	108,727	85,722
Toyo Kogyo	60,603	72,896
Toyota	145,255	157,954
Total	769,552	746,098
Total vehicles	1,745,827	1,719,687

FRANCE

Cars	4 mos., 1981	4 mos., 1980
Alfa Romeo	7,435	8,633
Audi	6,174	5,714
BL Cars	5,886	6,651
BMW	7,739	5,658
Citroen	89,609	110,938
Datsun	5,177	5,298
Fiat Group	27,669	21,584
Ford	34,170	21,912
Honda	1,509	2,533
Lada	4,517	4,080
Mazda	2,654	3,974
Mercedes-Benz	5,312	4,395
Opel	9,966	13,233
Peugeot	86,942	119,525
Renault	254,985	306,016
Talbot	30,734	41,323
Toyota	4,284	4,396
Volkswagen	36,632	23,620
Volvo	3,356	2,837
Others	6,792	6,211
Total	627,542	719,131
Trucks, buses		
Bedford	675	694
BL Trucks	682	650
Citroen	18,915	20,616
Fiat-IVECO	5,764	6,955
Ford	2,682	3,918
Mercedes-Benz	4,920	5,164
Peugeot	16,960	18,345
Renault	58,088	53,650
Toyota	1,747	2,881
Volkswagen	3,882	2,580
Volvo	1,428	1,532
Others	6,291	7,638
Total	122,034	124,623
Total vehicles	749,576	843,754

Doubling of sales is predicted

Jaguar is in to stay, U.S. dealers assured

By Richard Feast
European Editor

More than 80 U. S. Jaguar dealers descended on the company's headquarters at the beginning of July to hear more about the quality drive and the new models that are in the pipeline.

The words (by chairman John Egan) and music (by Edward Elgar, of course) were suitably stirring.

"We are quite capable of maintaining a profitable presence in North America purely on the basis of a Jaguar product range," declared Egan afterwards.

He dismissed rumors that Jaguar would pull out of North America as "nonsense."

But Jaguar's poor quality and reliability have proved a considerable handicap—a position it is firmly convinced it can overcome with its current quality campaign.

Egan's declared aim is to match—"and better"—the quality of West Germany's Mercedes-Benz and BMW rivals.

He reported that in May U. S. sales overtook those of the UK and that by the end of the year that would permanently be the case. Year-end sales would double to around 4,500, and dealers were committed to an additional 50 percent on top of that next year.

Part of the plan includes faster introduction of new models into the U. S. market.

"This year our 1982 model year build began exactly on schedule on June 22 and the cars will be in our North American showrooms right at the beginning of the 1982 model year selling season in October," reported Egan.

UK exporters have complained long and hard about the strength of sterling. But the U. S. is not Jaguar's problem—it is Europe, where the pound remains strong against the franc, deutschmark, lira and so on.

"We are satisfied with the pound at $2.30, so at $1.88 we're quite happy," quipped Egan with a grin.

Clearly, though, Jaguar needs some lighter, more aerodynamic models than the XJ sedans and XJS coupe, whatever the gas consumption gains from the May head now fitted to the V-12s.

One of the penalties of being part of a controversial state-owned group like BL is that forward planning has to be done in a goldfish bowl—to prove to taxpayers that something is being done to cement the future.

BL's product planning for the '80s must be among the most exposed in the motor industry and that includes Jaguar's future.

Next up will be the diesel-engined sedans, destined for the 1983 calendar year and essentially aimed at the U. S. market.

Initially Jaguar will use a bought-in unit, pending development of its own diesel engine. It will be a six-cylinder turbocharged unit, one of a family of engines designed and built by VM in Italy. A four-cylinder version has already been seen in the Alfa Romeo Alfetta.

Jaguar is unclear over just how important the diesel will be in its sales pattern. It is a market it has never entered and Jaguar talks in general terms of 10 to 15 percent.

Whatever, extra mileage is not the main reason behind the introduction of the diesel.

Egan forecasts: "We will get the thermal efficiency of the diesel with our forthcoming gasoline engine. It's for fiscal reasons like the price of diesel fuel that we need it."

The six-cylinder gas engine will be an all-alloy lightweight unit, undoubtedly employing May combustion chambers. Jaguar says there will be a high performance cylinder head option — believed to employ four valves per cylinder.

It will be used initially in the XJS, probably in late '83 or early '84, but is mainly to be used in the lightweight XJ40 sedan scheduled for the mid-'80s.

Jaguar pins comeback hopes on quality

Continued from Page 14

is Jaguar's open attack on (mainly) U.K. component suppliers. The sector has always been held up as one of the more successful areas of the country's none-too-healthy motor industry.

Neither has there been such a condemnation from other users of U.K. components. Have they been experiencing poor quality, has their own internal quality control rejected what has been offered, or has the rough treatment been reserved for Jaguar?

Whatever these questions, John Egan maintains, every objective indicator shows competitive levels of quality and reliability have been achieved.

"Research is proving that the Jaguar worker can produce a car which is in every way competitive and in many ways better than his much vaunted German competitors," he said.

Testing plastic manifold

Ford of Europe, in cooperation with BTR Permali and Fibreglass, Ltd., is testing a Cortina inlet manifold made of plastic. The compound, a polypropylene maleate resin with an acrylic thermoplastic additive, costs one-quarter its aluminum equivalent. Other possible uses include water, fuel and oil pumps. Above, right, is a one-piece manifold, plus a fusible metal molding core.

DuPont hybrid

To showcase its automotive materials, duPont engaged Ogle Design to unite the multi-sourced parts into a pleasing shape.

Lutz describes extensive forward planning

Ford of Europe ready for future

Continued from Page 16

experience of alcohol cars in Brazil and propane vehicles in Canada, combined with our European methanol trials and U. S. test fleets, puts us right at the front of the new technology required should any of these alternatives become widely available and viable in Europe."

Ford has released more details of the gas turbine work it is undertaking with Garrett AiResearch — a program that is little known in Europe.

Prototypes are scheduled for delivery in 1985 under a contract with the U. S. Department of Energy and NASA.

Production, it says, could begin by the end of the decade and the eventual goal is to produce between 300,000 and 500,000 a year by 1991.

The Ford / Garrett engine is designed to develop 130 HP at 100,000 RPM. It will run on a wide variety of fuels, in both liquid and gas form, which makes it attractive when high quality gasoline is not available throughout the world.

To provide maximum performance without the throttle lag, an electronic control system using micro-processors will monitor all engine and transmission functions. Predictions for the vehicle using a split-torque automatic transmission of the type being used in the U. S. Escort show a fuel economy gain (using gasoline) of almost 60 percent over today's three-liter Otto engines.

Says Bob Lutz: "There is no miracle solution to the world's energy problems, so every improvement, however small, is a worthwhile step in the right direction.

"As fast as we can we are introducing production changes to take advantage of our research achievements and I am confident that by the end of this century we can make a vehicle which can return a consumption about half of today's European average."

PRODUCTION OVERSEAS

JAPAN

Cars	4 mos., 1981	4 mos., 1980
Daihatsu	54,875	52,300
Fuji	63,559	64,075
Honda	296,102	263,765
Isuzu	42,072	33,478
Mitsubishi	200,074	194,017
Nissan	607,167	616,972
Suzuki	30,975	22,876
Toyo Kogyo	279,463	234,777
Toyota	773,880	788,222
Total	2,348,167	2,270,572
Trucks, buses		
Daihatsu	105,880	87,439
Fuji	88,018	69,212
Hino	23,486	25,688
Honda	47,978	35,463
Isuzu	116,260	126,784
Mitsubishi	148,048	137,651
Nissan	238,741	227,924
Nissan Diesel	14,193	15,762
Suzuki	147,761	108,439
Toyo Kogyo	119,043	128,794
Toyota	340,707	344,876
Others	275	240
Total	1,390,431	1,308,272
Total vehicles	3,738,598	3,578,844

ARGENTINA

Cars	4 mos., 1981	4 mos., 1980
Ford	21,061	18,952
Renault	23,759	17,258
Sevel	11,455	16,949
Volkswagen	7,644	7,371
Total	63,919	60,530
Trucks, buses		
Deutz	58	35
Fiat Concord	20	513
Ford	11,103	11,029
IME	......	1,592
Mercedes-Benz	2,748	2,692
Renault	10	53
Scania	142	309
Sevel	741	1,211
Volkswagen	423	1,534
Total	15,245	18,968
Total vehicles	79,164	79,498

HOLLAND

Cars	3 mos., 1981	3 mos., 1980
Volvo	19,308	22,288
Trucks, buses		
Daf	2,038	3,650
Ford	2,007	3,623
Scania	1,504	1,458
Terberg	64	58
Others	127	147
Total	5,740	8,936
Total vehicles	25,048	31,224

UNITED KINGDOM

Cars	3 mos., 1981	3 mos., 1980
BL	121,695	119,963
Austin-Morris	105,069	95,993
Jaguar-Rover-Triumph	14,333	20,842
Range-Rover	2,293	3,128
Ford	78,578	107,002
Lotus	88	111
Reliant	22	233
Rolls-Royce	704	960
Talbot	27,240	49,540
TVR	50	34
Vauxhall	13,122	20,827
Others	222	178
Total	241,721	298,848
Trucks, buses		
Bedford	11,824	29,701
BL	22,359	39,686
Austin-Morris	8,001	19,148
Land-Rover	10,771	12,584
Leyland Vehicles	3,587	7,954
Dodge	2,379	5,603
ERF	N/A	916
Foden	148	491
Ford	19,663	44,320
Hestair-Dennis	225	167
Metro-Cammell-Weymann	206	122
Seddon-Atkinson	306	1,430
Others	192	254
Total	57,302	122,690
Total vehicles	299,023	421,538

ITALY

Cars	3 mos., 1981	3 mos., 1980
Alfa Romeo	50,924	59,440
Alfa Nord	23,200	32,860
Alfasud	27,724	26,580
De Tomaso	16	21
Fiat Auto	352,340	404,013
Autobianchi	23,119	20,447
Ferrari	685	514
Fiat	294,684	353,997
Lancia	33,852	20,055
Lamborghini	21	15
Maserati	137	127
Nuova Innocenti	8,640	10,804
Total	412,078	474,420
Trucks, buses		
Alfa Romeo	373	516
IVECO	22,962	22,088
Fiat VI	17,579	15,788
OM	4,942	4,949
Magirus	441	1,351
Others	201	146
Total	23,536	22,750
Total vehicles	435,614	497,170

FRANCE

Cars	5 mos., 1981	5 mos., 1980
Citroen	232,164	274,580
Peugeot	231,243	289,281
Talbot	79,655	143,530
Total PSA group	543,072	707,355
Renault	569,823	684,708
Total	1,112,895	1,392,063
Trucks, buses		
Citroen	20,979	22,018
Peugeot	51,496	62,427
Talbot	5,705	13,178
Total PSA group	78,180	97,623
Renault	101,782	88,197
C.B.M.	34	45
Sovam	57	69
Unic (IVECO)	5,032	8,295
Total	185,085	194,015
Total vehicles	1,297,980	1,591,335

Fiat, Alfa probe areas of possible cooperation

Uneasy calm hangs over Italy

TURIN, Italy—The announcement that Fiat and Alfa Romeo are in the advanced stages of a cooperation study brings an uneasy peace to the two companies which have often spent more time picking at each other than tackling the opposition.

There is to be no merger or financial link. The moves are being seen in the longer term as creating the foundations for a more closely knit Italian motor industry.

At present the two companies talk about joint component manufacture and possibly the development of a new engine of two-liter capacity. One reason behind the suddenly discovered friendship must be the decision just over a year ago by the Italian government to make 4,500 billion lira (around $3.7 billion now) available for the restructuring of key industries in the country—and that includes the motor industry.

Fiat's resentment at the continued loss-making activities of Alfa Romeo was little disguised.

It included the Alfasud project, which brought employment to the depressed south around Naples, a strong mid-range competitor for Fiat's 128 model, and, as it turned out, even greater losses for the parent Alfa Romeo company.

Then came the controversial link with Nissan by Alfa Romeo —a project attacked by Fiat not so much on account of the number of vehicles it would produce (60,000 a year), but the principle it involved.

- It gave the Japanese a toehold in Fortress Italy, where Japanese imports are limited to just over 2,000 annually.

But while the two were carping at each other, the major sales slump had swept across most of Europe. But not across the whole of it, for in Italy itself demand for new cars confused everyone by rising by a fifth.

Exports, though, began to suffer, and after yet more gains earlier this year, sales in the domestic market have begun to fall back.

An idea of the dramatic drop in exports this year can be gained from study of statistics compiled by ANFIA, the Italian auto industry's association. In the first quarter of this year exports dropped away by 38.2 percent to 136,262 units compared with the same period last year.

Alfa Romeo was down 15.2 percent at 21,313, but Fiat plummeted a massive 45.1 percent to 99,978.

As a proportion of production, exports in the first quarter of last year amounted to 44.4 percent. This year's equivalent figure was 31.3 percent.

- Nevertheless, because of the continued domestic demand in the early part of the year, Fiat was able to claim the leading market share in European registrations in the first quarter.

According to its definition of Western Europe (which excludes Spain for some odd reason), Fiat enjoyed 13.1 percent, compared with 12.9 percent for Ford, 12.7 percent for Renault, 12.5 percent for VAG, 12.3 percent for PSA, 11.2 percent for the combined Japanese and 8.6 percent for GM-Opel.

One year earlier the order was very different—PSA (14.6 percent), Renault (13.5), VAG (12.6), Fiat (12.1), Ford (11.8), GM-Opel (9.7) and the Japanese (9.0).

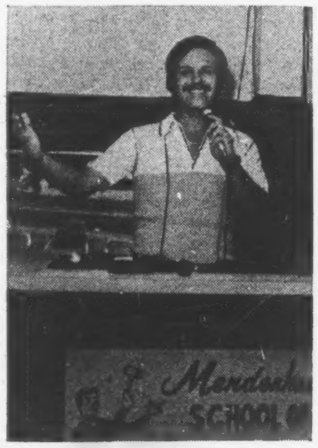
Some of Fiat's rivals have different ideas on what comprises Europe, so their figures may differ.

Low export demand and a diminishing home market forced Fiat to put two-thirds of its 114,000 workforce on layoffs this summer. This is in addition to the 23,000 redundancies which followed last fall's bitter, month-long strike.

Last year Fiat's auto making interests contributed a loss of 130 billion lira ($107 million) towards the group's overall profitability.

Alfa Romeo recorded a loss too ($36 million), but an internal reorganization allowed it to register a nominal profit.

Thus, against such a background, closer ties between the two major Italian car producers appears an inevitable move.



Ready to work

Greg Hildreth, graduate of Mendenhall School of Auctioneering, High Point, N. C., gets ready to join his father, Frank Hildreth, 1980 president, National Auto Auction Assn. and owner, Lenoir City Auto Auction, Lenoir City, Tenn.

factories list auction dates

American Motors

Aug. 4—Aptco Auto Auction, Taylor, Mich.; D & A Auto Auction, New Stanton, Pa.

Aug. 6—Todd Auto Auction, Telford, Pa.

Aug. 7—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 11—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 12—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Aug. 13—Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 14—Concord Auto Auction, Acton, Mass.

Aug. 18—Aptco Auto Auction, Taylor, Mich.; D & A Auto Auction, New Stanton, Pa.

Aug. 20—Todd Auto Auction, Telford, Pa.

Aug. 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 25—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

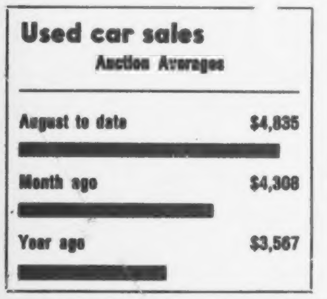
Aug. 26—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Aug. 27—Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 28—Concord Auto Auction, Acton, Mass.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1981	$9,217	$7,619	$7,126
1980	6,435	6,006	5,856
1979	5,262	5,000	4,857
1978	4,001	3,872	3,669
1977	3,356	3,142	2,972
1976	2,467	2,291	2,288
1975	1,767	1,686	1,699
1974	1,215	1,314	1,379
Overall Average	$4,835	$4,398	$4,286

used-car auction directory

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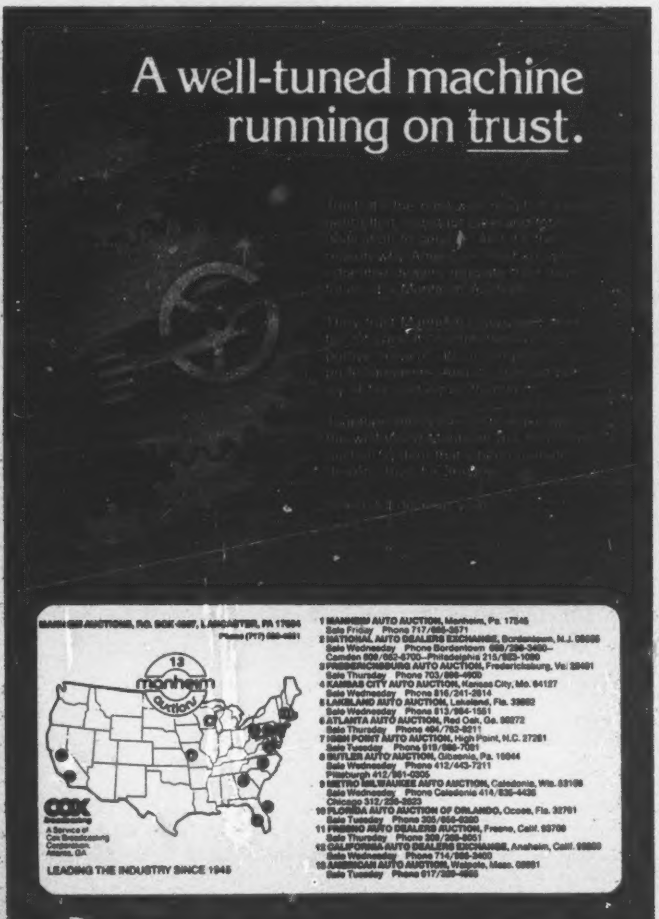
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3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. [illegible]
Sale Thursday Phone 703/[illegible]
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/241-2614
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Sale Wednesday Phone 813/[illegible]
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8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/[illegible]
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. [illegible]
Sale Wednesday Phone Caledonia 414/[illegible]
Chicago 312/[illegible]
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/[illegible]
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. [illegible]
Sale Thursday Phone 209/[illegible]
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. [illegible]
Sale Wednesday Phone 714/[illegible]
13 AMERICAN AUTO AUCTION, Walpole, Mass. [illegible]
Sale Tuesday Phone 617/[illegible]

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But production tops year-ago month

July output lowest since February

By Patricia Hoffman
Staff Writer

Domestic auto production in July was the lowest for any month since February of this year, but the output for the month was up considerably from July of 1980.

The auto makers completed 516,613 units in July, up 23.88 percent from 417,038 cars assembled in the comparable month last year. The total was the highest for that month since July, 1979, when the auto manufacturers finished 583,765 units, but it was the lowest for any month since the 482,074 cars completed in February, 1981.

Last week, the auto makers scheduled 83,061 units, down 11.79 percent from 94,167 completed in the previous week, but up 36.91 percent from 60,669 in the comparable week last year.

Year-to-date, the makers have completed 4,202,551 units, up 6.97 percent from 3,928,616 built in the comparable period last year.

Breakdown for the week by company is: General Motors, 63.60 percent; Ford Motor, 26.00 percent; Volkswagen of America, 4.53 percent; American Motors, 3.79 percent; Chrysler Corp., 2.05 percent; and Checker Motors, 0.03 percent.

Chrysler's Jefferson assembly point, down for model changeover since July 27, resumes operations today (Aug. 10).

Also at Chrysler, the Belvidere plant, down since Aug. 5 for changeover, resumes production today, but Newark, down since Aug. 3, will remain idle until Aug. 24.

General Motors' St. Louis assembly point has ended production of the Corvette, transferring assembly of the car to the Bowling Green (Ky.) plant. St. Louis truck will continue production of light Chevrolet and GMC trucks.

Pickett joins U. S. company planning Korean T-bird

By Edward Lapham
Financial Editor

MADISON HEIGHTS, Mich.— North American Classics Corp. has retained William S. Pickett, former American Motors executive, to develop the company's distribution network.

Thomas W. Elkins, chief operating officer of NAC, confirmed that the company has retained Pickett as a consultant.

"He is consulting for us on a variety of subjects on which he has experience and expertise," Elkins said.

NAC, principally owned by a handful of Ford dealers, is negotiating with Hyundai Motor Co. to build a '57 Thunderbird replica in Korea for sale in the U.S. (Automotive News, July 20).

Pickett, who retired as American Motors (Canada), Ltd., president in June, told Automotive News he believes the NAC/Hyundai project has a good chance to succeed.

"I don't believe in freak things," Pickett said, "And I don't think this is a freak thing. I went over their market studies and checked things out. I think it can work, I think they can sell 5,000 of the Thunderbird replicas a year."

Pickett, a veteran world trader with experience in Korea, said he would not be involved in the negotiations with Hyundai, but as a consultant he would probably go to Korea several times.

"My area is market representation, not negotiating," Pickett said.

"I'll be doing a variety of things," he said. "I'll be helping set up the dealer body, establishing the franchise and franchise system, establishing the warranty claim system, setting up procedures, as well as handling advertising and new product introduction."

Elkins said the company is still negotiating with Hyundai and has yet to seek any additional capital through equity or debt financing, although the company will be raising more capital shortly after the final agreement with Hyundai is signed.

AMC appoints Nomm

SOUTHFIELD, Mich. — Rein Nomm has been appointed manager of stockholder and financial communications for American Motors. He has been a senior procurement analyst for AMC since joining the company in 1979.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 8, 1981	Week Ended Aug. 9, 1980	Week Ended Aug. 1, 1981	July Total	Jan. 1 to Aug. 9, 1980	Jan. 1 to Aug. 8, 1981
CHEVROLET	1,802	2,095	2,926	37,119	292,126	333,657
DODGE/PLYMOUTH	2,000	....	....	7,154	84,724	59,926
FORD	5,566	10,329	16,866	40,127	324,540	387,134
GMC	1,521	1,431	1,683	12,921	101,747	114,702
INTERNATIONAL	1,615	2,115	1,693	5,434	34,927	45,092
MACK	....	....	....	....	14,917	....
JEEP	2,000*	....	2,000*	10,877	51,105	62,188*
AMC CORP.	50*	428*	50*	334*	5,195*	2,636*
VOLKSWAGEN	1,400*	650*	1,400*	6,440*	25,075*	40,320*
MISCELLANEOUS	940	625	981	4,212	18,422	28,193
Total Trucks, U. S.	16,894	17,673	27,599	124,618	952,778	1,073,848

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 8, 1981	Week Ended Aug. 9, 1980	Week Ended Aug. 1, 1981	July Total	Jan. 1 to Aug. 9, 1980	Jan. 1 to Aug. 8, 1981
CHRYSLER CORP.	1,487	1,496	....	5,001	25,047	47,752
FORD MOTOR	....	800	3,065	8,596	111,193	90,391
GENERAL MOTORS	....	1,060	3,077	21,492	150,929	174,332
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	245	380	249	544	9,797	6,910
MACK	....	....	....	....	1,417	....
Total Trucks, Canada	1,732	3,756	6,391	35,633	310,027	319,385
N. American Trucks	18,626	21,429	33,990	160,251	4,753,929	1,393,233

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended Aug. 8, 1981	Week Ended Aug. 9, 1980	Week Ended Aug. 1, 1981	July Total	Jan. 1 to Aug. 9, 1980	Jan. 1 to Aug. 8, 1981
AMERICAN MOTORS	3,150*	4,286*	3,150*	13,732	101,878*	80,122
AMX	....	....	....	....	....	....
Spirit	....	....	....	5,339	....	....
Concord	....	....	....	8,304	....	....
Eagle	....	....	....	89	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	1,700	4,150	11,732	71,760	361,055	507,870
Plymouth Total	400	2,250	5,731	37,234	165,065	262,751
Horizon	400	2,100	3,184	14,631	95,781	99,703
Reliant	....	150	2,547	22,603	150	153,461
Volare	....	....	....	....	51,740	....
Caravelle	....	....	....	....	4,063	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	....	....	....	....	47,820	22,098
LeBaron	....	....	....	....	36,304	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	1,300	1,900	6,001	34,526	148,170	223,021
Omni	1,300	1,800	4,760	18,167	82,862	86,481
Aspen	....	100	....	....	36,999	....
Aries	....	....	1,241	16,359	....	120,214
Diplomat	....	....	....	....	17,585	12,644
St. Regis	....	....	....	....	10,724	3,682
FORD MOTOR	21,599	13,651	20,255	75,637	751,427	859,406
Ford Division	14,619	8,374	14,068	53,163	551,382	587,130
Escort	6,682	....	3,507	18,395	....	220,050
Pinto	....	....	....	....	68,179	....
Fairmont	3,559	2,793	1,238	10,509	151,639	125,761
Must./Must. II	3,488	3,951	3,993	11,414	149,253	104,772
Granada	890	469	3,150	7,556	49,881	53,058
Thunderbird	....	....	2,180	5,289	77,383	42,603
Ford	....	1,161	....	....	55,047	40,886
L-M Division	6,980	5,277	6,187	22,474	200,045	272,276
Mercury Total	6,253	4,056	6,187	22,474	178,574	235,252
Bobcat	....	....	....	....	12,445	....
Lynx	2,270	....	957	6,481	....	76,557
Capri	1,400	1,504	1,351	3,869	43,395	37,036
Zephyr	1,007	1,091	378	2,833	49,137	38,325
Cougar/Monarch	280	....	1,111	3,605	16,409	26,974
XR-7	....	173	1,085	2,546	25,930	18,851
Mercury	1,296	1,288	1,305	3,140	31,258	37,509
Lincoln Total	727	1,221	....	....	21,471	37,024
Lincoln	346	563	....	....	8,540	18,045
Mark VI	381	658	....	....	11,070	18,979
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	52,830	34,122	55,223	338,854	2,582,272	2,639,496
Buick Division	14,400	3,714	9,850	58,663	500,780	562,121
Skylark	6,121	3,714	6,764	29,122	143,178	169,695
Skyhawk J	6,360	....	....	....	....	....
Century	....	....	....	1,638	107,564	86,881
Regal	5,097	....	2,150	3,916	129,739	158,587
Buick	3,182	....	936	9,620	92,540	101,167
Riviera	....	....	....	14,367	27,759	45,791
Cadillac Division	1,300	....	988	21,404	124,755	172,728
Cimarron	1,300	....	988	4,370	....	10,277
Seville	....	....	....	1,444	21,265	15,916
Eldorado	....	....	....	4,744	33,224	40,074
Cadillac	....	....	....	10,846	70,266	106,461
Chevrolet Division	24,855	21,170	29,921	144,310	1,100,332	986,514
Chevette	8,580	9,300	8,156	38,473	289,50[illegible]	221,318
Cavalier	4,945	....	5,408	19,635	....	50,356
Monza ('80)	....	3,050	....	....	106,392	....
Camaro	....	....	....	8,531	79,765	87,694
Citation	5,850	8,020	6,354	32,404	297,148	233,953
Malibu	....	....	2,200	12,146	167,051	162,794
Monte Carlo	....	....	2,004	11,452	60,609	92,276
Chevrolet	4,800	....	4,799	17,364	72,494	117,905
Corvette	680	800	1,000	[illegible]	27,372	20,218
Oldsmobile Division	4,206	2,464	3,520	[illegible]	498,760	578,217
Omega	3,556	2,164	2,919	[illegible]	77,119	101,441
Cutlass	....	....	....	19,286	254,744	272,451
Oldsmobile	650	....	601	20,970	141,781	174,578
Toronado	....	....	....	3,143	25,116	29,747
Pontiac Division	8,069	7,074	10,944	54,600	357,645	339,916
Acadian†	125	190	123	1,424	14,487	14,005
J2000	3,105	....	2,746	9,973	....	36,020
Sunbird ('80)	....	3,358	....	....	93,497	....
T1000	2,642	....	2,023	9,751	....	50,734
Firebird	....	....	....	5,057	51,691	43,468
Phoenix	1,855	2,445	1,949	9,618	87,674	74,371
Grand Prix	....	741	2,263	10,156	36,181	69,227
LeMans	....	340	1,500	6,979	34,951	42,027
Pontiac	342	....	340	1,642	39,164	10,064
VOLKSWAGEN	3,760	4,375	3,782	16,306	130,329	114,241
CHECKER	22*	85*	25*	324	1,655	1,416*
Total Cars, U. S.	83,061	60,669	94,167	516,613	3,928,616	4,202,551

CANADIAN CAR PRODUCTION

	Week Ended Aug. 8, 1981	Week Ended Aug. 9, 1980	Week Ended Aug. 1, 1981	July Total	Jan. 1 to Aug. 9, 1980	Jan. 1 to Aug. 8, 1981
AMERICAN MOTORS	....	....	728	3,372	....	20,779
CHRYSLER CORP.	....	944	250	8,779	39,522	29,932
FORD MOTOR	1,680	4,976	6,633	12,613	156,174	136,068
GENERAL MOTORS	2,629	912	4,070	35,366	313,212	334,620
VOLVO	132	....	225	988	6,378	6,687
Total Cars, Canada	4,441	6,832	11,906	61,118	515,286	528,066
N. American Cars	87,502	67,501	106,073	577,731	4,443,902	4,730,637
N. American Trucks	18,626	21,429	33,990	160,251	1,262,805	1,393,233
North American Cars and Trucks	106,128	88,930	140,063	737,982	5,706,707	6,123,870

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Truck production for July tops '80; 124,618 assembled

U. S. truck production in July rose substantially above the comparable 1980 month and the total was the highest for that month since 1979.

The domestic truck manufacturers completed 124,618 units in July, up 39.47 percent from 89,353 trucks assembled in the comparable month last year. The total was also the most for July since the 205,265 units built in 1979, but it was the lowest for any month since August, 1980, when the truck makers completed 78,464.

Production last week was slated at 16,894 units, down 38.79 percent from 27,599 in the previous week and down 4.41 percent from 17,673 in the comparable week last year.

Ford Motor's Kansas City, Louisville, Norfolk, San Jose, St. Paul and Twin Cities truck facilities were all idle last week (Aug. 3) for changeover and inventory adjustments. They are slated to resume work today (Aug. 10).

American Motor's Toledo (Jeep) facility closed July 20 for model changeover. The point is scheduled to resume production Aug. 17.

Volkswagen of America's Westmoreland point has slated downtime beginning Aug. 28 for '82 model changeover. The plant is scheduled to return Sept. 8.

July production in Canada climbs to 4-year high

Canadian auto production in July was the highest for that month since 1977, but it was also the lowest for any month since January of this year.

In July, the auto makers completed 61,118 units, up 14.99 percent from the 53,152 assembled in the comparable 1980 month. The total was the highest for that month since the 66,416 produced in 1977, but the lowest for any month since January of this year when the makers built only 46,423 cars.

Canadian truck production in July was 35,633, a gain of 62.48 percent over the 21,931 units in the comparable 1980 month, and the total for the month was the most since 1977 when the truck makers built 38,537 units. It was the lowest for any month since August, 1980, when the makers assembled 26,422.

Last week's production showed the effects of the changeover period.

The auto manufacturers slated 4,441 units, down 62.70 percent from 11,906 in the previous week, and down 35.0 percent from 6,832 in the comparable 1980 week.

The truck makers scheduled 1,732 units last week, down 72.90 percent from 6,391 in the previous week, and down 53.89 percent from 3,756 in the comparable week last year.

So far this year, the truck manufacturers have completed 319,385 units, up 3.02 percent from 310,027 in the comparable period last year.

Chrysler's Windsor car facility, idle for 1982 model changeover since July 24, resumes operation today (Aug. 10).

General Motors' Scarborough truck point, down for changeover since July 29, will begin production of 1982 models Aug. 18.

Can Congress finish work on Clean Air Act?

Rollback sought on emissions rules

Continued from Page 2

ones with few if any emission controls.

"What we are recommending is a more reasonable pace toward cleaner air," she said.

• But Richard Ayers, chairman of the National Clean Air Coalition and a member of the National Commission on Air Quality, disputed that assertion.

"This is nothing more than a sugar-coated prescription for dirty, unhealthy air," he said.

He pointed out that the National Commission on Air Quality recommended that only the CO standard be eased to 7 gpm and then only to 1986, and that the 1.0 gpm NOx standard be retained.

Furthermore, cars have been meeting a 2 gpm standard for more than four years already, he said; so to assert that replacing these older vehicles with ones also meeting a 2 gpm NOx standard constitutes progress towards cleaner air seems a bit far-fetched.

"It's disappointing and frightening that the person in charge of this agency doesn't know what the cars on the road are doing, what the law is or what the National Commission on Air Quality has recommended," Ayers said.

In coming forward with recommendations only, the Reagan Administration appears to have decided to take the low road on amending the Clean Air Act.

Gorsuch said no bill would be sent to Capitol Hill, that instead the Administration hoped to work with the various committees to come up with a measure it could support.

Politically, this is viewed by many to be a more viable road for the Administration to take, particularly in the wake of the outcry that emerged following a leak earlier this summer of an Administration proposal calling a far more radical reworking of the Clean Air Act.

• A Clean Air measure has already been introduced in the House of Representatives that closely tracks what both the industry and the Reagan Administration want and no doubt a similar measure will be introduced in the Senate.

The House bill was introduced by Rep. Bob Traxler, the Michigan Democrat, and Rep. Elwood Hillis, the Indiana Republican.

It essentially follows the recommendations of the Motor Vehicle Manufacturers Assn., which are: Raise the CO standard to 7 gpm permanently, raise the NOx standard to 2 gpm permanently, measure only reactive hydrocarbon emissions, allow California cars to be sold nationwide, eliminate certain emission certification procedures, provide for emissions waivers for innovative technology, allow for averaging of emissions, and eliminate the 1984-and-beyond high altitude requirements.

Whether Congress can finish work on amending the Clean Air Act this year remains to be seen, however. Most observers would say not, but that assessment was made based on earlier positions taken by the Administration.

Whether the new Reagan approach will alter that perception remains to be seen. Environmentalists will definitely fight to prevent their enactment.

New-car market stumbles; import share sets record

Continued from Page 4

the European luxury-car makers had a boom month.

BMW reported an any-month high with its sales at 4,424 units. Audi sales were up 35.27 percent, Mercedes-Benz was up 15.30 percent to a July record of 5,651 units, Peugeot was up 51.36 percent and Volvo reported a 28.34-percent sales increase to a July record 6,757.

Imports not only had their best penetration level of the year in July, of 29.59 percent, they cornered the largest segment of the total market. U. S. compacts accounted for 20.27 percent, intermediates were 18.47 percent, subcompacts were 16.76 percent, standards were 10.49 percent and luxury models were 4.42 percent.

The top five U. S. nameplates for the month were: Chevrolet Citation at 28,020, Chevrolet Chevette at 24,679, Ford Escort at 21,503, Oldsmobile Cutlass Supreme at 20,757 and standard Chevrolet at 18,168. A year earlier, the top five were: Citation, Chevette, Cutlass Supreme, Chevrolet Malibu and standard Chevrolet.

Domestic sales for the final 10 days of the month totaled 204,468, a decline of 13.47 percent from 236,293 last year. For the period, Ford was up 14.66 percent, Chrysler was up 10.17 percent, GM was off 21.00 percent, VWoA was down 38.19 percent and AMC was down an estimated 28.00 percent.

GM earned 62.62 percent of the third-period domestic market, Ford had 20.59 percent, Chrysler stood at 11.85 percent, VWoA had 3.18 percent and AMC had 3.18 percent and AMC earned 1.76 percent.

Where Auto Market was in July

	Total Sales	Pct. of Total
SUBCOMPACT	118,366	16.76
COMPACT	143,102	20.27
INTERMEDIATE	130,440	18.47
STANDARD	74,063	10.49
LUXURY	31,180	4.42
IMPORT	208,889	29.59
TOTAL	706,040	100.00

IMPORTED CAR SALES

	July, 1981	July, 1980	Jan. 1-July 31, 1981	Jan. 1-July 31, 1980
Alfa Romeo	274	343	1,214	2,117
Audi	5,124	3,788	29,885	24,921
BMW	4,424	3,807	24,718	21,219
Challenger	1,051	1,101	7,555	8,527
Champ	2,568	4,077	24,694	39,578
Colt	2,597	3,758	25,069	36,189
Datsun	43,118	55,651	290,548	336,541
Fiat	3,637	3,015	22,062	24,942
Fiesta	2,888	5,419	31,296	41,925
Honda	33,633	31,972	238,504	220,140
Isuzu	2,078	....	9,538	....
Jaguar	441	235	2,457	1,648
Lancia	149	180	705	1,407
Mazda	13,460	14,756	106,867	89,056
Mercedes-Benz	5,651	4,901	38,345	31,014
MG	337	1,190	2,993	7,152
Peugeot	1,671	1,104	9,715	7,745
Porsche	941	1,202	6,744	6,688
Renault	1,766	2,281	18,641	14,649
Rover	79	41	500	116
Saab	1,087	1,568	8,444	8,073
Sapporo	1,062	849	7,933	6,751
Subaru	14,208	11,987	91,977	82,791
Toyota	51,006	59,029	377,683	374,874
Triumph	1,030	2,499	7,826	7,730
Volkswagen	7,852	8,827	52,630	52,623
Volvo	6,757	5,265	44,036	33,557
TOTAL	208,889	228,845	1,482,579	1,481,973

U. S. CAR SALES BY MARKETING UNITS

	July, 1981	July, 1980	7 mos., 1981	7 mos., 1980
Chevrolet	120,600	146,096	892,728	1,069,879
Ford	111,919	120,177	891,548	938,270
Oldsmobile	65,040	73,469	518,970	491,224
Buick	51,590	58,899	426,210	410,938
Toyota	51,006	59,029	377,683	374,874
Pontiac	48,704	51,768	336,133	366,888
Datsun	43,118	55,651	290,548	336,541
Honda	33,633	31,972	238,504	220,140
Mercury	28,511	23,743	208,266	193,642
Plymouth	31,666	24,768	244,337	186,737
Dodge	28,174	25,768	222,839	198,061
VW of America	26,672	32,793	186,365	199,416
Cadillac	18,201	17,437	127,470	123,589
Mazda	13,460	14,756	106,867	89,056
Chrysler	5,946	9,746	57,300	84,502
AMC-Renault	14,488	12,730	106,437	103,886
Subaru	14,208	11,987	91,977	82,791
Lincoln	3,506	6,596	36,621	42,888
Mercedes-Benz	5,651	4,901	38,345	31,014
Volvo	6,757	5,265	44,036	33,557
BMW	4,424	3,807	24,718	21,219
Fiat	3,786	3,195	22,767	26,349
Isuzu	2,078	....	9,538	....
JRT Inc.	1,887	4,765	13,776	16,646
Peugeot	1,671	1,104	9,715	7,745
Saab	1,087	1,568	8,444	8,073
Alfa Romeo	274	343	1,214	2,117
TOTAL	706,040	771,194	5,288,469	5,423,512

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

DOMESTIC CAR SALES

	July 21 to July 31, 1981	Same Period, 1980	July, 1981	Same Month, 1980	Jan. 1 to July 31, 1981	Same Period, 1980
Spirit	....	....	2,368	4,006	22,512	32,165
Concord	....	....	8,028	3,865	39,046	38,703
Pacer	....	....	....	258	111	1,780
Eagle	....	....	2,326	2,320	26,127	16,589
AMERICAN MOTORS*	3,600†	5,000†	12,722	10,449	87,796	89,237
Horizon	2,534	3,092	5,759	6,397	51,624	43,644
TC3	1,933	2,233	4,717	4,697	34,419	34,975
Reliant	6,900	....	16,965	....	111,748	....
Volare	47	2,669	169	6,467	6,505	50,780
Plymouth	167	798	426	2,281	7,414	11,009
Total Plymouth	11,581	8,792	28,036	19,842	211,710	140,408
LeBaron	1,455	1,886	3,639	4,218	29,174	37,415
Cordoba	593	1,382	1,627	3,388	16,680	27,563
Chrysler	146	752	422	2,140	8,163	19,524
Total Chrysler	2,194	4,020	5,688	9,746	54,017	84,502
Total Imperial	106	....	258	....	3,283	....
Omni	1,365	2,456	2,607	5,067	36,650	35,354
024	2,042	2,114	4,706	4,281	30,493	29,775
Aries	5,332	....	12,064	....	83,568	....
Aspen	69	2,172	161	5,267	5,769	38,673
Diplomat	1,054	931	2,747	2,400	18,947	19,565
Mirada/Magnum	400	909	1,008	2,172	9,840	17,218
Dodge	91	603	233	1,722	4,948	12,760
Total Dodge	10,353	9,185	24,526	20,909	190,215	153,345
CHRYSLER CORP.	24,234	21,997	58,508	50,497	459,225	378,255
Pinto	358	3,476	998	11,573	10,037	94,960
EXP	2,311	....	6,770	....	29,175	....
Escort	8,341	....	21,503	....	183,623	....
Mustang	4,111	6,570	10,884	19,899	102,275	148,002
Fairmont	5,425	6,206	13,771	20,049	115,520	184,286
Granada	3,059	2,093	7,000	7,439	60,137	48,154
LTD II	....	149	....	346	....	2,710
Thunderbird	2,249	3,282	5,312	10,152	44,416	86,811
Ford	4,113	4,389	10,776	14,961	70,182	94,892
Ford Division	29,967	26,435	77,014	84,419	615,365	659,815
Bobcat	11	740	111	2,176	2,169	18,077
LN7	645	....	2,237	....	9,059	....
Lynx	2,627	....	7,122	....	59,446	....
Zephyr	1,554	1,946	4,037	5,574	34,197	51,191
Cougar/Monarch	1,592	473	3,714	2,661	25,678	17,260
XR-7	1,191	1,213	2,564	3,695	17,524	34,846
Capri	1,521	1,645	4,095	5,188	30,974	40,150
Mercury	1,635	1,335	4,631	4,449	29,219	32,118
Total Mercury	10,776	7,352	28,511	23,743	208,266	193,642
Versailles	....	180	....	448	....	3,451
Lincoln	634	1,348	1,670	3,069	17,603	18,210
Mark VI	719	1,400	1,836	3,079	19,018	21,227
Total Lincoln	1,353	2,928	3,506	6,596	36,621	42,888
L-M Division	12,129	10,280	32,017	30,339	244,887	236,530
FORD MOTOR	42,096	36,715	109,031	114,758	860,252	896,345
Skyhawk	....	103	....	287	....	4,681
Skylark	6,901	6,534	14,064	13,047	120,768	101,117
Century	3,353	6,308	8,044	12,540	81,803	84,983
Regal	6,964	8,185	15,367	16,752	121,419	108,745
Le Sabre	2,767	3,618	6,312	7,833	45,010	54,033
Electra	1,791	2,380	4,007	4,858	30,485	33,697
Riviera	1,710	1,713	3,796	3,582	26,725	23,682
Buick Division	23,486	28,841	51,590	58,899	426,210	410,938
Cimarron	1,011	....	2,295	....	3,880	....
Seville	650	1,012	1,311	2,297	13,510	20,255
Cadillac	5,607	4,780	10,720	11,044	79,879	74,801
Eldorado	2,047	1,881	3,875	4,096	30,201	28,533
Cadillac Division	9,315	7,673	18,201	17,437	127,470	123,589
Chevette	10,113	12,822	24,679	27,986	230,409	230,114
Cavalier/Monza	3,373	6,171	8,024	13,184	28,275	88,481
Citation/Nova	6,986	15,401	28,020	33,635	189,804	234,898
Camaro	3,888	4,969	9,257	10,845	68,014	74,349
Malibu	6,901	10,670	17,871	23,345	140,053	158,784
Monte Carlo	5,155	6,251	12,273	13,453	97,468	93,575
Chevrolet	7,726	9,538	18,168	20,544	119,705	168,023
Corvette	1,100	1,417	2,308	3,104	19,000	21,655
Chevrolet Division	45,242	67,239	120,600	146,096	892,728	1,069,879
Starfire	....	135	....	258	....	4,825
Omega	3,673	3,829	8,044	8,099	66,825	52,481
Cutlass	5,877	8,125	13,163	17,275	124,938	124,572
Supreme	8,961	11,895	20,757	24,540	162,635	154,026
Olds 88	5,965	6,572	14,279	13,775	95,404	92,051
Olds 98	2,329	3,066	5,686	6,280	46,852	41,116
Toronto	1,300	1,586	3,111	3,242	22,316	22,153
Oldsmobile Division	28,105	35,208	65,040	73,469	518,970	491,224
T-1000	2,785	....	6,246	....	26,093	....
J-2000/Sunbird	2,782	5,311	6,764	11,498	40,078	76,902
Phoenix	2,711	4,007	5,775	8,910	52,954	58,265
Firebird	2,649	3,057	5,442	7,047	37,811	54,806
LeMans	2,221	2,395	5,233	5,833	45,204	46,869
Grand Prix	4,621	4,474	10,121	9,735	77,788	64,289
Pontiac	4,129	3,873	9,123	8,745	56,205	65,757
Pontiac Division	21,898	23,117	48,704	51,768	336,133	366,888
GENERAL MOTORS	128,046	162,078	304,135	347,689	2,301,511	2,462,518
VOLKSWAGEN	6,492	10,503	12,755	18,976	97,106	115,184
DOMESTIC TOTAL	204,468	236,293	497,151	542,349	3,805,890	3,941,539
IMPORT TOTAL	....	....	208,889	228,845	1,482,579	1,481,973
INDUSTRY TOTAL	....	....	706,040	771,194	5,288,469	5,423,512

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

New head, name change for Drennen Cadillac

BIRMINGHAM, Ala. — Drennen Cadillac has changed its name to Drennen Cadillac Co., Inc. The announcement was made by Ralph Quinn III, who will become president of the new company replacing his father, Ralph Quinn Jr., who is retiring after 30 years in the Drennen organization.

As part of the new ownership and management operation, Tom Williams Buick, will be a major partner.

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Three-wheeler

Minicar is economy giant

Weighing less than 600 pounds and measuring but 91 inches long, this two-passenger Cub commuter car is scheduled to go into production this fall in Taiwan. It will be marketed by Convenient Machines, Inc., New York. Targeted price is $3,945, and estimated MPG is 60 to 80. Story on Page 4.

New-car stockpile climbs to record 87½-day supply

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to climb to Himalayan levels during July as the industry moved into what looked like a difficult cleanup period.

The domestic new-car inventory on Aug. 1 totaled 1,675,192, an 87½-day supply, highest ever for that date. (The unit count has been higher—in fact, it topped 2 million Aug. 1, 1979—but the days-supply figure is highest ever for an August opener.)

A year ago, the industry had 1,506,681 new cars in inventory, a 72-day supply.

The Aug. 1 inventory was up only slightly from 1,664,871 on July 1, but the days-supply figure was up from 83½ days because of a continuing slackening of the sales pace.

Ford Motor Co. was the only domestic corporate maker to trim its unit count during July, and American Motors was the only maker to cut its days-supply level.

Biggest gain was again notched by General Motors, which had well over a million cars in stock, sufficient for 89 days at the current sales rate. A month earlier, GM had an 85-day supply.

Table on Page 57.

Ford Motor Co. opened August with an 83-day supply, up slightly from 81 days a month earlier. Chrysler Corp. boosted its stockpile to 90 days from 86, while AMC sliced its supply from 75½ days to 66.

Volkswagen of America had a 113-day supply Aug. 1, up from 90 days a month earlier.

The Aug. 1 domestic inventory was divided this way: GM, 62.09 percent; Ford Motor Co., 20.77 percent; Chrysler Corp., 12.11 percent; VWoA, 3.12 percent, and AMC, 1.91 percent.

A month earlier, the inventory was divided as follows: GM, 60.98 percent; Ford Motor Co., 23.91 percent; Chrysler Corp., 11.64 percent; VWoA, 1.78 percent, and AMC, 1.69 percent.

- By size class, all segments except compacts increased in supply. Changes were small, except for subcompacts, which jumped from a 70-day stock to 83 days.

The industry had a 93-day supply of compacts, off from 94; a 95-day stock of intermediates, up from 91; a 73-day supply of standards, up from 72½, and an 87½-day supply of luxury cars, up from 85.

The Aug. 1 inventory was divided this way by size segment: Subcompact, 22.34 percent; compact, 30.55 percent; intermediate, 28.45 percent; standard, 12.39 percent, and luxury, 6.27 percent.

A month earlier, the inventory was divided as follows: Subcompact, 20.18 percent; compact, 30.51 percent; intermediate, 30.04 percent; standard, 12.77 percent, and luxury, 6.50 percent.

- The Aug. 1 days-supply figures by market class were:

Subcompact — Escort/EXP, 78; Lynx/LN7, 80; T-1000, 83; Chevette, 84; J-2000, 87; Cavalier, 87½; Horizon, 93; Omni, 110; Rabbit, 113, and Spirit, 117.

Compact — Concord, 37; Zephyr, 77; Firebird, 85; Camaro, 88½; Reliant, 89; Capri, 91; Fairmont, 92; Skylark, 93; Mustang, 100; Citation, 100; Aries, 100½; Omega, 107; Eagle, 124, and Phoenix, 135.

Intermediate — Diplomat, 45; LeBaron, 55; Cutlass, 66; Century, 68½; Cougar, 74; Cordoba, 79; Malibu, 89; Supreme,

Continued on Page 57, Col. 2

Chevrolet pushed from top spot after 21-year reign

Oldsmobile takes lead in sales per dealer

By Jenny L. King
Staff Writer

Oldsmobile dealers sold more cars per outlet than did those of any other domestic make in the first half.

It was the first time in 21 years that Chevrolet had not held down the top spot.

Average sales of domestic units per new-car dealer climbed slightly in the first half of 1981, compared with the corresponding period a year ago, as dealer attrition continued and sales stayed near 1980 levels.

Average for the domestic new-car outlets was 144, up from 140 a year earlier, according to AUTOMOTIVE NEWS calculations.

Low average for the past 10 years was 132 sales per outlet in 1975; record average was 205, notched in 1973.

General Motors was the only major domestic auto maker to show a decline in sales per dealer for the first half.

GM dropped to 182 from 187 a year earlier and 224 two years ago.

Ford Motor Co. dealers averaged 127, up from 123 in the first half of 1980. Chrysler Corp. dealers scored an average of 105 sales per new-car outlet, up substantially from 78 one year ago and moving closer to the 1979 average of 110.

American Motors' average was 46, the same as the first half of 1980 and up from 44 two years ago.

Although there were no record high averages for any of the U. S. makes (Volkswagen of America is not included as a domestic), there was a realignment in rankings, as noted above.

Oldsmobile counted 140 sales per dealer, up from 127 a year earlier. Chevrolet's 137 was down from 159. Buick held on to third place with a 126-per-dealer average, up from 116. Ford was fourth with 107, identical to its 1980 first-half average.

No. 5 spot went to Pontiac, with 93 sales per dealer, compared with 99 a year ago. Plymouth leapfrogged from tenth to sixth place, at 73 sales per dealer, up from 45. Dodge, with 69, moved to seventh from eighth place, Cadillac, at 68, was eighth and Mercury, 67, dropped to ninth from seventh.

AMC, with a 46 average, was tenth, followed by Lincoln, 22,

Continued on Page 57, Col. 3

SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise

First 6 mos., 1981		First 6 mos., 1980
1—140	Oldsmobile	127— 2
2—137	Chevrolet	159— 1
3—126	Buick	116— 3
4—107	Ford	107— 4
5— 93	Pontiac	99— 5
6— 73	Plymouth	45—10
7— 69	Dodge	52— 8
8— 68	Cadillac	66— 6
9— 67	Mercury	59— 7
10— 46	AMC	46— 9
11— 22	Lincoln	23—12
12— 18	Chrysler	26—11
13— 7	Imperial	......

1 pct. over prime for '82s, up from 0.75 pct.

GMAC increases floor-plan rate

By Edward Lapham
Financial Editor

General Motors Acceptance Corp. has increased its effective floorplanning rate to one percentage point over the prime interest rate from 0.75 percentage points over prime, the finance company confirmed.

The rate increase becomes effective with the delivery of 1982 model GM cars and trucks, at the same time the company begins offering dealers a floorplan assistance program (AUTOMOTIVE NEWS, Aug. 10).

One GM dealer last week told AUTOMOTIVE NEWS he believes the auto maker stands to make an additional $480 million based on its new program, which offers reduced floorplan rate but adds an invoice surcharge.

"One-third of the cars go out immediately, one-third are sold within 60 to 90 days and one-third are on the lot longer than 90 days," the dealer said. "It's going to cost me $18,000 next year to have GM do me this favor," he said.

NADA Executive Vice President Frank E. McCarthy wrote a letter to GMAC President Robert F. Murphy asking the finance company to reconsider the floorplan rate hike.

"We at NADA continue to believe that manufacturers and their subsidiaries have responsibility to share with dealers the burden of financing the American automobile inventory," the letter said.

He went on to say GM should consider "the full impact of that action on your nationwide sales force, the American GM dealers."

Raphael Cohen, executive vice president of the Independent Dealers Committee Dedicated to Action, said the entire floorplan assistance program was "a bookkeeping trick."

Cohen said it is "a Mickey Mouse plan where GM is telling the dealers, 'you can pay me now or you can pay me later, but pay me.' That's all it is."

Ford Motor Credit Co., which also has a floorplan assistance program for its dealers, said it already charges one percentage point over prime for wholesale loans, and has no present plan to raise the rate.

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NEWSPAPER

breaking news

Jan. 14 intro for newest GM cars

DETROIT. — Latest reports indicate that the newest General Motors cars won't be in dealer showrooms until mid-January. The corporation is looking at a Jan. 14 introduction date for the Chevrolet Camaro and Pontiac Firebird and for the front-wheel-drive intermediate-size A-cars—the Chevrolet Celebrity, Pontiac 6000, Oldsmobile Ciera and Buick Century. The Buick and Oldsmobile versions of the J-cars will arrive even later, probably around the time of the Chicago Auto Show, which opens Feb. 27.

Isuzu to start J-car output earlier

TOKYO.—Isuzu Motors, Ltd., at the request of its U. S. partner, General Motors, will advance the startup of J-car production by six months to a year, according to reports published here. Isuzu will supply General Motors-Holden's with KD kits for the Australian market, beginning next spring, at the rate of 50,000 a year.

See BREAKING NEWS, Page 8, Col. 1

Constitutional issue raised by dealer

High court to review two odometer cases

WASHINGTON. — The Supreme Court has agreed to review two cases involving odometer tampering — one from a used-car dealer who claims he was unjustly convicted, another from a dealer who claims the law that convicted him is unconstitutional.

Little Motor Co., a Georgia dealer and plaintiff in the first case, in 1977 sold a 1967 Chevrolet to Brenda Lee Suits Inc. At that time, the odometer showed 000,073 miles, and Little put "unknown" on the odometer disclosure statement in the sales contract.

Later, Brenda Lee sued Little, claiming Little had attempted to defraud the company on the odometer reading. A Georgia district court found no intent to defraud, and ruled in favor of Little.

The Fifth Circuit Court of Appeals, however, reversed the ruling, finding "no substantial evidence" on behalf of Little, and holding that the district court should have granted Brenda Lee's motion for summary judgment.

Little, in its petition, said the appeals court substituted "its opinion of the evidence for that of the trial court judge and the jury." The company also said that the appeals court was mistaken in using the case of *Ryan vs. Edwards,* from the Fourth Circuit appeals court, as a precedent.

"In *Ryan*, the automobile involved was a four-year-old car that had been advertised in the newspaper by the seller as 'low-mileage pampered family car'," Little said, adding that the car's actual mileage had been 32,000 miles while both the odometer and the odometer disclosure statement said slightly over 13,000 miles. There was an obvious intent to defraud in *Ryan vs. Edwards,* Little claimed, unlike its own case.

- William Thibadeau, petitioner in the second case, was accused with his son Patrick and his business associate, Norman Harris, of violating federal statutes against odometer tampering. The defendants moved for dismissal on grounds that the statutes are unconstitutional "because no federal jurisdictional basis exists for criminalizing intrastate odometer tampering."

District Court Judge Jose A. Cabranes denied the dismissal on the grounds that "Congress may legislate so long as there is a rational basis for finding (the) regulatory schemes necessary to the protection of commerce." William Thibadeau then pleaded guilty, and was sentenced to a one-year suspended jail sentence, three years' probation, and a $20 000 fine.

Thibadeau appealed to the Second District Court of Appeals, which upheld the lower court.

In his petition, Thibadeau claimed that "the government is not required to prove any nexus or impact upon interstate commerce in order to sustain its burden . . . Congress has intruded into a purely state matter over which it has no jurisdiction."

NEW-CAR STOCKS

	Aug. 1, 1981	July 1, 1981	Aug. 1, 1980
Spirit	117	119½	95
Concord	37	46	81
Eagle	124	95	98
AMERICAN MTRS.	66	75½	87
Horizon	93	76	94½
Reliant	89	91	....
Gran Fury	30½	34	32½
Plymouth	90	82	94
Imperial	123	54	....
LeBaron	55	73	136½
Cordoba	79	82	144
Chrysler	63	68	107
Chrysler	62	76	132
Omni	111	86	92
Aries	100½	103½	111
Diplomat	45	83	143½
Mirada	92½	100	141½
St. Regis	76	65	67
Dodge	97	94	106
CHRYSLER CORP.	90	86	106
Escort/EXP	78	61	....
Mustang	100	83	70
Fairmont	92	91	78
Granada	110	96	84
Thunderbird	112	117	88
Ford	66	79	50
Ford	84	81	84
Lynx/LN7	80	71	126
Capri	91	89	72
Zephyr	77	75	92
Cougar	74	77	69
XR-7	98	119	86
Mercury	58	72	52
Mercury	78	78	79
Lincoln	95	102	40
Mark VI	109	118	48
Lincoln	104	110	47
FORD MOTOR CO.	83	81	81
Skylark	93	70½	55
Century	68½	63	64
Regal	116	112	79
LeSabre	72½	68½	76
Electra	79	89	79
Riviera	79	75	66
Buick	91½	82	69
Cimarron	58	55	....
Seville	141	105	94
Cadillac	86	86	56
Eldorado	100	88	64
Cadillac	89	86	63
Chevette	84	57	71
Cavalier/Monza	87½	88	58
Citation	100	118	47
Camaro	88½	96	76½
Malibu	89	101	85
Monte Carlo	130	133	83
Chevrolet	93	92	86½
Corvette	80	66	55
Chevrolet	91	65	70
Omega	107	81	46
Cutlass	66	52	70½
Supreme	90	77	60½
Olds 88	57	54	45
Olds 98	54	60	39
Toronado	81	75	62
Oldsmobile	76½	65	57
T-1000	83	73	....
J-2000/Sunbird	87	69	55
Phoenix	135	133	53
Firebird	85	121½	81
LeMans	102½	89	89
Grand Prix	124	116	88
Pontiac	86	67	72
Pontiac	98	95	71
GENERAL MOTORS	89	85	67
VOLKSWAGEN	113	66½	34½
TOTAL	87½	83½	72

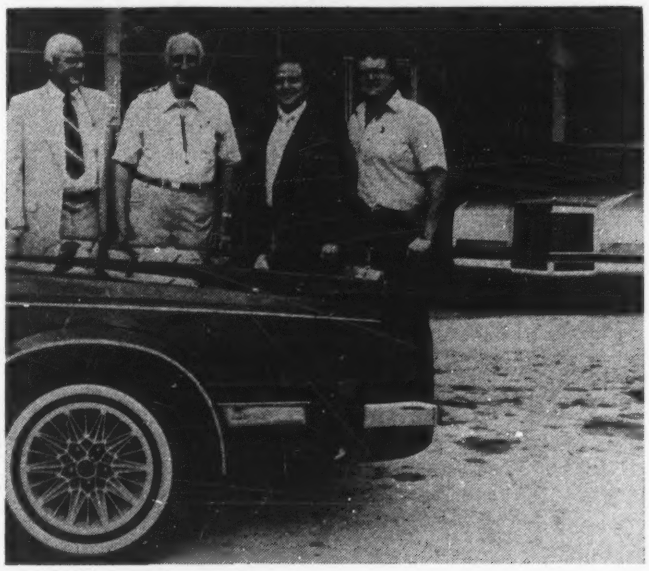
87½-day supply record for stocks

Continued from Page 7

90; Mirada, 92½; XR-7, 98; LeMans, 102½; Granada, 110; Thunderbird, 112; Regal, 116; Grand Prix, 124, and Monte Carlo, 130.

Standard — Gran Fury, 30½; Olds 98, 54; Olds 88, 57; Mercury, 58; Chrysler, 63; Ford, 66; LeSabre, 72½; St. Regis, 76; Electra, 79; Pontiac, 86, and Chevrolet, 93.

Luxury — Cimarron, 58; Riviera, 79; Corvette, 80; Toronado, 81; Cadillac, 86; Lincoln, 95; Eldorado, 100; Mark VI, 109; Imperial, 123, and Seville, 141.



Taking delivery

John H. Schrieffer, second from left, takes delivery of the 50th Chrysler (ninth Imperial) he has purchased. From left are Skip Kellogg, president of Clark Chrysler-Plymouth, Casselberry, Fla.; Schrieffer; Ray Torre, Schrieffer's salesman at Clark Chrysler-Plymouth, and Greg Harvison, Schrieffer's grandson and another Chrysler enthusiast.

GM price increase on '82s averages $617, or 5.8 pct.

Continued from Page 3

ve the quarterly increases of prior years. GM will hold introductory prices as long as possible into the 1982 model year, depending on economic cost increases and competitive factors."

Last year, GM announced introductory prices on Aug. 15 and then raised them on Sept. 30, a few days after the '81 models went on sale. There were additional boosts in January and April.

Increases on 1982 models varied widely. A Chevrolet Chevette two-door hatchback carries a sticker of $5,513, up $253, and a Chevrolet Citation four-door is $6,899, up $376. The boost is $513 on a Buick Regal coupe, now $8,712, and $588 on an Oldsmobile Delta Royale Brougham four-door, now $9,293. A Cadillac deVille two-door went up $904 to $15,249.

All of those models except Chevette have added equipment or product improvements for 1982.

The increase on the Citation X-car and the lack of a boost on the Chevrolet Cavalier J-car reduces the spread between those two classes. At $7,137, a Cavalier four-door is $238 more than an '82 Citation at $6,899. The Cavalier is $614 more than an '81 Citation at $6,523.

The price spread has not helped Cavalier in the early going. Despite its higher tag, Cavalier is smaller than Citation. Cavalier has more standard equipment than Citation, but this point often is overlooked by shoppers comparing stickers.

Buyers will be paying more for optional equipment on the '82 GM autos. Manual air conditioning is up $30-$75, and automatic transmission rose $25-$26. Power locks are $7-$10 dearer, and tinted glass climbed $6-$7.

Other examples: Tilt steering wheel, up $7; intermittent wipers, up $3; rear-window defogger, up $9-$10; cruise control, up $10-$11; power windows, up $13-$19, and power trunk release, up $3-$6.

SALES BY NAMEPLATE

PER U.S. OUTLET

U.S. new-car sales by market class

First 6 mos., 1981		First 6 mos., 1980
	Subcompact	
1—37	Chevette	35— 1
2—32	Escort	†
3—30	Horizon	25— 2
4—25	Omni	22— 3
5—19	Lynx	†
6—12	Spirit	17— 5
7—11	Sunbird	21— 4
8— 6	T-1000	†
9— 4	EXP	†
9— 4	Cavalier/Monza	13— 7
11— 3	LN7	†
12— 2	Pinto	16— 6
13— 1	Bobcat	6— 8
	Compact	
1—38	Reliant	†
2—36	Skylark	29— 3
3—30	Aries	†
4—29	Citation	35— 1
5—20	Fairmont	31— 2
6—19	Concord	21— 5
7—18	Mustang	24— 4
7—18	Omega	13—10
9—15	Phoenix	15— 8
10—14	Eagle	8—14
11—11	Zephyr	16— 7
12—10	Firebird	15— 8
12—10	Camaro	11—13
12—10	Capri	12—12
15— 3	Volare	17— 6
16— 2	Aspen	13—10
	Intermediate	
1—44	Cutlass Supreme	39— 1
2—36	Regal	30— 3
3—34	Cutlass	33— 2
4—25	Century	24— 4
5—22	Grand Prix	17— 6
5—22	Malibu	23— 5
7—15	Monte Carlo	14— 7
8—13	LeMans	13— 9
9—11	Granada	8—12
10—10	Le Baron	11—10
11— 8	Cougar	5—16
11— 8	Thunderbird	14— 7
13— 7	Diplomat	7—14
14— 6	XR-7	11—10
14— 6	Cordoba	8—12
16— 4	Mirada	6—15
	Standard	
1—38	Oldsmobile	34— 1
2—22	Buick	25— 2
3—18	Chevrolet	25— 2
4—15	Pontiac	18— 4
5—12	Ford	15— 5
6— 9	Mercury	10— 6
7— 3	Chrysler	6— 7
7— 3	Gran Fury	3— 9
9— 2	St. Regis	4— 8
	Luxury	
1—43	Cadillac	39— 1
2—16	Eldorado	15— 3
3—12	Mark VI	12— 4
4—11	Lincoln	23— 2
5— 8	Riviera	7— 7
5— 8	Seville	11— 5
7— 7	Imperial	†
8— 6	Toronado	6— 8
9— 3	Corvette	3— 9
10— 1	Cimarron	†

† New nameplate in 1981.

Olds takes lead in sales per dealer

Continued from Page 1

and finally Chrysler, which dropped to an average of 18 from 26. Last-place Imperial was new to the chart in 1981; it had a 7-per-dealer average.

Oldsmobile Cutlass Supreme again was the top-selling nameplate in terms of sales per outlet, with a 44-unit average. A year earlier the nameplate averaged 39 and tied with standard Cadillac. First-half second place was Cadillac at 43. Plymouth Reliant was third at 38, followed by Chevrolet Chevette at 37 and Buick Skylark and Regal, tied for fifth at 36 each.

Oldsmobile Cutlass was sixth at 34, Ford Escort was seventh with a 32 average, followed by Plymouth Horizon and Dodge Aries, both at 30, and Chevrolet Citation at 29.

Nameplate leaders by market segment were: Chevrolet Chevette (subcompact), 37; Plymouth Reliant (compact), 38; Oldsmobile Cutlass Supreme (intermediate), 44; standard Oldsmobile (standard), 38, and standard Cadillac (luxury), 43.

Best-selling nameplates by make were as follows: Cutlass Supreme (Oldsmobile); Chevette (Chevrolet); Skylark/Regal (Buick); Escort (Ford); Grand Prix (Pontiac); Reliant (Plymouth); Aries (Dodge); standard Cadillac (Cadillac); Lynx (Mercury); Concord (AMC); Mark VI (Lincoln), and LeBaron (Chrysler).

SALES PER OUTLET BY MAKE

First-half sales per U. S. new-car franchise

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Oldsmobile	140	127	152	155	164	143	86	77	131	103
Chevrolet	137	159	192	199	190	175	139	176	218	174
Buick	126	116	119	125	125	126	77	69	124	94
Ford	107	107	149	178	172	161	126	169	207	169
Pontiac	93	99	130	141	137	118	73	78	129	103
Plymouth	73	45	64	77	82	97	64	101	121	92
Dodge	69	52	75	86	85	90	57	86	104	82
Cadillac	68	66	99	106	103	101	72	62	87	73
Mercury	67	59	93	106	89	74	51	60	77	64
AMC	46	46	44	59	61	76	90	106	107	70
Lincoln	22	23	42	54	56	38	25	24	38	26
Chrysler	18	26	36	45	46	44	31	16	28	23
Imperial	7									

1973-1981 figures are based on retail sales. Earlier figures are based on R. L. Polk registrations.

Dealer discount pared, too

GM hikes '82 prices by $617, or 5.8 percent

By John K. Teahen Jr.
Managing Editor

General Motors has found perhaps the best way of all to stimulate sales of 1981 cars in dealers' hands:

Announce a tremendous price increase on the 1982 models which will be virtually unchanged from the present ones.

GM has done just that. It has posted tentative introductory prices for 1982 which are up an average of $617, or 5.8 percent, from comparable 1981 units.

GM also has cut the dealer discount rate for 1982 as part of its new floor-plan assistance program. The cuts amount to one percentage point on Chevrolet Chevette and Pontiac T1000 and 1.3 percentage points on all other cars.

The floor-plan program (AUTOMOTIVE NEWS, Aug. 10) includes a surcharge on the dealer invoice. GM said it is a temporary measure designed to cope with high interest rates and that "the discount structure will be readjusted accordingly" when interest rates return to more normal levels. Discounts on optional equipment are not changed.

Prices were announced early because GM will permit preselling of most 1982 models before the official introduction dates of Sept. 24 and Nov. 12. No prices have been listed for the new Camaro and Firebird and the new front-wheel-drive A-car intermediate lines which are slated to arrive Jan. 14.

Prices of the J-cars were not increased. The J-cars — Chevrolet Cavalier, Pontiac J2000 and Cadillac Cimarron — were introduced in May as 1982 models.

The GM hike consists of three parts — $404 on base sticker prices, $103 on options for the average-equipped car and $110 for what GM called "product improvement."

GM didn't include the product improvement segment in its announcement. It said the hike was $507, or 4.8 percent.

In reply to queries, GM said "product improvement" consists of such things as electronic fuel injection, automatic transmission torque clutch converter, high-pressure tires, more corrosion protection and drag-free brakes. These features appear on selected models.

GM provided no lengthy explanation of its price hike, as it sometimes does. The corporation said simply that the boost "is substantially less than GM's cost increases for material and labor which have exceeded 10 percent annually."

• The huge increase ($617) could backfire on GM if its competitors decline to go along. The other domestic makers and the imports haven't acted as yet on 1982 prices.

GM's action also could have a very adverse effect on the domestic industry's efforts to climb out of the sales doldrums in the '82 season. Prices (of '81s) are already high, and sticker shock has been cited by countless shoppers for their no-buy decision.

GM didn't mention an average price of its average-equipped car for '82, but the arithmetic involved puts it at $11,255.

The $617 boost follows a year of heavy increases by GM. The average hike on 1981 cars was $914, capped by a $351 bump in April. Adding the latest $617 means that GM's prices for '82 are an average of $1,531 higher than they were at the end of the '80 model year.

There is also an average hike of $45 in destination charges for '82 models.

As noted, prices of the J-cars were not increased, but this hold-the-line action was not factored into the overall rise. If it had been, the corporate boost would have been less than $617. Perhaps the J-cars were omitted from the reckoning because they are already '82 models.

How firm are these tentative introductory prices? A GM spokesman said there may be some minor realignments on individual models before introduction, but dealers are price-protected at the tentative levels for fleet business and retail sales, so there will be no impact on sold orders.

GM is abandoning one maneuver it has used in recent seasons: Interim pricing.

A spokesman said last week, "GM does not intend to contin-

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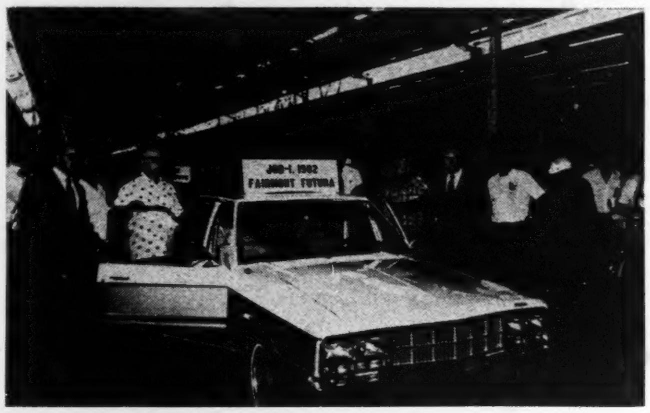

'82 Futura ready for the road

The first 1982 Ford Fairmont Futura prepares to roll off the line at Ford's Kansas City assembly plant. The driver, A. L. Whiteman, Division fleet, leasing and rental manager, stands to the right, while Bill Steufer, left center, and president of UAW Local 249, climbs aboard. Paul Nolan, plant manager, is at far left. For the 1982 model year, Fairmont and its Futura have been consolidated into a single three-car series, Futura.

GM freight charges to be same for all U. S.

DETROIT. — The $45 average hike in destination charges is not the only change in General Motors' shipping fees for 1982.

The company also is equalizing its destination charges, making them the same for dealers throughout the U. S. (except Alaska and Hawaii) on a specific model.

On many lines, it will mean considerably higher charges for dealers (and customers) close to the Detroit area. Dealers farther from Detroit also will be paying more because of the $45 boost, but their fees will be the same as those of the near-Detroit dealers.

In the past, destination charges varied by the dealers' distance from a "central zone," which differed for each car division. In effect, the central zone was the division's headquarters.

The new GM move extends to all car lines a practice that was adopted on '81 models for Chevrolet Chevette, Pontiac T1000, the X-cars, the J-cars and Corvette.

On '81 models, the destination charge on a Chevrolet Caprice was $308 in Detroit and $435 in Los Angeles. For '82, it will be $460 for each. On an '81 Monte Carlo, the charge was $306 in Detroit and $363 in Los Angeles. For '82, it will $399 for each.

GM said destination charges consist of three ingredients: Shipping parts to assembly plants, shipping the completed cars to dealers and buying the protective devices to cover the cars in transit. GM said destination charges to dealers recover these costs and represent no profit to the corporation.

Destination charges also play a part in retail prices since the dealer must recover his costs in pricing his cars.

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57th year — No. 4876

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Going public with newly created 'umbrella'

DeLorean files stock prospectus

By Edward Lapham
Financial Editor

John Z. DeLorean's empire is going public.

The former General Motors executive, who has started his own auto company and is now selling Belfast-built stainless steel sports cars, has filed with the Securities & Exchange Commission a preliminary prospectus for the sale of 2.25 million common shares in the recently created DeLorean Motors Holding Co.

The preliminary prospectus said the price of the stock when issued will be between $10 and $14, probably $12.50 per share.

The holding company, formed in May, will become the copporate parent of DeLorean Motor Co., and in turn of its subsidiaries, DeLorean Motor Cars, Ltd., which builds DeLorean sports cars in Northern Ireland, and Composite Technology Corp., which is developing the Elastic Reservoir Molding process.

The prospectus, like others DeLorean has used to generate capital through startup companies, carried the obligatory warning that "investment in the common stock involves a high degree of risk and should be considered only by those who can afford a total loss of their investment."

Bache Halsey Stuart Shields, Inc., is listed as the underwriters.

The current restructuring of the DeLorean empire seems to have two basic effects. First, it takes a rather complex structure and imposes another level of complexity (See AUTOMOTIVE NEWS, Feb. 5, 1979).

Secondly, the restructuring pushes a more consolidated control — financial and organizational—up the organization chart and under the aegis of the holding company.

As part of the restructuring, DeLorean Holding will acquire 9.95 million of the 10.0 million DeLorean Motor Co. shares held by DeLorean Mfg. Co., formerly John Z. DeLorean Corp., in exchange for 9.95 million shares of DeLorean Holding shares.

The holding company also will acquire at least 85 percent of the outstanding 1.4 million common shares held by car dealers and the additional 2 million common and 99,995 shares of $8 cumulative convertible preferred stock outstanding.

The third step of the restructuring is for the Northern Ireland Development Agency, which contributed $36.3 million to the project, to exchange 10 percent of its Class A preferred stock in DeLorean Motor Cars, Ltd., for 700,000 shares of DeLorean Holding common stock and convert its option to acquire DeLorean Motor Co. stock for an option to acquire DeLorean Holding stock.

The final step is to acquire 85 percent of the DeLorean Research, Ltd., partnership for up to 2.7 million shares and $17.25 million. DRLP contributes $15.5 million to the venture and currently holds rights to the sportscar and the ERM process. Under the terms of the agreement, the company must pay certain royalties to the partnership.

Sorting out the various new relationships, the result is that John Z. DeLorean will own 100 percent of CRISTINA, a Nevada corporation. CRISTINA owns 100 percent of DeLorean Mfg. Corp., formerly John Z. DeLorean Corp., which will own 49 to 51 percent of the new DeLorean Motors Holding Co., which will own DeLorean Motor Co. and its subsidiaries. If all options are realized, John DeLorean will own 49 percent of the venture.

Also disclosed in the prospectus were salaries for the five top-paid company executives during the fiscal year ended Nov. 30, 1980.

Eugene A. Cafiero, DeLorean Motor Co. president was paid $375,000. Thomas W. Kimmerly, executive vice president, $133,509. Charles K. Bennington, former managing director of DeLorean Motor Cars, Ltd., was paid $218,877. C. Richard Brown, vice president, was paid $172,038. Pursuant to an employment consulting contract, DeLorean Mfg. was paid $443,555 for the services of John Z. DeLorean.

The company said $20 million of the anticipated $28.125 million offering will be used for capital projects like developmental work on the sedan; $3.1 million would be used as part of a scheduled payment to the partnership and $2.4 million will be used to pay certain restructuring process fees.

Only 60 for sale in U. S.

Aston Martin's Sport Coupe, the company's first new car in the U. S. in more than two years, is based on the V-8 Coupe but has a new rear-end treatment, revised bumpers and a new hood. Power is provided by a 5.4-liter aluminum V-8 with four overhead camshafts and four twin-barrel carburetors. The interior combines leather and wool pile carpeting with burled walnut trim. The Aston Martin lineup ranges in price from $95,000 to $116,000. The new coupe, either as convertible or hardtop, will be imported in numbers totaling only 60 in 1981.

Grant from GM

EDMONTON, Alta. — General Motors has awarded a $15,000 grant to the University of Alberta to conduct analytical studies of acoustic absorption in vehicle interiors.

Cross-suits settled; Series III debut advanced

Clenet teeters on legal tightrope

By Kathleen Hamilton
News Editor

The two stockholders of Clenet Coachworks have reached a settlement on lawsuits they had brought against each other, thereby avoiding Chapter 11 reorganization and providing funding for the launch of the Series III 1930s-styled luxury roadster.

The negotiated settlement calls for an increased share of the company for the minor stockholder, S. Prestley Blake, who made his millions as one of the founding brothers of the Friendly Ice Cream Corp. chain of restaurants. His son, Ben, is his partner in the Clenet venture.

Their share was increased from 25 percent of the stock to 49 percent, the result of the capitalization of "a very substantial amount" of the short-term loans Blake had made to Clenet.

Alain Clenet, major shareholder in the privately-held firm which bears his name, said the agreement will provide sufficient funds for the production of the Series III, and he will not seek an additional investor in the immediate future.

The core of the dispute between the partners differs according to who is telling the story. A representative for Blake claimed it centered on Clenet's failure to pay interest on the notes Blake held, and Clenet's failure to pay any rent on the new, $4.5 million assembly plant in Goleta, Calif.

Clenet's representatives claimed Blake was trying to seize control of the operation by calling all his investments in just as the company was tooling up for its new line.

Blake had reneged on his agreement to bankroll the operation, they said. And they disputed Blake's claim to full ownership of the assembly plant, even though Blake held title to the land.

The out-of-court settlement spells out terms—"favorable to the company" — of a 29-year lease for the plant, according to Clenet corporate attorney Anthony Romasanta.

Alain Clenet said both parties have agreed to drop their litigation.

This puts an end to the court-ordered attachment of more than $1.66 million worth of Clenet assets as security for loans and a payment of $290,000 to Volkswagen which Blake made for the firm.

Clenet representatives said the firm had gone so far as to draw up Chapter 11 papers and was prepared to file for reorganization in U. S. Bankruptcy Court in an attempt to keep Blake from seizing the assets.

Alain Clenet said the negotiated settlement will void the possibility of Chapter 11 proceedings.

Still, court documents show the company's financial picture as far less shiny than Clenet officials have portrayed to the press. For example, The Santa Barbara News-Press reported Aug. 8 that the presiding judge in the case, Patrick McMahon, found the company was in trouble in 1980. July, 1980, assets were put at $2.1 million, outstanding loans at $1.15 million, and stockholders' equity at a negative $13,000.

In November, 1980, Blake provided $1 million so the company could meet its monthly payroll, according to Blake's attorney, Chuck Bargiel. It was the last loan Blake made to the company.

Court documents filed by Bargiel put Blake's total investment in the firm at $5 million over 1½ years, although a source close to Blake put the total at $7½ million.

A spokesman for Blake said he had received no interest during 1½ years on loans of $2.5 million, and had received no rent in the 11½ months since

Continued on Page 53, Col. 1

Sales increases reported by all domestic makers

By Jenny L. King
Staff Writer

Domestic new-car sales took a definite turn for the better in early August, with all U. S. makers reporting retail increases. Sales totaled 154,572, up 31.00 percent from the year-ago 117,996, as incentives, special interest rates and customer rebates began to take effect.

General Motors led the advance with a 33.86-percent improvement. Its five divisions turned in 100,811 sales compared with 75,310 in 1980. Ford Motor Co. reported an increase of 24.75 percent, going to 30,036 from 24,076.

Chrysler Corp. sales numbered 17,009, up 24.32 percent from 13,682 last year. Volkswagen of America retailed 2,816 new Rabbits, up 3.23 percent from 2,728, while estimated sales of American Motors passenger cars totaled 3,900, up 77.27 percent from 2,200.

GM increased its share of the domestic market to 65.22 percent from 63.82 percent last year. Ford saw its segment shaved to 19.43 percent from 20.41 percent. Chrysler slipped to 11.01 percent from 11.60 percent. AMC's estimated share was 2.52 percent, up from 1.86 percent, and VWoA dropped back to 1.82 percent from 2.31 percent.

Every make except Chrysler showed a sales gain Aug. 1-10. Mercury was up 56.58 percent; Oldsmobile was up 56.52 percent; Plymouth was up 39.38 percent; Pontiac was up 37.23 percent, and Dodge was up 36.32 percent.

Buick sales were up 35.02 percent; Chevrolet was up 25.00 percent; Ford was up 16.95 percent; Lincoln was up 9.01 percent, and Cadillac was up 5.75 percent.

DOMESTIC SALES

	Aug. 1-10, 1981	Aug. 1-10, 1980
AMERICAN MTRS.	3,900†	2,200†
Chrysler	1,536	2,526
Imperial	92	....
Plymouth	7,904	5,671
Dodge	7,477	5,485
CHRYSLER CORP.	17,009	13,682
Ford	21,133	18,070
Mercury	7,754	4,952
Lincoln	1,149	1,054
FORD MOTOR	30,036	24,076
Buick	18,250	13,517
Cadillac	4,343	4,107
Chevrolet	38,852	31,082
Oldsmobile	23,188	14,815
Pontiac	16,178	11,789
GENERAL MTRS.	100,811	75,310
VOLKSWAGEN	2,816	2,728
INDUSTRY TOTAL	154,572	117,996

† Estimate

Oldsmobile for Cody

COLUMBUS, Ga. — Bill Cody has opened Royal Oldsmobile here. Cody was an All-American linebacker at Auburn University in 1965 and played professional football with the Detroit Lions, New Orleans Saints and Philadelphia Eagles.

EPA considers a formula to adjust mileage numbers

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The advertised mileage of new cars may be closer to reality in the years ahead if EPA goes ahead with a plan it has under consideration to adjust these numbers, based on actual road experience.

Mileage claims have long been a sore point with the agency and consumers alike because experience has shown that few if any motorists are able to achieve them in actual use.

The EPA, which tests for mileage under very special procedures, warns car buyers in its mileage booklets that the numbers listed may not necessarily be the mileage the buyer will achieve and that they should be used for comparative purposes only, but complaints still pile in.

Hoping to rectify that situation, the agency early on went from reporting both a city driving MPG estimate and a highway driving MPG estimate to reporting only a city driving MPG estimate. It found however, that even this number, while more accurate, was not infallible and of limited use.

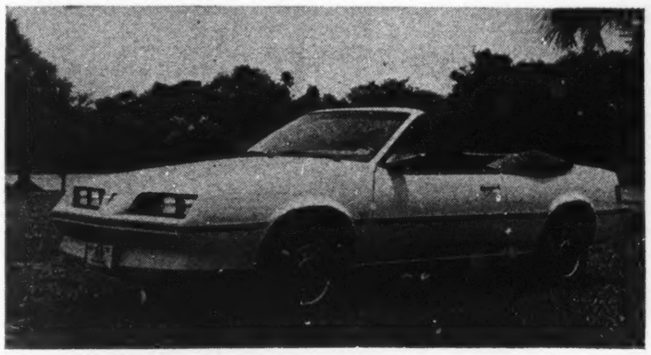
Now the agency has under consideration what it hopes will be the final answer to this problem, the application of road adjustment factors in the range of 0.8 to 0.9 to compensate for the normal 10-to-20-percent mileage shortfall in EPA estimated fuel economy.

According to studies done by the agency, application of the road adjustment factors would make the city driving number accurate within plus or minus 2 MPG for 70 percent of the city driving population.

EPA says 33 percent city driving MPG experience now falls more than 2 MPG below the EPA city value.

In highway driving conditions, application of the adjustment factors would make the EPA highway number accurate for more than 60 percent of all drivers, whereas no more than 3 percent now achieve a highway mileage figure within 2 MPG of what the EPA says the vehicle should achieve.

EPA expects to reevaluate the road adjustment factors on a yearly basis, given that new technology is always being developed and that the adjustment factor should recognize this.



J2000 loses its top

A convertible conversion for the Pontiac J2000 has been designed by Coach Builders Limited, Inc., Ft. Lauderdale, Fla., and is now in production. The conversion features reinforced body, padded roof, safety glass in rear and side quarter windows and CBL's special top system. CBL-designed Pontiac J2000 convertibles also are available from Armbruster/Stageway, Inc., Fort Smith, Ark., and from Compliment in Camanche, Ia.

Three-wheel minicar Cub to reach market this fall

A three-wheel minicar with room for two people and several parcels and which gets from 60 to 80 MPG will be produced by Convenient Machines, Inc., a New York corporation, beginning this fall.

The diminutive commuter car, called the Cub is the brain child of Richard Arbib, whose futuristic Time & Space car created a sensation back in 1956 at the International New York Automobile Show.

Convenient Machines, Inc., is involved in a $76-million coventure with the Sui Tong Corp., a Taiwan-based operation which encompasses seven sister companies, according to Sam Mizrahi, president of Convenient Machines.

"We hope to produce 10,000 Cubs our first year," he said. "They will begin arriving in the U. S. around the first of December."

The Cub, because it has three wheels, is classified as a motorcycle, he said. "It has passed all government safety requirements," he said.

Power is provided by a 300cc Honda-built engine.

"We recently sent letters about the Cub to new-car dealers in several East Coast states and had 400 replies. About three dozen already have signed up to sell them," he said.

Convenient Machines commissioned Arbib to design a small economy car. The resulting 91-inch, 600-pound Cub features an aerodynamic high-strength fiberglass body and welded steel frame with built-in roll bar.

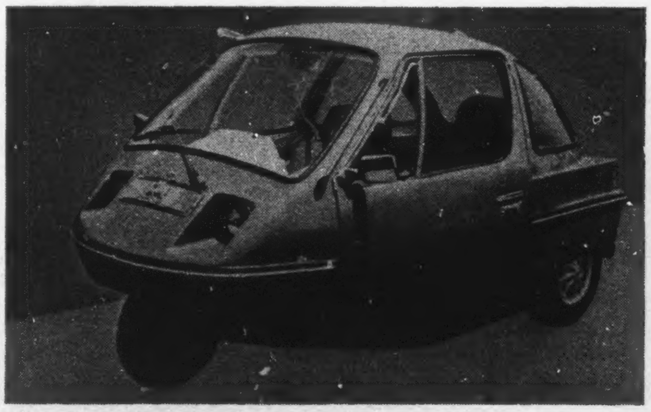
A four-cycle gas engine and two-speed automatic transmission, electronic ignition and rack-and-pinion steering are standard. Full-size doors make entrance and exit comfortable.

• The three-wheeler, with a pricetag of $3,945, has a lockable hatchback at the rear, fully operable windows and vents, vinyl and woven fabric interior, plus carpeting in the passenger area. Cargo capacity is 8 cubic feet.

The instrument console features a tachometer, speedometer, fuel and amp gauges. An optional hi-fi AM-FM stereo radio and tape deck system with twin speakers can be ordered.

Exterior features include a full perimeter neoprene bumper, two-speed windshield wiper, dual sealed-beam headlamps and three-stage taillights. The Cub is available in six colors.

Convenient Machines, Inc., intends the mini car to be used primarily for in-town and short distance traveling, like home-to-work trips, for shopping and errands. The company claims its product has pickup and passing speed acceleration that are more than adequate for normal traffic flow.



Three-wheel wonder

Designed to carry two commuters in comfort, the three-wheel Cub, from Convenient Machines, Inc., New York, features a lockable hatchback covering eight cubic feet of cargo space. With a pricetag of $3,945, the mini car will go into production this fall, with units available through dealers by the end of the year.

All the luxuries of home

Two 60-by-90-inch walk-in sleepers have been introduced by Marmon Motor Co. for its conventional trucks. The raised-roof design improves aerodynamics and provides stand-up room for persons up to 6 feet 4 inches. Options include two built-in cabinets, air conditioning, color television, stereo, AM/FM radio and tape player, microwave oven, toilet and closet space.

truck industry news

Totals off sharply in all market segments

July sales down 18.2 pct. from 1980

Retail sales of new trucks of all types in the U. S. in July dropped 18.2 percent below the year-earlier total, and the seven-month count was off 11.6 percent, according to preliminary reports.

During the month, franchised dealers and factory outlets retailed an estimated 191,066 units, compared with 233,681 in July, 1980. The seven-month total of 1,389,905 units was off 11.6 percent from last year's 1,572,881. Estimates include sales of the non-captive Japanese compact pickup trucks.

In July, sales were down significantly from a year ago in all three market segments, with heavy trucks hurting the most from a percentage standpoint.

Light-truck sales totaled 169,617 units, a decline of 19 percent from last year's 209,270. Mediums were down 15.7 percent, from 8,999 a year ago to 7,590, while the heavies were off 20.4 percent to 13,859 units, compared with 17,412 in 1980.

Going into August, the number of unsold trucks in retailers' inventories was about 1,000 units fewer than at the same time last year.

The Motor Vehicle Manufacturers Assn. reported that inventories totaled 550,123 units at the end of July, compared with 551,352 in 1980.

Light-truck stocks were up 5 percent, from 464,469 vehicles in 1980 to 487,872 on Aug. 1. Mediums totaled 23,114, down 30.7 percent from last year's 33,404. Heavies were off 26.9 percent, from 53,479 a year ago to 39,107.

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Sales of compact pickup trucks in July dropped 20.5 percent below the year-ago total, with declines for both captives and non-captive imported nameplates.

During the month, dealers retailed 38,370 units, compared with 48,276 last year. Sales of the captives totaled 10,957 units, down 42.8 percent from the

Continued on Page 22, Col. 3

V-6 now standard in F-100

Ranger's base engine a 2-liter 4 from Brazil

By Jack Walsh
Truck Editor

A new 3.8-liter V-6 engine will be the standard power plant in Ford's F-100 full-size pickup trucks for 1982, while a modified 2-liter, four-cylinder unit built in Brazil will be the base engine in the all-new Ranger compact pickup.

The optional power plant in the Ranger, which will be introduced next March as a 1983 model, will be a 2.3-liter, four-cylinder unit produced at Ford's Lima (O.) engine plant.

In the F-100 models, the 4.9-liter I-6 will remain the base engine in California and will be an option elsewhere.

A four-speed manual transmission from Japan's Toyo Koygo, which builds the Courier, will be the standard transmission in the Ranger. A three-speed automatic and a five-speed manual, also from Toyo Koygo, will be optional.

The new SelectShift automatic transmission with locking torque converter that increases fuel economy by reducing slippage will be available with the 3.8-liter V-6 and 4.2-liter V-8 engines in the full-size F-Series trucks.

The F-Series engine lineup also will include the 5.0, 5.8 and 6.6-liter V-8s.

• Also new for 1982 will be a specially equipped short-wheel-base Styleside F-100 with a mileage rating which Ford expects to exceed the fuel-economy label leader (21 MPG) among its 1981 pickups.

The F-100 mileage leader, which has a restricted option list, will have the 4.9-liter I-6, a four-speed manual overdrive transmission, 2.47 axle ratio and a front spoiler.

Among the major functional improvements is a stamped front axle with camber adjustability, standard on the Ranger, F-100 and F-150 models.

Trim levels on F-Series trucks have been redesignated. They now are standard, XL, XLT Lariat and XLS models. All models will have a new grille

Continued on Page 40, Col. 5

Top speakers slated at Truck Symposium

TEANECK, N,J, — Sixteen leaders from industry and academia will discuss the global status and future of heavy-duty trucking Sept. 24-26 at the 1981 World Truck Symposium & Exposition at Cobo Hall in Detroit.

The combined symposium-exposition, designed to focus on the international challenges and opportunities confronting the industry in the decade ahead, is co-sponsored by the Motor & Equipment Manufacturers Assn. and the American Trucking Assn.'s Maintenance Council.

The admission-free exposition will feature the latest products and services by hundreds of vehicle, component, accessory and equipment manufacturers, and related firms. Hours of the exposition will be noon to 5:30 daily.

The symposium will consist of a daily general session from 9 a.m. to noon. Each session will be devoted to a specific theme.

Each afternoon, two executive forums, which are extensions of the general sessions, will be held from 1:30 to 3 p.m. and 3:30 to 5 p.m. Six major topics will be discussed at the forums: Fuel, world highways, maintenance, capital management, human resources and trucking's image.

• Following are the daily symposium times, speakers and the executive forum topics:

Thursday, Sept. 24: General session theme: The Economics of the Trucking Industry. Speakers — M. Anthony Burns, president, Ryder System, Inc; Dr. William K. Hall, professor, Uni-

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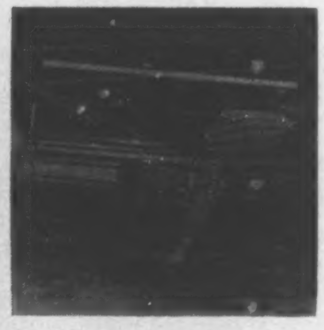

Swingout spare

The "E-Z Spare" swingout tire carrier holds the tire in a steel cradle which is connected by a swiveling arm to a cranking mechanism mounted to the frame of pickup trucks, according to Cook's, Inc., Algona, Ia., U. S. distributor. The carrier is designed to fit most domestic and imported pickups.

More robots and new design strategy to aid S-truck assembly

Quality factored into new GM plant

PONTIAC. — At GMC's S-truck plant here — one of three General Motors plants building the first GM domestic compact pickup — product quality is the No. 1 priority.

Containing nearly 1.4 million square feet of work space, the facility includes a body shop, paint and final assembly line. Ultimately, the S-truck will be built on two shifts here, employing about 1,700 workers.

The unique net design of the S-truck, combined with a high degree of welding automation, will help assure that the S-truck will be a quality-built vehicle, according to Robert W. Truxell, GMC general manager.

"The net-design concept allows parts to mate together the same way each time with no tolerance buildup," he said. "Each part contains gauge holes that will line up accurately and consistently during the assembly process."

Common clamping points are designed right into the parts to mate exactly with the clamping fixtures used during assembly for joining sheet metal to insure good fits in the final product.

• In the body shop, 23 robots and 12 automated welders perform 87 percent of the total required welds to the pickup cab and box. Tabs and slots are used for precision pre-assembly of the pickup box, and the box's welded construction is fully automated to help insure quality net design.

All automated welding machines and robots have their own programmable logic controller (PLC) for smooth product flow and to help reduce machine downtown.

The entire body shop will be monitored by computer to alert maintenance personnel immediately of machine problems, Truxell said.

A central equipment-monitoring computer is being connected to each piece of equipment. The programs that run the robots and welding machines will be stored in each PLC control memory as well as the central computer.

If the individual programmer control should "forget" what to do, Truxell explained, the central computer can reprogram the welding machine or robot to refresh its memory, thus

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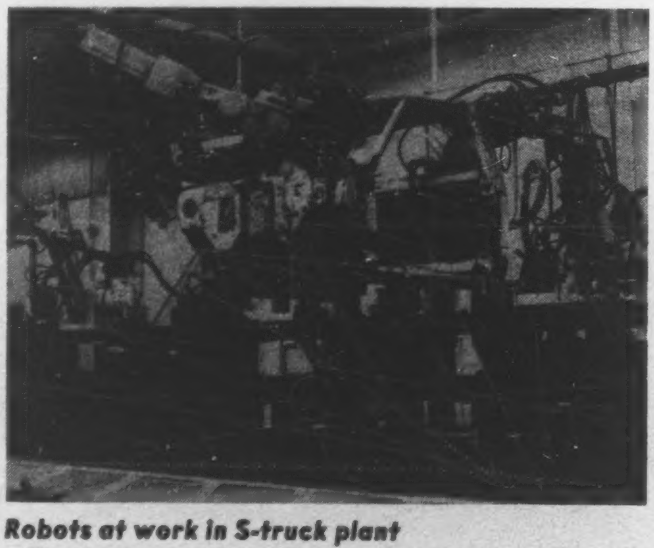

Robots at work in S-truck plant

These are some of the 23 robots at the GMC S-truck plant body shop in Pontiac, which, along with 12 automated welders, perform 87 percent of the required welds to the all-new compact pickup's cab and box.

Volvo unit seeks $1 million bond for White branch

BALTIMORE. — Volvo White Corp., a subsidiary set up by AB Volvo of Sweden to run White's heavy-truck business, has asked Baltimore County to issue a $1 million industrial revenue bond for the operation of a White sales and service branch near Dundalk.

In exchange for the proposed bond, the company said it would retain all 24 hourly workers at the White facility.

A county spokesman noted that requests for industrial bonds are fairly common when new industry moves into an area because they enable a firm to reduce its borrowing costs by taking advantage of local government powers to off tax exemptions and low interest rates.

The Swedish truck builder's offer to buy White Motor Corp.'s truck - manufacturing business for about $75 million, is awaiting approval by the U. S. Bankruptcy Court. Hearings on the proposal are scheduled this week in Cleveland.

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Automotive News

All market segments decline

July truck sales drop 18 pct. below '80 level

Continued from Page 10

year-earlier 19,167. The non-captives were off 5.6 percent, from 26,438 to 24,966.

For the first seven months, compact sales declined 8.6 percent from a year ago, 290,743 units versus 318,017.

Seven-month sales of the non-captives, however, showed a small gain over a year ago. They were 1.1 percent higher, from 162,453 in 1980 to 164,215.

The captives' total through July was 106,180 units, a decline of 24.1 percent from the year-earlier 139,804.

The captives are the Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow. Non-Captives include Toyota, Datsun, Mazda and Isuzu.

Retail sales by Big Three dealers and factory outlets in July dropped 20.4 percent from the previous year, 145,973 units versus 183,272. The seven-month count was off 13.8 percent, from 1,264,268 a year ago to 1,089,514.

• During the month, Ford boosted its lead over Chevrolet by almost 6,000 units, and its margin at the end of seven months grew to slightly more than 21,000.

Ford dealers sold 60,774 trucks in July, down 20.1 percent from last year's 76,083. The total included 4,696 compact Courier pickups, compared with 6,716 in 1980.

The seven-month count was 442,649 units, a decline of 10.6 percent from the year-earlier 495,062. Through July, dealers retailed 39,350 Couriers, compared with 46,793 a year ago.

Chevrolet reported that its dealers sold 54,865 vehicles during the month, a drop of 13.1 percent below last year's 63,125. The count included 3,936 compact LUV pickups, versus 6,581 in 1980.

Through July, Chevrolet sales totaled 421,399 units, a decrease of 13.2 percent from the previous year's 485,550. The LUV count dropped from 54,302 units a year ago to 43,340.

Chrysler-Plymouth and Dodge dealers retailed 16,070 trucks in July, off 35.2 percent from last year's 24,782. The seven-month total of 117,374 vehicles was down 27.3 percent from the 161,413 sold in 1980

• July sales of the Dodge Ram 50 compact pickup totaled 1,755 units, down substantially from the year-ago 4,246. The seven-month count dropped from 26,634 a year ago to 17,601.

Sales of the Plymouth Arrow compact pickup also were off dramatically for the month and January-July period. In July, only 570 units were sold, compared with 1,625 a year ago. The seven-month total was off from 12,075 to 5,889.

GMC dealers and factory outlets retailed 14,264 trucks during the month, a decline of 26 percent from the year-earlier 19,282. Through July, the total was 108,092, off 11.6 percent from the 122,243 sold in the same period in 1980.

Sales of four-wheel-drive Jeep vehicles were down for both the month and calendar year. July sales totaled 6,658 units, off 15.5 percent from the year-ago 7,882. Seven-month deliveries dropped 24.1 percent, from 49,444 units to 37,510.

For the first time this year, monthly sales of Volkswagen compact pickups failed to exceed the count for the year-earlier period.

In July, 2,447 units were retailed, a decline of 8.4 percent from the 2,671 sold in July a year ago. The seven-month count, however, was 29.1 percent higher than last year, 20,348 units versus 15,760.

Dealers sold 279 Mercedes medium and light-heavy trucks during the month, a decline of 16.2 percent from the year-earlier 333 units. Through July, the count was 2,110, off 5 percent from the 2,220 sold in the same period in 1980.

Toyota dealers retailed 12,501 compact pickups in July, a decline of 13 percent from last year's 14,365 units. The seven-month total was down 7.5 percent, from 86,467 a year ago to 79,948.

Sales of the Datsun compacts were off in July but up slightly for the seven months. July deliveries totaled 9,602 units, down 14.8 percent from the year-ago 11,271. Through July, the count was 70,889, compared with 70,546 in 1980.

Dramatic increases for both the month and the January-July period were reported for Mazda. Dealers sold 1,420 pickups in July, up 77.1 percent over last year's 802, and 9,559 units through July, a gain of 75.3 percent over the year-earlier 5,440.

Sales of the compact Isuzu pickups, which were not introduced until the second quarter, totaled 1,443 units in July, bringing the year-to-date count to 3,819.

Big Three July, year-to-date truck sales

	July		Year to date	
	1981	1980	1981	1980
Ford				
Vans	11,002	8,079	64,555	63,952
Club Wagon	1,870	1,909	15,304	15,659
Courier	4,696	6,716	39,350	46,793
Bronco	3,062	5,394	20,243	26,339
Conventional Pickups	34,206	47,083	272,061	299,204
Mediums	Not available			
Heavies	Not available			
Chevrolet				
Vans	8,238	7,454	54,102	57,793
Sportvan	1,192	1,693	8,730	11,486
LUV	3,936	6,581	43,340	54,302
El Camino	2,893	3,644	20,862	25,051
Blazer	1,963	2,404	13,231	13,982
Suburban	1,945	2,544	13,217	14,910
Conventional Pickups	32,647	35,978	253,902	282,866
Mediums	2,030	2,626	13,938	18,683
Heavies	21	201	77	1,477
Chrysler				
Vans	5,096	7,339	30,193	44,492
Voyager	372	749	3,061	4,476
Ram Wagon	1,888	2,239	12,549	14,509
Arrow	570	1,624	5,889	12,075
Ram D-50	1,755	4,246	17,601	26,634
Trail Duster	91	198	1,037	2,292
Ramcharger	429	459	3,218	5,052
Conventional Pickups	5,869	7,928	43,826	51,883
GMC				
Vans	2,274	2,114	14,373	14,604
Caballero	306	446	2,760	2,749
Jimmy	445	651	2,896	3,943
Suburban	496	615	2,935	3,073
Conventional Pickups	7,763	10,023	62,555	66,245
P models	261	365	2,168	2,526
Mediums	1,778	2,724	12,529	16,164
Heavies	941	2,344	7,876	12,939

Peugeot adds 2 dealers

LYNDHURST, N. J. — Peugeot has added two dealers. They are Steve Hull Ford, Wichita, headed by Stephen L. Hull, and Bob Dance Dodge, Longwood, Fla., owned by Robert M. Dance.

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Automotive News EXTRA
AUGUST 17, 1981

MARKETING '82

Domestics up ante for ad spending

By Joseph Bohn
Marketing Editor

The domestic car companies, with the exception of General Motors, upped the ante on advertising in 1980 with expenditures of nearly $800 million.

Special circumstances called for big spending, particularly at Ford Motor and Chrysler Corp.

Chrysler Chairman Lee Iacocca's TV appearances to build confidence in his struggling company cost nearly $40 million, swelling Chrysler's total expenses by 27.44 percent over the previous year.

Meanwhile, both Ford and Chrysler were spending heavily to introduce new models, promote rebate campaigns which ran in tandem with regular product pitches, and fight off soaring import penetration as well as a generally flat sales market.

General Motors, however, shaved advertising costs, partially because several divisions, including Chevrolet, Pontiac and Cadillac, saved part of their normal fall funds for the splashy spring effort on behalf of the J-cars, reported to have cost about $50 million.

The 1981 J-car effort, coupled with introductions of new models this fall, should swell GM's budget sharply this calendar year, when the final tally is made.

Overall, domestic car firms spent $791,751,000 in advertising and promotion last year, according to Advertising Age, up sharply from the $701,002,600 of the previous year.

Tops in terms of increases was Ford whose $279,832,100 outlay was up 30.15 percent from $215,000,000 in 1979. Ford accounted for 35.34 percent of domestic spending compared with 30.67 percent the previous year.

Chrysler's expenditures shot up 27.44 percent, reaching $150,-

Continued on Page E-30

INSIDE MARKETING '82

View from the top E-2
GM's Burger E-4
Ford's Benton E-4
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Import ad spending E-30

Lincoln-Mercury's downsized 1982 Continental will be positioned as the ultimate in contemporary status symbols and "the most unconventional Continental in 40 years."

Luxury gets a lift at L-M

By Joseph Bohn
Marketing Editor

The stylized touch of Lincoln-Mercury's advertising continues this fall, with ads aimed at promoting the image of fuel-efficient, well-crafted and highly contemporary cars.

Notably new is a special Lynx effort in women's publications, a special Capri and LN7 push in college publications and new dealer association ads, different from the factory's and geared to the local level hard sell.

Generally, L-M will put most of its effort on luxury cars, particularly Continental, at one end of the market and small cars on the other, with lesser emphasis in the fourth quarter on Zephyr, Cougar and XR-7.

Dealer groups that have a good market for these cars can heavy up advertising on them, with specially created ads, and there are special spots for Lynx, Capri, Marquis and Lincoln Town Car, as well.

As Ad Manager John Vanderzee noted, the division's budget is only so big, and it now has 10 lines of cars to market. Therefore, associations are being counted on to carry some of the load.

Overall, L-Ms budget is about even with last year's, with two-thirds in TV, about one-third in magazine. There is no radio, and some Wall Street Journal newspaper.

Some money has been diverted from advertising into heavier merchandising and public relations on the Continental. It will be displayed at airports, at the American Realtor's convention, in fashion shows (Saks, I. Magnum), tied into designer Givenchy's fall line and appear in opera brochures.

Small cars

The Lynx cat is still trotting through a surrealistic desert setting this fall, its "search for quality" leading it to a "new kind of American car . . . built to give . . . more than just exceptional fuel economy."

The new five-door Lynx,

Continued on Page E-32

Cadillac seeks new buyers

By Joseph Bohn
Marketing Editor

Cadillac Division, seeking to broaden its appeal, particularly among young professionals, is making a bigger TV pitch this fall.

"We're fishing in a bigger pond," said Richard Welday, national merchandising manager.

Cimarron, as the big drawing card, will get disproportionately heavy advertising support, Welday confirmed, as Cadillac seeks to capitalize on its traffic-building success.

Even with its push for new buyers, the division will continue to tout its heritage and address buyers "who have been brought into our showrooms and ownership of our cars . . . over the years" with the overall '82 theme, "Best of all . . . It's a Cadillac," Welday said.

As part of its "dramatic" shift into TV, Cadillac will devote 64 percent of the fall budget to programs like "20/20," AMC's "Nightline," NFL Football and five-day-a-week early and late news broadcasting, compared with 50 percent TV last fall.

The NFL Football sponsorship begins in late September and continues right through fall into the playoffs and the Super Bowl.

With its budget up only marginally to offset inflation, Cadillac shifted money out of magazines to pay for the TV. It will use about 16 publications to introduce its regular Eldorado, deVille and Seville lines, down from 30 last fall. These overlap somewhat with the same 15-magazine schedule on Cimarron, first used to introduce that car, being used again.

Cimarron will have its own TV commercial, heavily oriented toward performance in the mode of BMW.

The car line itself will continue to be refined throughout '82, with running modifications based on results of consumer clinic tests of its strengths and weaknesses.

The first conspicuous change will be the introduction of a

Continued on Page E-28

Pentastar image rises at Chrysler

By Joseph Bohn
Marketing Editor

HIGHLAND PARK, Mich. — More corporate identity and greater brand awareness are Chrysler's goals for '82, although company merchandising and advertising appear to be taking separate routes to achieve them.

On one hand, K-labels are physically coming off Aries and Reliant. Even the Aries and Reliant name insignia is being removed from the sides of those cars, although it will still be featured in back.

Where the K-label was once prominent on the rear right side, Chrysler is substituting a mammoth colored Pentastar to draw attention to corporate identity, as the cars move down the road. (Other Dodge and Plymouth models will feature the Pentastar, as well.)

On the other hand, Chrysler's advertising agency appears to be intent on retaining "K" as a reference in some '82 ads.

Some at Chrysler felt that if the K-label had attained a good reputation and lots of public awareness, why drop it? And if "K" is good, what's wrong with a Super K?

But top officials apparently are afraid to have the K-label rub off on the new Dodge 400 and Chrysler LeBaron, which they are anxious to present as all-new '82 models, the "first front-wheel-drive, mid-size cars" in their class.

So, after a hundred million dollars of publicity, "K" appears to be destined for obscurity, although it will hang on for a time.

• Overall, Chrysler is returning to a more normal ad format this fall. No one set of cars will dominate advertising, the way Aries and Reliant did last fall, and media has been restored to a more balanced mix.

Instead of TV grabbing 85-90 percent of the budget, there will be about 60 percent TV, 25 percent magazine, 10 percent newspaper and 5 percent radio in the schedule, according to Chrysler advertising sources. (This mix does not include dealer co-op funds.)

Ad dollars also have been redistributed to give imports and trucks a fair share, rather than putting all the money into domestic cars, as happened last year during Chrysler's fight for survival.

Chrysler's recent creation of separate Import Sales Operations and Truck Sales Operations staffs, each with its own group of 100 people and separate marketing budgets, guar-

Continued on Page E-28

Domestics

Continued from Page E-1

FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	1980 Total	1979 Total
Buick	$ 9,763.1	$ 4,584.7	$ 15,648.5	$ 3,232.9	$ 853.8	1,222.1	271.4	....	35,576.5	48,350.1
Cadillac	3,811.3	3,851.8	2,421.2	3,238.3	420.6	450.2	....	....	14,193.4	18,035.1
Chev. Car & Truck	20,309.3	16,404.6	55,161.0	3,162.4	371.9	25,727.5	6,848.8	....	127,985.5	148,363.6
Oldsmobile	10,180.8	9,356.3	10,456.5	2,679.1	836.6	1,865.2	74.6	....	35,449.1	42,713.5
Pontiac	7,831.4	4,907.8	13,833.5	5,166.2	....	1,415.0	53.1	....	33,207.0	46,364.9
GMC	208.8	2,615.4	....	.3	62.2	321.7	166.0	....	3,374.4	3,307.1
TOTAL GM*	52,104.7	41,720.6	97,520.7	17,479.2	2,545.1	31,001.7	7,413.9	....	249,785.9	307,134.4
Ford Car & Truck	7,374.4	26,145.6	84,722.8	19,747.2	3,747.3	7,71[illegible]6	....	39,092.0	188,539.9	148,901.3
Lincoln-Mercury	3,586.0	12,714.0	40,978.6	9,551.3	1,824.9	3,729.4	....	18,908.0	91,292.2	66,098.7
TOTAL FORD	10,960.4	38,859.6	125,701.4	29,298.5	5,572.2	11,440.0	....	58,000.0	279,832.1	215,000.0
Chrysler-Plymouth	1,900.0	9,000.0	30,000.0	3,500.0	300.0	5,500.0	400.0	3,700.0	54,300.0	57,590.0
Dodge Car & Truck	1,290.0	8,630.0	30,550.0	4,800.0	308.0	5,700.0	481.0	4,511.0	56,200.0	50,746.0
Corporate	3,800.0	6,300.0	19,150.0	1,400.0	450.0	7,900.0	40.0	760.0	39,800.0	9,660.0
TOTAL CHRYSLER	6,990.0	23,930.0	79,700.0	9,700.0	1,058.0	19,100.0	921.0	8,971.0	150,370.0	117,996.0
AMC	2,748.7	9,824.9	17,733.9	15,233.9	....	....	7.3	....	45,548.9	44,611.6
INDUSTRY TOTAL	72,804.0	114,335.1	320,656.0	71,711.6	9,175.3	61,541.7	8,342.2	66,971.0	725,536.9	684,752.0

*—GM's total expenditures in 1980 were $316,000,000, according to Advertising Age, down 2.29 percent from $323,395,900 the previous year. However, these included component divisions and other expenditures.

"Unmeasured" includes dealer association funds for Ford and Lincoln-Mercury, as well as other expenditures like sales promotion. In the case of Chrysler-Plymouth and Dodge, unmeasured refers solely to dealer association funds.

Source: Advertising Age

370,000 from $117,996,000 in 1979. Chrysler accounted for 19.00 percent of domestic industry spending compared with 16.84 percent in 1979.

American Motors, with a bigger job to do as it launched new cars like the R-18, increased its spending to $45,548,900 from $44,611,600 the previous year. It accounted for 5.75 percent of expenditures against 6.38 percent the previous year.

Down overall was GM, which spent $316,000,000 against $322,-395,000 in 1979. Although only off 2.29 percent in actual spending, the corporation's cutback was much larger when inflation is factored in. GM would have had to increase its budget by over 10 percent just to maintain the same volume as the previous year.

Withal, GM accounted for 39.91 percent of the dollars spent by Detroit, compared with 46.13 percent in 1979.

General Motors

GM's six car and truck divisions spent $249,785,900 on advertising and promotion in 1980, according to Advertising Age, down sharply from $307,134,400 the previous year.

Chevrolet spent $127,985,500 on car and truck ads, down from $148,363,600 in 1979.

Buick spent $35,576,500, down from $48,350,100.

Oldsmobile spent $35,449,100, down from $42,713,500.

Pontiac spent $33,207,000, down from $46,364,900.

Cadillac spent $14,193,400, down from $18,035,100.

Among the various media used, network TV was still far and away the most popular for the six divisions. Network TV took $97,520,700 of the divisions' budgets, a decline from $112,-246,700 in 1979.

Newspapers as a category were also off, slipping to $52,-104,700 from $68,760,700 in 1979.

Magazines commanded $41,-720,600 compared with $65,165,-100 in 1979.

Spot radio showed an increase, however, jumping to $31,001,700 from $23,938,800.

Spot TV fell sharply to $17,-479,200 from $28,068,100 in 1979.

Outdoor advertising was the only other media to show an increase, rising to $7,413,900 from $3,520,600 in 1979.

Network radio was also off, falling to $2,545,100 from $5,-434,400 in 1979.

Ford Motor Co.

At Ford Motor, Ford car and truck advertising climbed to $188,539,900 from $148,901,300 in 1979.

Lincoln - Mercury Division's advertising was also up, reaching $91,292,200 from $66,098,700.

Figures for both divisions include dealer advertising association funds (FDAF and LM-DA), which are considerable.

Ford, like GM, showed a penchant for network TV advertising, investing some $125,-701,400 in the medium, compared with $86,524,400 in 1979.

Newspaper spending at Ford totaled $10,960,400 compared with $10,622,700 in 1979.

Magazines, however, jumped to $38,859,600 from $35,808,200.

Similarly, spot TV was up, reaching $29,298,500 from $27,-756,700.

Spot radio hit $11,440,000 from $9,252,000 in 1979.

And network radio totaled $5,-572,200, compared with $1,361,-300 in 1979.

In the "unmeasured category," which includes dealer ad association funds, Ford spent $58,000,000 compared with $36,-784,000 in 1979.

The company boosted this fund because individual associations, with sales way off, had cut back on their advertising efforts, and the factory wanted to maintain a strong local-level effort.

Chrysler Corp.

At Chrysler, Chrysler-Plymouth spent $54,300,000 on advertising compared with $57,-590,000 in 1979.

Dodge spent $56,200,000 compared with $5,746,000.

Corporate advertising at Chrysler jumped to $39,800,000 from $9,6[illegible]0,000 in 1979.

Like its two major competitors, Chrysler spent the lion's share of its funds in network TV.

Network TV spending totaled $79,700,000, up from $51,174,000 in 1979.

Magazine spending amounted to $23,930,000, down from $24,-609,000 in 1979.

Chrysler's spot radio expenditures reached $19,100,000 from $10,349,400 in 1979.

Spot TV totaled $9,700,000, down from $17,249,000 in 1979.

Newspapers accounted for $6,-990,000, down from $8,279,000.

Network radio amounted to $1,058,000, down from $3,334,100 in 1979.

Chrysler, too, had an "unmeasured" amount of expenditures totaling $8,971,000, compared with $3,001,500 in 1979.

American Motors

American Motors' expenditures were largely confined to newspapers, magazines and TV, with a fractional amount spent on outdoor.

Network TV took $17,733,900 of the budget, compared with $15,900,000 in 1979.

Spot TV totaled $15,233,900, compared with $21,600,000 in 1979.

Magazines totaled $9,824,900, up from $5,300,000 in 1979.

Newspapers accounted for $2,-748,900, up from $1,550,000 in 1979. Outdoor added another $7,300 to AMC's budget compared with $161,600 in 1979.

Import ad bucks piled into trucks

By Joseph Bohn
Marketing Editor

Car advertising by most major importers was up last year but is expected to stabilize, at least among Japanese firms, in the wake of import quotas.

Japanese firms generally expect to run into shortages of cars for '82 (trucks and station wagons are exempt from quotas), and therefore are not required to boost ad spending.

The one exception may be Datsun which, over the near term, faces a major job in changing its brand name to Nissan. The move, expected to take several years, is estimated by some ad sources to cost the company between $125 million and $150 million to accomplish.

A lot of import ad dollars, particularly Japanese, will go into truck marketing in '82.

Aside from the fact that Japanese firms can still sell all the trucks they want next year, they face stiff new competition from General Motors—and later Ford and Chrysler—mini pickup trucks, which only adds to the competitiveness.

Overall, importers continued to be big advertising spenders, relative to the number of vehicles they sell in the U. S.

Leader Toyota spent $85,128,-000 in advertising and collateral merchandising activity, according to Advertising Age and industry reports. Toyota's budget was up from $80,256,200 the year before.

Reports have it that Toyota has continued to outdistance Datsun in its mid to lower series of car lines, where most of the volume is, although Datsun continues to hold up well in the higher - priced segment with models like the 510 and 280-ZX.

Generally, Datsun's ad spending remained on a fairly even keel, according to Ad Age and industry estimates, totaling $67,-365,700 against $67,682,900 in 1979.

Volkswagen, with its proliferation of models and attempts to retain market share in a very tough year, upped spending to $70,720,300 in 1980 from $56,-842,100 in 1979.

Volkswagen has been having a tougher time than its major competitors in trying to fight against a price-sensitive market with its relatively high-priced lines of subcompacts.

Among the secondary tier of import advertisers, Mazda continued to sell its cars with a relatively modest budget of $39,-116,000, up from $35,308,100 in 1979.

Honda similarly maintained a modest program of $34,248,000 against $28,410,000 in 1979, according to Joseph Haight, ad manager.

Haight added that media wouldn't shift much for '82. CBS football is being considered again, and more sports generally are on the agenda.

Honda had planned, for example, TV ads on Chicago White Sox and Cincinnati Reds baseball telecasts which were disrupted this year. It is planning to get into advertising on game brochures for '82, the kind available at stadiums, which might total about $800,000 of its budget.

Generally, Honda has stayed a very strong magazine advertiser, its spending in the medium up sharply to $9,354,000 in 1980 from $7,400,000 in 1979. Network TV came in at $12,-471,000 last year, up from $11,-400,000.

Fiat's spending was up to $13,-575,000 from $12,900,000 in 1979, according to unofficial sources. Its budget is expected to decline over the next several years, as it phases out cars like Brava and Strada and switches from trying to be a high-volume competitor to a specialty marketer of Italian cars.

Jaguar Rover Triumph's ad expenditures were up last year by a little over $1 million over 1979. But it also had a last big advertising fling.

Expenditures in 1981 have been running 70 percent below calendar 1980. Rover received very little advertising this year, although some models still were left in the pipeline. MG received only co-op dealer ad support.

Triumph advertising is way off. Although '81s are still being sold, both the TR-7 and TR-8 are being phased out. Only Jaguar advertising is up for 1981, and that is where the future of Jaguar Rover Triumph lies.

1980 direct media ad expenditures by major importers

(IN THOUSANDS OF DOLLARS)

	Magazine	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	1980	1979
Toyota	$ 6,994.3	$22,945.3	$33,035.6	$7,023.3	....	$3,587.0	$1,542.5	$10,000.0	$85,128.0	$80,256.2
Datsun	7,404.8	18,150.0	15,384.3	6,870.0	....	5,850.4	706.2	13,000.0	67,365.7	67,682.9
Volkswagen	21,708.6	19,434.7	12,953.6	4,949.4	....	94.8	579.2	11,000.0	70,720.3	56,842.1
Mazda	6,296.3	20,335.1	2,760.0	573.4	....	....	151.2	9,000.0	39,116.0	35,308.1
Honda	9,354.0	12,471.0	....	411.0	....	50.0	....	11,962.0	34,248.0	28,410.0
Subaru	5,000.0	6,500.0	2,000.0	500.0	....	....	....	10,000.0	24,000.0	21,000.0
Fiat	3,900.0	....	8,300.0	525.0	....	850.0	....	....	13,575.0	12,900.0
Jaguar Rover Triumph	7,100.0	4,800.0	500.0	250.0	....	....	....	....	12,650.0	11,500.0

Toyota, Datsun, Volkswagen and Mazda figures are Advertising Age estimates, with the "unmeasured" portion of their expenditures supplied by industry sources.

Subaru's figures are based on direct company reports, although individual media breakdown is estimated. Subaru reported spending a total of $24 million last year, including $4-$5 million in shared advertising costs with its distributors and $4-$5 million in production costs and public relations. Actual media dollars spent were $14 million, according to Harvey Lamm, president.

Honda's figures are from direct company reports and do not include motorcycle advertising. Honda's unmeasured includes $7,606,000 for dealer advertising allowance. Dealers do not have to contribute matching funds to get this money. Other "unmeasured" includes $126,000 for yellow pages, with the remainder in brochures, shows and exhibits and production costs, etc.

Fiat is based on industry estimates. Jaguar Rover Triumph ad figures are based on company reports.

U. S. AUTO MARKET OUTLOOK—A COMPOSITE OF CALENDAR YEAR SALES FORECASTS

(IN MILLIONS)

	1981			1982			1983			1984		
	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total
Chase	9.2	2.4	11.6	11.2	3.3	14.5	......	......	......	......	......	......
Davis	9.3	2.4	11.7	10.0	2.7	12.7	11.8	3.2	15.0	11.5	3.0	14.5
DRI	9.1	2.37	11.47	10.4	3.02	13.42	10.6	3.09	13.69	......	......	......
Eisenberg	9.0	2.5	11.5	10.5	3.0	13.5	11.5	3.5	15.0	12.5	4.0	16.5
Heinbach	9.2	2.5	11.7	10.5	3.0	13.5	11.5	3.3	14.8	12.0	3.5	15.5
Jouppi	9.2	2.6	11.8	10.2	3.0	13.2	10.7	3.1	13.8	11.4	3.2	14.6
Power	9.3	2.5	11.8	12.5	3.4	15.9	12.0	......	......	11.0	......	......
Composite	9.19	2.47	11.66	10.78	3.06	13.84	11.35	3.24	14.59	11.68	3.43	15.11

Legend: Chase is Chase Econometrics, Inc. Davis is Arthur G. Davis, of Prescott, Ball & Turben, Inc. DRI is Data Resources, Inc. Eisenberg is David Eisenberg, of Sanford C. Bernstein & Co., Inc. Heinbach is Harvey Heinbach, of Merrill Lynch Pierce Fenner & Smith, Inc. Jouppi is Arvid Jouppi, of John Muir & Co. Power is J. D. Power & Associates.

Take your pick of '82 forecasts

By Edward Lapham
Financial Editor

The outlook for next year's U. S. auto market is (1) good, (2) moderate, (3) bad, (4) all of the above, or (5) none of the above.

The experts who make a living forecasting the auto industry are unable to agree exactly what the future holds.

In fact, even though the current year is nearly three-quarters gone, there is some honest difference of opinion about how 1981 will end.

Generally, however, the statistical sages are in harmony on a few basics. First, they agree that the U. S. auto market is not going to rocket out of the current sales trough to boom levels tomorrow morning.

Second, they predict that car sales are going to trend upward over the next several years.

Finally, the forecasters believe a boom of at least some proportion is indeed coming, although they tend to disagree on exactly when.

In a recent AUTOMOTIVE NEWS survey, a panel of experts pegged car sales for the 1981 calendar year at between 9.0 million and 9.3 million with a composite average of 9.19 million. That is roughly in line with current auto-manufacturer thinking.

Ford President Donald E. Petersen said he expects 1981 to close at 9.0 million, while Chrysler Vice Chairman Gerald Greenwald said he sees 9.2 million new-car sales.

The divergence of opinion widens considerably for the 1982 calendar year, however, with a spread of 2.5 million units. Arthur G. Davis, Prescott, Ball & Turben analyst, is on the low end with a forecast of 10.0 million cars and 2.7 million trucks; J. D. Power & Associates is at the high end with a sales forecast of 12.5 million cars and 3.4 million trucks.

Davis, who believes there will be a 90-day contract strike against General Motors next year, said the 1982 market also will be restricted by consumer delays of purchases.

"I think there will be a big demand deferral next year, as consumers wait for all of the new small-car products due in 1983," Davis said. The analyst believes 1983 sales will climb to 11.8 million.

- On the other hand, J. D. Power & Associates believes that an economic improvement will lower interest rates, create new buyers, increase spendable dollars, make cars affordable and release pent-up demand, blasting the industry to the 12.5 million-unit level in 1982.

Power's Dave Pulaski said the move away from family transportation to personal transportation, a forecast 14 percent increase in the number of licensed drivers during the 1980s and other factors will keep the trend strong for the rest of the decade.

Pulaski believes the trend will be maintained, regardless of the price of gasoline. He also said his company expects Japanese auto makers to maintain a 20 to 25 percent share of the market through the decade.

Despite the differences of the Davis and Power forecasts, all analysts and forecasters combined had a composite sales-forecast of 10.78 million cars and 3.06 million trucks in 1982.

Arvid Jouppi, John Muir & Co. vice president, tended to agree with Davis that the recovery will be "pulled back."

"The industry is moving into a pretty good period," Jouppi said. "There is ambient demand of between 10 and 11 million units right now," he said. "But consumer income and confidence must catch up before consumer demand can be released."

William Pochiluk, of Chase Econometrics, which has forecast an 11.2-million-car and 3.3-million-truck year for 1982, believes, like Power, that the economy will improve enough to support a full-scale automotive recovery.

Pochiluk said the tax cut will help stimulate the car buyer. He also said all-new intermediate-size A-body cars from GM will get the recovery rolling with the 1982 model year launch.

Harvey Heinbach, vice president of Merrill Lynch Pierce Fenner & Smith, said he has pushed back the recovery to 1984. His moderate forecast of 10.5 million cars and 3.0 million trucks for 1982 does not reflect a UAW strike, although he also said there seems to be a good possibility of a UAW walkout against GM.

Heinbach noted there seems to be a trend toward longer-term car ownership, which could soften the long-range trend through the 1980s, although he tentatively has estimated 1984 sales at 12.0 million cars and 3.5 million trucks.

David Eisenberg, Sanford C. Bernstein & Co. analyst, has charted a moderate recovery, which is very close to the composite numbers generated by the survey.

According to Eisenberg, his forecast of a coming recovery of 10.5 million cars in 1982, 11.5 million cars in 1983 and 12.5 million cars in 1984 is the basis of an improving trend.

He said that as "bleak" as the auto market looks for the next several months, "forces are evolving which will create a surge in demand to alltime record levels."

The Wall Street analyst said 25 million cars, or about a quarter of the car population, are four to six years old, making them prime candidates for trade-in. He also said the relatively low average fleet fuel economy also means more trading up will occur when the economy improves.

Unlike Power, Eisenberg said he believes there is still a big market demand of two million units annually, just to maintain the nation's 20 million six-passenger-car fleet.

- Eisenberg also believes cars are still relatively affordable, and in fact will become more affordable. He said the average monthly automobile payment in 1980 was 10.2 percent of a family's monthly disposable income, and that by 1983 it will be down to about 8.9 percent of the average monthly family budget.

Eisenberg also assumes that the U. S. economy is going to improve dramatically, with the inflation rate, as measured by the Consumer Price Index, moving to the 7 to 8 percent range, and prime interest rates falling to about 9 percent.

Some difference of opinion among analysts and other forecasters is not uncommon; even the brightest crystal balls fog occasionally.

However, the broad divergence of opinion concerning the 1982 car and truck outlook and beyond suggests there is going to be an improvement next year, although the exact proportions are unknown.

Even Davis' low-ball 10.0 million cars would represent an 11 percent gain over 1980's 9.0 million-unit minimum estimate and a 7.5 percent gain over a 9.3 million maximum performance.

New Car Affordability Trends

	Average Term (In Mos.)	Average New Car Payment	Average Contract Price[1]	Monthly DPI per Household	Monthly Car Payment (% DPI)
1971	32.7	$115	$ 3,914	$ 956	12.0%
1972	33.2	116	4,021	1,001	11.6
1973	33.3	122	4,247	1,101	11.1
1974	34.2	129	4,599	1,175	11.0
1975	35.1	143	5,202	1,271	11.2
1976	36.1	153	5,613	1,356	11.3
1977	37.7	163	6,315	1,471	11.1
1978	40.0	174	7,197	1,598	10.9
1979	41.7	183	7,858	1,749	10.5
1980	42.8	195	8,306	1,909	10.2
1983F	48.0	226	$ 10,850	2,550	8.9

[1] Sticker Price—Trade-in Value (or Down Payment) = Transaction Price + Interest = Contract Price

Source: GMAC, Bernstein estimates.

4-6 Year-Old Cars Account for 24.4% of Population or 25.5 Million Units

Age Groups	# Cars as of July 1980 (Mil. of Units)	% of Total	Estimated MPG
1 yr. old—1980	5,868	5.6%	20
2 yrs. old—1979	10,402	10.0	19
3 yrs. old—1978	10,483	10.0	18
4 yrs. old—1977	9,930	9.5	18
5 yrs. old—1976	8,900	8.5	17
6 yrs. old—1975	6,683	6.4	14
7 yrs. old—1974	8,498	8.1	13
8 yrs. old—1973	9,151	8.8	13
9 yrs. old—1972	7,543	7.2	13
10 yrs. old—1971	5,853	5.4	13
Over 10 yrs. old	21,453	20.5	13
Total	104,584	100.0%	15.5 (Average)

Household Ownership of Cars

# Household Members	# Cars Owned by Households (Millions of Units)	% Total
One	10.9	10.4%
Two	31.2	29.8
Three	21.2	20.3
Four	21.3	20.4
Five	11.4	10.9
Six or more	8.6	8.2
Total	104.6	100.0

Smooth skiing for SoA

By John A. Russell
New York Staff Writer

PENNSAUKEN, N. J.—A sports promotion must be an extension of the marketing position of the product, and in the case of Subaru of America, its involvement with the United States Ski Team has fit the bill entirely.

According to Alan Ross, vice president of communications for the company, the involvement with the ski team on a promotional basis has worked to the benefit of both parties in increasing awareness among the general public.

Ross noted that a primary consideration in any promotion effort, and especially this type, is that it gives a base for the advertising effort and is easily translatable to the consumer through the advertising.

"Just to put your name on a tournament doesn't necessarily give the base," he said. And it was a credible base that Subaru was striving for, he added.

Subaru began sponsoring the U. S. Ski Team in 1976 and this year signed a contract for four more years. The relationship has not been without controversy which centered on the fact that while Subaru of America is an independent U. S. company, it is the importer of Japanese automobiles.

But Ross noted that when the sponsorship became available to the company, the U. S. Ski Team did approach many companies including the U. S. auto makers, but none expressed an interest.

The company fills the transportation needs of the ski team. Forty-five Subaru four-wheel-drive cars and a number of domestic vans are supplied by the company. The vans were purchased by Subaru for the ski team and met the team's specifications.

Ross has stressed that the involvement goes beyond supplying vehicles and includes almost day-to-day involvement with the team.

In the marketing program, Ross noted that when the team uses the Subaru vehicles it is a demonstration that people can see. And the team uses the cars in adverse climates. He said the underlying thought for the potential consumer who sees the cars in action is "if this vehicle will do this here, think about what it will do for you."

But Ross again stressed that any promotion has to be a relationship that recognizes the needs of both groups and there has to be a pragmatic relationship in order for it to be important.

Subaru supports the promotion with advertising which includes both the vehicle and the U. S. Ski Team as well as public relations efforts.

During the involvement with the Ski Team, Subaru has expanded to include sponsorship of ski races, such as the Subaru World Cup, held this year in Aspen, Colo., and ski team activities. It has also progressed to its becoming the "official car" of the U. S. Ski Assn. and the U. S. Ski Team Sports Medicine Program.

The company also extends its effort to the regional level with its distributors, and dealers work with the distributors in various promotions.

The promotion has been a coordinated marketing effort for the four-wheel drive vehicles. Ross noted that this is not for the "short haul," but the concept fits the need and the product fits the concept.

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***FOR MORE INFORMATION**

30.58 percent of market in May

Import registrations hit record share

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in May were up 4.16 percent from a year earlier and imports reached their highest market penetration in history, according to figures compiled by R. L. Polk & Co.

May import registrations totoled 223,589, up from 214,660 in May last year. Record for the month is 237,289, set in 1979. That total was highest for any month in history. This May's was the fifth highest for any month.

Imports took 30.58 percent of total May registrations in the U. S., the highest monthly penetration ever, topping the previous record of 30.33 percent, set in April this year.

Year-to-date import registrations through May totaled 1,051,663, off just 0.43 percent from 1,056,198 last year.

Imports accounted for 28.86 percent of total U. S. registrations in the first five months, compared with 27.98 percent last year.

Of the top 10 imports in May registrations, Volvo logged the biggest gain in market share compared with a year earlier and Datsun suffered the biggest loss.

Volvo took 3.03 percent of May import registrations, up 1.13 percentage points from the similar period last year. Other gainers were Mazda, up 1.04 points to 6.75 percent; Honda, up 0.91 of a point to 15.23 percent; Toyota, up 0.89 of a point to 24.13 percent, and Subaru, up 0.14 of a point to 5.28 percent.

Datsun lost 3.01 points to take 18.69 percent of May import registrations. Also losing market ground were Volkswagen, down 1.49 points to 9.41 percent, and Fiesta, down 0.62 of a point to 1.90 percent.

The top 10 imports accounted for 88.90 percent of the May import total, compared with 89.77 percent a year earlier. Year-to-date the top 10 accounted for 88.72 percent, compared with 88.86 percent last year.

- Japanese nameplates accounted for 73.78 percent of import registrations in May, down 1.59 points from a year earlier. German-built cars also slipped a bit from a year earlier, down 0.29 of a point to 17.91 percent.

Swedish cars were up 1.30 points to 3.59 percent; French, up 0.51 of a point to 1.90 percent, and Italian up 0.12 of a point to 1.85 percent. British cars dipped 0.05 of a point to 0.97 percent.

Registrations by country of origin in May, with year-earlier figures in parentheses, were: Japan, 164,953 (161,793); West Germany, 40,040 (39,068); Sweden, 8,035 (4,919); France, 4,256 (2,974); Italy, 4,145 (3,711), and United Kingdom, 2,160 (2,195).

Registrations by country of origin for the first five months of 1981, with 1980 figures in parentheses, were: Japan, 793,907 (793,579); West Germany, 183,409 (190,865); Sweden, 31,161 (25,891); France, 19,002 (14,933); Italy, 15,910 (21,314), and UK, 8,273 (9,616).

- Registrations of imported trucks in May totaled 44,469, up 1.72 percent from 43,719 a year earlier.

Registrations of imported trucks in May, with year-earlier figures in parentheses were: Toyota, 10,498 (11,268); Datsun, 10,254 (9,384); Chevrolet LUV, 7,500 (6,675); Ford Courier, 5,579 (6,031), and others, 10,638 (10,363).

The truck import total for the first five months of 1981 was 202,090, down 11.43 percent from 228,158 last year.

Registrations of imported trucks in the first five months of 1981, with 1980 figures in parentheses, were: Toyota, 48,431 (58,835); Datsun, 45,537 (46,251); Chevrolet LUV, 32,548 (38,857); Ford Courier, 28,698 (33,471), and others, 46,876 (50,744).

IMPORT REGISTRATION SHARES IN U. S.

MAY

	Regis., May, 1981	Percent Share of Market	Regis., May, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota..........	53,946	24.13	49,891	23.24	+ 0.89
Datsun..........	41,781	18.69	46,576	21.70	— 3.01
Honda..........	34,058	15.23	30,735	14.32	+ 0.91
VW..............	21,038	9.41	23,405	10.90	— 1.49
Mazda..........	15,097	6.75	12,267	5.71	+ 1.04
Subaru..........	11,799	5.28	11,038	5.14	+ 0.14
Volvo..........	6,773	3.03	4,071	1.90	+ 1.13
Mercedes.....	5,603	2.51	....	....	......
Audi..........	4,416	1.97	....	....	......
Fiesta..........	4,248	1.90	5,414	2.52	— 0.62
Arw./Champ.	....	....	4,981	2.32	......
Colt..........	....	....	4,329	2.02	......
Others..........	24,830	11.10	21,953	10.23	+ 0.87
TOTAL......	223,589		214,660		
Share of U.S. Total......		30.58		29.28	+ 1.3

Registrations for Oklahoma not available.

FIVE MONTHS

	Regis., 5 mos., 1981	Percent Share of Market	Regis., 5 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota..........	254,570	24.21	237,714	23.45	+ 0.76
Datsun..........	190,196	18.09	223,949	21.20	— 3.11
Honda..........	161,971	15.40	144,082	13.64	+ 1.76
VW..............	97,196	9.24	103,091	9.76	— 0.52
Mazda..........	77,786	7.40	62,742	5.94	+ 1.46
Subaru..........	56,802	5.40	48,627	4.61	+ 0.7[illegible]
Fiesta..........	25,584	2.43	30,980	2.93	— 0.50
Volvo..........	25,284	2.40	....	....	......
Mercedes.....	24,293	2.31	20,972	1.99	+ 0.32
Colt..........	19,304	1.84	27,371	2.59	— 0.75
Arw./Champ.	....	....	28,996	2.75	......
Others..........	118,677	11.28	117,674	11.14	+ 0.14
TOTAL......	1,051,663		1,056,198		
Share of U.S. Total.....		28.86		27.98	+ 0.88

Recycling is credited

Aluminum makers trim energy use

WASHINGTON. — The aluminum industry reported a 13 percent reduction in the amount of energy needed to make a pound of aluminum through the second half of 1980 compared with the base year of 1972, the Aluminum Assn. said.

In a report to the Department of Energy, the association listed 78 examples of energy-saving activities undertaken by companies in the industry's voluntary conservation program.

Most of these projects involve capital expenditures for new energy efficient equipment and the conversion to more energy efficient equipment and design.

Some of the items listed included installation of new furnaces in various melting and process operations, recovery systems to make use of waste heat, units to produce aluminum sheet directly from molten metal and additional control equipment on production processes to reduce energy consumption.

- In addition, a substantial portion of the improvement over the 1979 conservation level can be attributed to the industry's rapidly expanding recycling efforts, according to Allen C. Sheldon, chairman of the association's Energy Committee.

"It was recycling that was mainly responsible for our almost three percent improvement. We expect recycling to continue to make important contributions to reaching our goal of a 20 percent reduction by the end of 1985," he said.

Recycled aluminum is produced with less than 5 percent of the energy required to make metal from bauxite ore.

Percentages of improvement are based on 1972 energy use and exclude the amount of energy used to operate environmental control equipment put into service since the base year.

Bloom elected in New York

BROOKLYN, N. Y. — Eli Bloom, president of Myrtle Motors Pontiac, Queens, has been named president of the Greater New York Automobile Dealers Assn. He succeeds Mal Davis, of S & W Dodge.

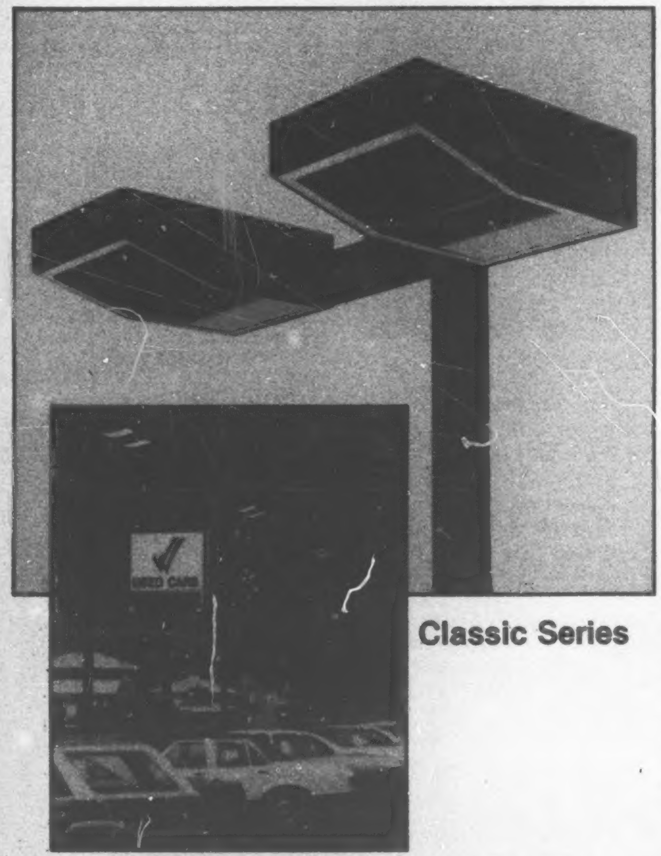
Elected vice presidents were Irwin Katz, Kayson Chevrolet, Croton-on-Hudson; Jack Mark, of Mark Chevrolet, Brooklyn, and Thomas Nemet, Nemet Datsun, Jamaica.

Neil Spare Jr., South Shore Motors, Sayville, is secretary, and Richard Perfit, Harper Oldsmobile, Brooklyn, is treasurer.

DuPont repair finishes available for J-cars

WILMINGTON, Del. — Lucite acrylic lacquer and Centari acrylic enamel repair finish colors by duPont are now available for the Pontiac J2000 and Chevrolet Cavalier J-cars.

Complete cabinet stock is available through duPont refinish jobbers. For more information, contact duPont Co., Refinish Sales, Wilmington, Del. 19898.



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Saleable items for sophisticated buyers

Technical innovations abound on '82 models

Continued from Page 16

Reliant K-cars.

Ford's new V-6, lightest in the industry, weighs about the same as the Ford 2.3-liter four-cylinder engine.

Ford engineers say it has more horsepower than Ford's 4.2-liter V-8.

Each Ford engine carries a bar code-marking, and eye-readable letters and digits. If an engine malfunctions in the hands of a consumer, the code can be read and fed back to the engine plant.

At the plant, employes can pull the engine's inspection dossier from the computer memory and learn its history.

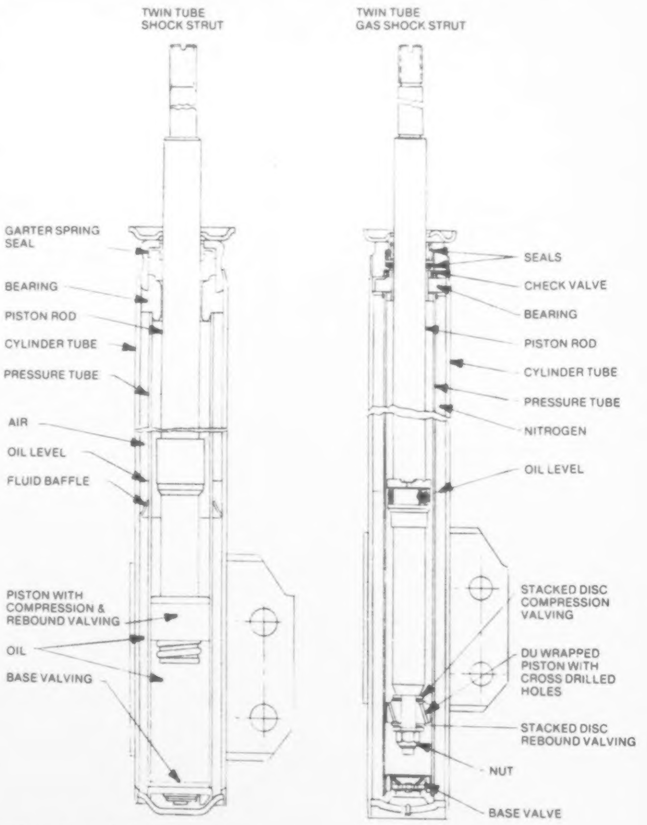
It can be determined if the engine failed a particular check, whether there is some sort of failure in the system, or that there is a design problem to be corrected.

There is an interesting quality-control program under way at Ford. For the Continental, for example, each supplier is asked to run a sample of 300 components. From that run, six to 10 samples are selected for a battery of tests.

These include layout inspections, material analysis and engineering specification tests to confirm that all parts meet Ford requirements.

In the past year and a half, Ford has established a supplier rating system. It has some 1,300 suppliers rated within 170 commodity groupings. They are scored from zero to 100 percent and ranked among like suppliers. Only top suppliers are approached by Ford when it comes time to make purchases.

Among the criteria Ford uses in ranking vendors are: Initial sample performance, supplier quality surveys, process capability data, in-process objectives, assembly plant problems, supplier dock-audit results, purge/stop shipment wires and warranty or field problems.



Shock with pressure

In the 1982 model year, Ford Motor Co. introduces an advance in shock absorber technology. Shown at right, the new gas-shock improves ride, noise vibration and handling by providing immediate rebound response and stabilized dynamic control.

factories list auction dates

American Motors

Aug. 18—Aptco Auto Auction, Taylor, Mich.; D & A Auto Auction, New Stanton, Pa.

Aug. 20—Todd Auto Auction, Telford, Pa.

Aug. 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 25—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 26—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Aug. 27—Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 28—Concord Auto Auction, Acton, Mass.

Used car sales

Auction Averages

August to date	$4,669
Month ago	$4,267
Year ago	$3,691

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1981	$8,509	$7,619	$7,126
1980	6,306	6,008	5,856
1979	5,224	5,000	4,857
1978	4,027	3,872	3,669
1977	3,197	3,142	2,972
1976	2,396	2,291	2,288
1975	1,647	1,686	1,699
1974	1,237	1,314	1,379
Overall Average	$4,669	$4,398	$4,286

New Hampshire dealers sponsor boat races

LITTLETON, N.H. — New Hampshire Chrysler-Dodge dealers will be the main sponsor for a $20,000 hydroplane race Sept. 12 and 13 here.

Among the auto men organizing the New Hampshire Chrysler-Dodge International Regatta are Joe Lindsey, Capital Motors, Concord; Jack Gloor, Portsmouth Motors; Bill Perry, Perry Motors, Peterborough; Doug MacKenzie, MacKenzie Motors, Manchester; Phil Cross, Crosstown Motors, Littleton, and Bill Chaloux, Chrysler zone office.

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AUTOMOTIVE NEWS ADS PRODUCE EXCELLENT RESULTS

Total well ahead of week ago, year ago

U.S. auto production moves upward

By Patricia Hoffman
Staff Writer

U. S. auto production last week was well above that of the previous week and the comparable 1980 week.

The domestic auto makers last week slated production of 97,091 units, up 39.04 percent from 69,827 in the previous week, and up 42.77 percent from 68,004 in the comparable 1980 period.

So far this year, the makers have completed 4,286,408 cars, up 7.23 percent from 3,997,253 in the comparable period last year.

Breakdown for the week by company is: General Motors, 59.17 percent; Ford Motor, 25.04 percent; Chrysler Corp., 8.65 percent; Volkswagen of America, 3.87 percent; American Motors, 3.24 percent and Checker Motors, 0.03 percent.

General Motors' Detroit facility, down for model changeover since July 17, returns today (Aug. 17).

Also returning today at GM after being idle for model changeover are the Linden assembly point, down since July 22, and the Pontiac and Baltimore facilities, both down since July 31.

GM's Leeds point, down since July 31, and the Van Nuys plant, down since July 17, are slated to return Oct. 12.

Also at GM, the Lansing plant, down since July 22, is scheduled to return in late August, and the Janesville assembly point, down since Aug. 7, has slated production for Sept. 8.

American Motors' Kenosha facility, which went down for changeover July 20, resumes operations today.

Chrysler's St. Louis plant, down since July 31, is slated to return in late August.

Chrysler's Newark point, down for changeover since Aug. 3, has slated 1982 production for Aug. 24.

All other Chrysler facilities are scheduled to work regular shifts this week.

All of Ford's assembly points are also scheduled to work this week with Wayne slated to work daily overtime. The plant will work two 10-hour shifts.

Canadian output level rises on gains by Ford, Chrysler

Canadian auto and truck production last week was up substantially from the previous week's output. The total also rose considerably above the comparable 1980 week's figures.

Last week, the auto makers estimated production at 7,458 units, up 66.29 percent from 4,485 completed in the previous week, and up 25.60 percent from 5,938 units in the comparable week last year. Increases by Ford and Chrysler more than offset a decline by General Motors.

Year-to-date, output for the auto manufacturers was 535,588 units up 2.48 percent from 522,645 in the comparable period last year.

Truck production last week was slated at 8,448 units, nearly four times as many as 2,276 the previous week, and up 52.35 percent from 5,545 in the comparable 1980 week.

So far this year, the truck makers have completed 328,377 units, up 3.42 percent from 317,512 assembled in the same period last year.

Both of Chrysler's Windsor car and truck facilities will be operating on normal shifts this week building 1982 models.

General Motors' Oshawa (Number One) car-line, down since July 16 for 1982 model changeover and originally scheduled to resume operations Aug. 18, will remain idle until Aug. 31 due to inventory adjustments.

The Oshawa (Number Two) car line, which went down Aug. 6 for changeover, will remain idle until Nov. 9.

GM's Oshawa truck facility worked only one shift last Tuesday and Wednesday due to a material shortage which occurred when the plant began production of 1982 models on Aug. 3. The point returned to normal two-shift operations last Thursday (Aug. 13).

Ford Motor said that it will begin conversion at its Oakville facility in December, 1982, in preparation for the front-wheel-drive compact car to be produced in 1983.

The company is currently adding a second workturn at the Oakville point to make it Ford's sole source of LTDs for the North American market. According to Ford, when production of the compact model begins sometime in February, 1983, LTD production would be relocated to a U. S. facility.

All of Ford's assembly points will be in operation this week with production of 1982 models.

General Motors' Scarborough truck facility, down for model changeover since July 29, resumes Tuesday (Aug. 18).

GM's St. Therese car point, idle for changeover since July 23, returned last Friday (Aug. 14).

Volvo's Halifax facility, which closed for model changeover Aug. 3, is scheduled to resume production Friday (Aug. 21).

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 15, 1981	Week Ended Aug. 16, 1980	Week Ended Aug. 8, 1981	Aug. to Date	Jan. 1 to Aug. 16, 1980	Jan. 1 to Aug. 15, 1981
CHEVROLET	855	1,920	1,607	2,462	294,054	334,317
DODGE/PLYMOUTH	2,200	150	2,804	5,004	84,946	62,930
FORD	14,863	13,799	2,535	17,398	338,315	398,966
GMC	914	1,487	1,501	2,415	103,169	115,596
INTERNATIONAL	1,615	2,115	1,626	3,241	36,974	46,718
MACK	....	500	....	....	15,417	....
JEEP	2,000*	190*	2,000*	4,000*	51,295*	64,188*
AMC CORP.	50*	428*	50*	100*	5,623	2,686*
VOLKSWAGEN	1,400*	650*	1,400*	2,800*	25,675	41,720*
MISCELLANEOUS	940	625	967	1,907	19,020	29,160
Total Trucks, U. S.	24,837	21,864	14,490	39,327	974,478	1,096,281

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 15, 1981	Week Ended Aug. 16, 1980	Week Ended Aug. 8, 1981	Aug. to Date	Jan. 1 to Aug. 16, 1980	Jan. 1 to Aug. 15, 1981
CHRYSLER CORP.	2,288	1,600	1,836	4,124	26,641	50,389
FORD MOTOR	2,800	800	228	3,028	112,960	93,419
GENERAL MOTORS	3,100	2,630	....	3,100	154,531	177,432
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	475	212	472	10,259	7,137
MACK	....	40	....	....	1,457	....
Total Trucks, Canada	8,448	5,545	2,276	10,724	317,512	328,377
N. American Trucks	33,285	27,409	16,766	50,051	1,291,990	1,424,658

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

AM General will no longer be figured in with North American trucks.

Truck production climbs for week; total is 24,837

Domestic truck production last week jumped considerably above the previous week's total, and output also exceeded that of the comparable 1980 week.

Last week, the truck makers scheduled production of 24,837 units, up 71.40 percent from 14,490 in the previous week, and a gain of 13.59 percent from 21,864 in the comparable 1980 week.

Year-to-date, truck production was 1,096,281 units, up 12.49 percent from 974,478 in the comparable period last year.

General Motors' Baltimore truck facility, idle for changeover since July 31, resumes operations today (Aug. 17).

American Motors Toledo (Jeep) facility, down for changeover since July 20, also returns today.

General Motors' Janesville and St. Louis points, both down since July 24, will return to normal operations Aug. 31.

Volkswagen of America's Westmoreland point will close for 1982 model changeover Aug. 28 with operations scheduled to resume Sept. 8.

Volvo chooses Greensboro, N.C., as truck home

WASHINGTON. — AB Volvo has tentatively chosen Greensboro, N. C., as the site of its new truck corporation if it is given the go-ahead by a federal court in Ohio to buy the bankrupt White Motor Corp.

According to the Greensboro Daily News, official announcement may occur as early as this week after Volvo corporate officers acquire White and inspect the Greensboro site.

Should the purchase of White go through, the new corporation would employ between 300 and 500 local people, with about 75 executives from the U. S. and Sweden moving to Greensboro.

Meanwhile, the Commerce Department has announced a $2.5 million federal grant to help Smyrna, Tenn., develop the site of Nissan Motor Mfg. Co.'s new pickup truck plant.

The money from the Economic Development Administration will be used to finance new water, sewer and similar facilities for the plant which will open in 1983.

Earlier this year, there had been some concern that funding for the EDA program would be eliminated in the Reagan Administration budget cuts.

U. S. CAR PRODUCTION

	Week Ended Aug. 15, 1981	Week Ended Aug. 16, 1980	Week Ended Aug. 8, 1981	Aug. to Date	Jan. 1 to Aug. 16, 1980	Jan. 1 to Aug. 15, 1981
AMERICAN MOTORS	3,150*	4,286*	3,150*	6,300*	106,164*	83,272*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	8,400	7,950	1,728	10,128	370,365	516,298
Plymouth Total	4,100	3,450	422	4,522	168,948	266,873
Horizon	2,800	3,100	422	3,222	99,352	102,525
Reliant	1,300	250	....	1,300	342	154,761
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,203	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	....	1,100	....	....	49,445	22,098
LeBaron	....	1,100	....	....	37,929	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	4,300	3,400	1,306	5,606	151,972	227,327
Omni	2,600	2,600	1,306	3,906	85,741	89,087
Aspen	....	....	....	....	36,899	....
Aries	1,700	250	....	1,700	302	121,914
Diplomat	....	550	....	....	18,306	12,644
St. Regis	....	....	....	....	10,724	3,682
FORD MOTOR	24,309	16,238	10,016	34,325	767,671	872,132
Ford Division	16,627	10,629	6,494	23,121	561,714	595,632
Escort	6,805	435	2,811	9,616	435	222,984
Pinto	....	....	....	....	68,179	....
Fairmont	3,572	2,737	....	3,572	154,446	125,774
Must./Must. II	3,170	5,036	3,683	6,853	154,020	108,137
Granada	888	741	....	888	50,758	53,056
Thunderbird	2,192	....	....	2,192	77,383	44,795
Ford	....	1,680	....	....	56,493	40,886
L-M Division	7,682	5,609	3,522	11,204	205,957	276,500
Mercury Total	6,865	4,295	3,522	10,387	183,335	239,386
Bobcat	....	....	....	....	12,445	....
Lynx	2,478	141	1,077	3,555	141	77,842
Capri	847	1,541	1,131	1,978	45,262	37,614
Zephyr	1,030	1,103	....	1,030	50,232	38,348
Cougar/Monarch	346	....	....	346	16,409	27,040
XR-7	1,034	222	....	1,034	26,288	19,885
Mercury	1,130	1,288	1,314	2,444	32,558	38,657
Lincoln Total	817	1,314	....	817	22,622	37,114
Lincoln	387	598	....	387	9,062	18,086
Mark VI	430	716	....	430	11,699	19,028
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	57,447	35,070	51,166	108,613	2,616,744	2,695,279
Buick Division	14,579	5,628	13,724	28,303	506,171	576,024
Skylark	5,705	2,094	6,531	12,236	145,035	175,810
Skyhawk J	....	....	....	....	....	....
Century	....	1,179	....	....	108,743	86,881
Regal	5,479	1,441	3,987	9,466	131,180	162,956
Buick	3,395	914	3,206	6,601	93,454	104,586
Riviera	....	....	....	....	27,759	45,791
Cadillac Division	1,000	....	1,235	2,235	124,755	173,663
Cimarron	1,000	....	1,235	2,235	....	11,212
Seville	....	....	....	....	21,265	15,916
Eldorado	....	....	....	....	33,224	40,074
Cadillac	....	....	....	....	70,266	106,461
Chevrolet Division	26,818	18,520	23,938	50,756	1,119,589	1,012,415
Chevette	7,460	9,090	7,430	14,890	298,542	227,628
Cavalier	5,312	....	4,693	10,005	....	55,416
Monza ('80)	....	3,050	....	....	109,502	....
Camaro	....	....	....	....	79,765	87,694
Citation	5,850	5,580	5,867	11,717	303,474	239,820
Malibu	1,680	....	340	2,020	167,051	164,814
Monte Carlo	1,081	....	138	1,219	60,609	93,495
Chevrolet	4,775	....	4,810	9,585	72,494	122,690
Corvette	660	800	660	1,320	28,152	20,858
Oldsmobile Division	7,170	1,750	4,347	11,517	499,547	585,528
Omega	3,075	....	3,790	6,865	76,156	104,750
Cutlass	3,290	1,710	....	3,290	256,454	275,741
Oldsmobile	805	40	557	1,362	141,821	175,290
Toronado	....	....	....	....	25,116	29,747
Pontiac Division	7,880	9,172	7,922	15,802	366,682	347,649
Acadian†	200	190	227	427	14,675	14,307
J2000	3,503	....	3,295	6,798	....	39,713
Sunbird ('80)	....	3,350	....	....	96,810	....
T1000	2,320	....	2,063	4,383	....	52,475
Firebird	....	....	....	....	51,691	43,468
Phoenix	1,857	2,339	1,997	3,854	90,322	76,370
Grand Prix	....	2,225	....	....	38,148	69,227
LeMans	....	1,068	....	....	35,872	42,027
Pontiac	....	....	340	340	39,164	10,062
VOLKSWAGEN	3,760	4,375	3,742	7,502	134,568	117,983
CHECKER	25*	85*	25*	50*	1,741	1,444*
Total Cars, U. S.	97,091	68,004	69,827	166,918	3,997,253	4,286,408

CANADIAN CAR PRODUCTION

	Week Ended Aug. 15, 1981	Week Ended Aug. 16, 1980	Week Ended Aug. 8, 1981	Aug. to Date	Jan. 1 to Aug. 16, 1980	Jan. 1 to Aug. 15, 1981
AMERICAN MOTORS	....	....	....	....	....	20,779
CHRYSLER CORP.	1,129	1,600	196	1,325	41,051	31,257
FORD MOTOR	6,320	3,426	1,687	8,007	160,084	142,395
GENERAL MOTORS	9	912	2,602	2,611	315,132	334,602
VOLVO	....	....	....	....	6,378	6,555
Total Cars, Canada	7,458	5,938	4,485	11,943	522,645	535,588
N. American Cars	104,549	73,942	74,312	178,861	4,519,898	4,821,996
N. American Trucks	33,285	27,409	16,766	50,051	1,291,990	1,424,658
North American Cars and Trucks	137,834	101,351	91,078	228,912	5,811,888	6,246,654

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News

Detroit, August 24, 1981

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Dealers for 13 makes post first-half gains

Import sales averages up

By Kathleen Hamilton
News Editor

Import-car dealers generally sold more autos apiece in the first half of 1981 than they did in the first six months of 1980.

Computations by AUTOMOTIVE NEWS showed 13 of the major importers improving their average sales per dealer in 1981—including six which set alltime records — while only seven major imports saw increases in average sales per dealer.

The biggest improvements were logged by Mazda dealers, who averaged 25 more sales in the first half of 1981 than they did in the first half of 1980, and Volvo dealers, who improved their average sales by 24. Volvo's average of 92 sales per dealer topped its old record, set in 1979, by 17.

Both Mazda and Volvo maintained stable dealer networks during the periods, so the gains are not attributable to steady sales in a shrinking dealer network.

Biggest loss in sales per dealer was recorded by Datsun, whose dealers averaged 34 fewer sales than in the first six months of 1980. Meanwhile, the year-to-year gain in Datsun's dealer network was just over one percent.

- Besides Volvo, five other imports set records in sales per dealer. Toyota's average of 300 is up five sales per dealer from the 1980 record and is the highest average for any import or domestic make in the 23 years AUTOMOTIVE NEWS has been computing first-half figures.

Subaru's record of 103 is 7 sales more than the old record set in 1979. Mercedes-Benz's new record of 80 average sales is 10 higher than the 1979 high.

BMW's new record of 55 average sales topped the old record of 49 which was set in 1977 and repeated in 1979 and 1980. Peugeot's average of 25 is up 2 sales from the former high set in 1979.

Other imports which bettered their 1980 first-half averages were Honda, up 11; Audi, up 9; Triumph, up 5; Saab, up 3; Jaguar, up 3, and Porsche, up 1.

The newly launched Isuzu averaged an estimated 44 sales per dealer in the first half of 1981.

Chrysler Corp. dealers averaged fewer sales of the captive

Continued on Page 34, Col. 4

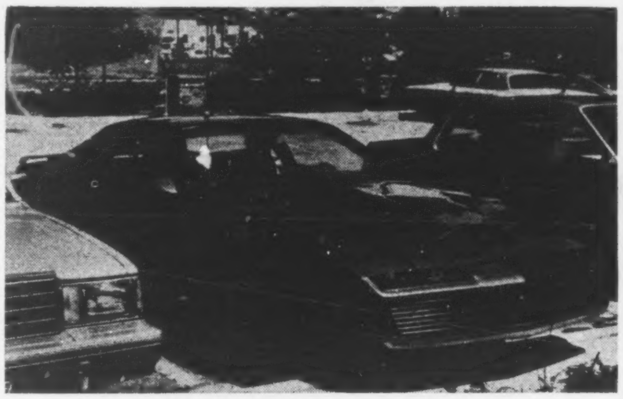
SALES PER OUTLET

Total U. S. Market

First 6 mos., 1981	Make	First 6 mos., 1980
1—300	Toyota	295— 1
2—262	Honda	251— 3
3—225	Datsun	[illegible]— 2
4—140	Oldsmobile	127— 6
5—137	Chevrolet	159— 4
6—127	Volkswagen*	138— 5
7—126	Buick	116— 7
8—123	Mazda	98—10
9—107	Ford	107— 8
10—103	Subaru	95—**

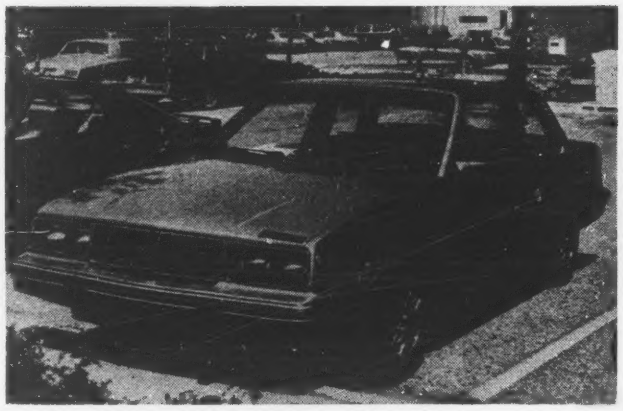
* Includes U. S.-built Rabbits
** Did not make top 10 in 1980

A Pontiac pair



'82 Firebird and 6000 due in January

New-from-the-ground-up Pontiac Firebird, above, is due to hit dealer showrooms Jan. 14. It will be available with a four, a V-6 or a V-8 and will retain rear drive. The front-wheel-drive Pontiac 6000, due at the same time, is a new intermediate. A four will be standard, with V-6 diesel and 2.8 or 3.0 liter V-6 gas engines as options.



44-day supply is riddled with shortages

Import inventory slashed to bone

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to dwindle during July as sales held strong and the import industry opened August with a shortage-riddled 44-day supply.

The inventory of new imported cars and pickup trucks in dealer stocks and in importer and distributor hands August 1 totaled 414,700 units, a 44-day supply at the current sales rate.

This compared with a domestic inventory Aug. 1 of 1,675,192 cars, a heavy 87½-day supply.

The Aug. 1 import inventory was down from 441,000 units a month earlier, which was a 51-day supply.

Most importers like to carry an inventory of around 60 days, because generally it takes cars longer to move through the import pipelines than the domestics. So most of the import lines were short of cars and many were so lean as to put a lid on sales.

- Toyota, for example, was down to a meager 18-day supply and Honda was almost as strapped for cars with a 21½-day stockpile. Datsun appeared to be in a good position to jump the sales gun on these two rivals with its healthy 52-day stock.

Mazda had a 47-day supply Aug. 1 and Subaru had a 42-day stockpile. In stronger positions were Isuzu, with a 75-day supply, and Chrysler Corp.'s captive Mitsubishi lines, which were in 136½-day supply.

(Inventory figures for Toyota, Datsun, Mazda, Isuzu and Mitsubishi include pickup trucks.)

The total inventory of Japanese-built cars was good for only 37 days as the public's appetite for these units continued unabated despite moves to throttle back deliveries.

German cars were in 66-day supply Aug. 1, with the high-priced luxury lines in the leanest shape. While Volkswagen had a 92-day supply of imported cars (this does not include U. S.-built units), Mercedes-Benz had an estimated 45-day supply, BMW had a 57-day stock and Audi a 58-day supply.

Volvo's supply was also on the light side at 54 days.

Total Japanese cars in stock was 288,400, which was 69.54 percent of the total.

breaking news

Class action filed on Ford automatics

WASHINGTON. — A class action suit against Ford Motor Co. has been filed in Federal Court here. It involves allegedly defective automatic transmissions that slip from Park to Reverse in millions of 1976-79 vehicles. Damages, restitution and repair are asked.

Change in store for GMI?

DETROIT. — General Motors said last week it is "considering alternatives" to the operation of General Motors Institute in Flint. Engineers and other professionals recruited by GM have been trained at GMI in co-op programs. GMI was organized in 1919.

Court approves Volvo-White deal

CLEVELAND. — AB Volvo's purchase of the remaining heavy-duty truck assets of White Motor Corp. for an estimated $75 million has been approved by the U.S. Bankruptcy Court here, which is overseeing White's reorganization under Chapter 11. Closing of the deal is set for Aug. 31. Meanwhile, AB Volvo has terminated its North American marketing agreement with Freightliner Corp., effective Sept. 5.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

After eight years, FTC issues its used-car rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Eight years after it first began its investigation into the abuses in the used-car business, the FTC has issued a final rule.

It will require dealers to post a window sticker in each used car notifying potential customers to take care and have all promises put in writing, what warranties are being offered with the vehicle and whether the vehicle has any defects.

Neither as stringent as the mandatory inspection rule the commission had under consideration in 1978 nor the optional inspection rule tentatively adopted by the commission in May, 1980, the requirement has nonetheless stirred the ire of the various dealer organizations.

NADA has filed suits here and in New York. The National Independent Automobile Dealers Assn. said it was "very disappointed by the commission's action."

NIADA had a board meeting scheduled for late last week to take up the FTC rule. Executive Director Dan Ray said he and members of his organization would definitely be talking to their congressmen, though.

Edward Connelly, chairman of the American International Automobile Dealer Assn., said he "resented being lumped together with a bunch of crooks," and that the FTC's approach to doing something about the few bad apples in the used-car business was "absolutely unrealistic."

Like the others, he said members of his organization would begin immediately to contact their congressmen and that it would support the NADA legal fight.

- In support of its decision to go ahead with the used-car sticker rule, the FTC said the record clearly showed that abuse was occuring in violation of the federal trade laws.

"The record demonstrates that used-car dealers and their agents have engaged in deceptive sales practices by often misrepresenting the mechanical condition of a used vehicle, by failing to disclose, prior to sale, any material defect in the mechanical condition of the used vehicle known to the dealer, by representing that the used ve-

Continued on Page 38, Col. 1

University of Michigan survey finds optimism elsewhere

Auto-buying mood remains grey

ANN ARBOR, Mich. — Consumers are feeling much better about the economy and the government's economic policies but are holding firm to their negative attitudes on buying autos, according to the latest survey by the University of Michigan Institute for Social Research (ISR).

One-third of those surveyed said high prices were a deterrent to buying autos, but many more than in the past mentioned the mitigating effects of rebates and price reductions.

Twenty-two percent of those polled in the quarterly Survey of Consumer Attitudes said high interest rates made car-buying conditions unfavorable. That was just short of the record high level of 25 percent who cited high interest rates both one quarter earlier and one year earlier.

The most recent survey was conducted between March 23 and June 22, before the latest round of incentives and interest-rate reductions. It confirmed what the sales figures have been showing: A price-sensitive market.

Consumers have maintained low levels of enthusiasm for car-buying since mid-1980, according to the ISR surveys. Those who hold favorable views of market conditions have ranged from 38 to 40 percent, while those holding unfavorable views have ranged from 47 to 52 percent.

Because so many consumers mentioned price reductions as incentives to buy cars (an average of 20 percent during the last year, as compared with an average of less than 10 percent in the prior several years), ISR concluded high interest rates were the main deterrent to a rebound in consumer attitudes toward car purchases.

Confidence in the government's economic policy is at a 10-year high, the survey found.

Consumer sentiment was "much improved" over year earlier levels, although it had gained little in six months.

"Despite widespread unfavorable evaluations of current economic conditions, the proportion that expected future improvement has grown substantially, mainly due to the anticipated impact of President Reagan's economic policies," Survey Director Richard T. Curtin said.

"Before vigorous and sustained recovery in consumer sales can take place, the recent gains in optimism, which have been based on expected improvement rather than actual developments, need to be reinforced by cumulative improvements in the economy as a whole, as well as in the financial situations of consumers," Curtin said.

In comparing attitudes before the 1964 tax cut, ISR found about the same proportion of consumers planning to save their tax bonus.

But in 1963, most of those planning to spend it said they would make new purchases; in mid-1981, most said they would use the money to help meet current expenses and pay bills.

ISR theorized the change is the result of "the harsh impact (of) inflation."

Baranco opens

William L. Sparks, left, Pontiac Atlanta assistant zone manager-service, supervises the cutting of the ribbon opening the new facility for Baranco Pontiac, Inc., Decatur, Ga., by Juanita and Greg Baranco. Baranco's former dealership was in East Point, Ga.

RV shipments top 20,000 in June

Continued from Page 12

the most expensive, were up 78.6 percent in the six-month period, soaring from 4,200 units a year ago to 7,500.

Chopped vans, including mini, low-profile and compact, totaled 9,000 units, an increase of 25 percent over the year-ago 7,200.

Shipments of van campers (Type B) in the first six months totaled 2,200 units, up 46.7 percent over last year's 1,500.

Through June, manufacturers delivered 46,500 multi-use vehicles, an increase of 44 percent over the 32,300 shipped in the same period in 1980.

RVIA defines the multi-use vehicle as one designed for the transportation of people and/or property and altered by the RV manufacturer for esthetic or decorative purposes.

RV report

Continued from Page 12

Chevrolet 6.2-liter diesel due in an RV chassis early next year.

The Recreation Vehicle Dealers Assn. is taking over sponsorship of the annual Miami International Travel / Camping Show, one of the largest trade shows in the RV industry.

Jim Summers, RVDA executive vice president, said the show — slated next year at Tamiami Park in Miami Jan. 27-31—will provide additional business and educational seminars for dealer/members and others, as well as encouraging wider communications with user groups through rallies at the park.

Summers said RVDA also is planning to have a dealer convention again in 1982 in Nashville, but no firm dates have been set. The annual conventions were discontinued after the 1979 Orlando (Fla.) event because of the slump in RV sales.

The extra round of post-season professional baseball playoffs has forced the RVIA and the Western Manufactured Housing Institute to postpone for one week the 1981 Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles.

New dates for the 29th annual show are: Nov. 10, manufacturer/supplier day; Nov. 11-13, dealer and press days, and Nov. 14-22, public days.

Sid McClellan, chairman of RVIA's Dodger Show Committee, said this year's exposition will be larger than a year ago, with 63 RV manufacturers reserving 160,290 square feet. Last year's show covered 132,000 square feet.

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Lake signs GM dual

LEWISTON, Pa. — William S. Lake has opened Lake Chevrolet-Oldsmobile here.

Michigan strike delays work on new auto plants

DETROIT.—A strike by Michigan sheet metal workers has delayed progress on numerous construction projects, including plans by General Motors and Volkswagen to build new assembly plants in the state.

The 2,000 members of Sheet Metal Workers Local 80 struck the Sheet Metal and Air Conditioning Contractors of Metropolitan Detroit June 1 in a dispute over cost-of-living adjustments (COLA). The union is opposed to a contractors' proposal to lower those COLA rates.

The strike is delaying roof-enclosure work at GM's new $500 million Orion Township assembly plant, which will eventually replace the old Pontiac Division and Fisher Body facilities in Pontiac. It is not the first delay for the project, which ran into opposition from local residents. It is now scheduled for completion in early 1983.

The strike has also stalled work on Volkswagen of America's new $300 million assembly plant in Sterling Heights. That plant, a conversion of a former Army missile plant, is scheduled to begin production of 1983-model Volkswagen vehicles next summer.

In addition, the strike has also caused a 1½-month delay in the expansion of engine-testing facilities at GM's Detroit Diesel Allison Division complex in Romulus, Mich. Much of that work was to have been completed in October.

A DDA spokesman said the strike not only affects future engine development at GM but is also stalling the relocation of company employes to new headquarters.

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Automotive News

As '82 models bow for press

Pontiac lowers curtain on big cars, gas V-8

By **Jenny L. King**
Staff Writer

DETROIT. — Electronic throttle body fuel injection for its 2.5-liter engine highlighted an unusually quiet new-car preview for Pontiac, with the now-intermediate Bonneville Model G and station wagon and Grand Prix the only 1982 models debuting in September.

Pontiac General Manager William E. Hoglund rang down the curtain on the gasoline V-8 engine, on the full-size (B-body) Pontiac and, he hoped, on depressed sales as he touted the new electronic fuel injection for Pontiac-built 2.5-liter four-cylinder engines of which the company plans to produce 1.2 million.

The new Bonneville is built on the former LeMans frame. The LeMans name has been dropped. It retains the Bonneville look, bringing along its grille and tail lights and look of luxury, and has room inside for six.

"Our major concern . . . was how not to desert our full-size customers who had been loyal to Pontiac since the Catalinas and Bonnevilles were introduced back in the '40s and '50s and still zero in on our definitive market" — youthful, expressive, sports-oriented consumer groups, Hoglund said.

Nearly 60 percent of the division's 1982 startup production will be small cars—subcompacts and compacts, he said. Two years ago it was 23 percent; last summer, 37 percent were small.

The A-special Grand Prix, which was restyled with a more aerodynamic shape for 1981, remains basically unchanged for '82.

The 1982 Phoenix also looks the same as it did for '81, but the standard engine is the new 2.5-liter engine with fuel injection. Ride and handling improvements make it more attractive to the youth and sports-oriented market, Hoglund said.

"A change in the computer command control system will eliminate the initial acceleration lag in the J2000 line," Hoglund said. "We plan to sell 35,000 J-cars during the 1981 model year (which began last May for J-2000): 15 percent coupes, 38 percent sedans, 29 percent hatchbacks and 18 percent station wagons."

Pontiac introduced its subcompact T1000 in April. The car will have a new five-speed manual transmission available this fall. Hoglund said his division is studying the possibility of a small diesel engine for the T-1000, but said Chevette has claim on all the diesels for the time being.

"I don't really like to do this, but I will make a sales prediction," he said. "We see total sales of between 10 and 10.6 million in model year 1982, and Pontiac's goal is 800,000, or 7.5 percent of the industry total." The prediction for nameplate breakdown is as follows: T1000, 94,000; J2000, 200,0[illegible] Phoenix, 70,000; Firebird, 90,000; LeMans/Bonneville G, 80,000; Pontiac 6000, 130,000; Grand Prix, 120,000, and remaining 1981 Bonneville/Catalina models, 16,000.

The 6000 is the new front-wheel-drive intermediate that will be introduced in January.

• "Our goal is a sales jump of 37 percent, but it's not unrealistic — sales climbed dramatically after the 1974-75 recession and they can this year if the economy strengthens," Hoglund said.

He said imports will stay near 2.5 million sales.

"By the end of this year we will have made one of the biggest changes in our lineup ever," Hoglund said. The T1000 debuted in April, the J2000 in May, an intermediate Bonneville now, and the front-drive Pontiac 6000 and an all-new Firebird are due early next year.

He said he thought the pattern of introducing new cars as they are ready would continue in the future, although it won't entirely replace the traditional early-autumn introduction.

Hoglund said inventory levels will be better for the A-body (6000) and F-body (Firebird) cars when they go on the market. J-car supplies have been a problem for dealers and customers ever since May.

Hoglund had no specific encouragement for dealers. He said the division was working hard to train dealers and their staffs, but did not comment on the recent changes in dealer discount, floor-planning rates and destination charges.

Givens promoted to top marketing post at Chrysler

DETROIT. — John K. Givens has been appointed executive director, marketing, for Chrysler Corp.

Givens is responsible for advertising, market research and analysis, marketing plans and programs, merchandising, sales analysis and forecasting activities, and for sales planning and programing.

Givens most recently served as general manager of Import Operations, and before that was director, Sales Operations, U. S. Automotive Sales.

His appointment follows the recent departure of Charles LaBelle, who resigned as marketing vice president to join Nissan as sales operations vice president.

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57th year — No. 4877

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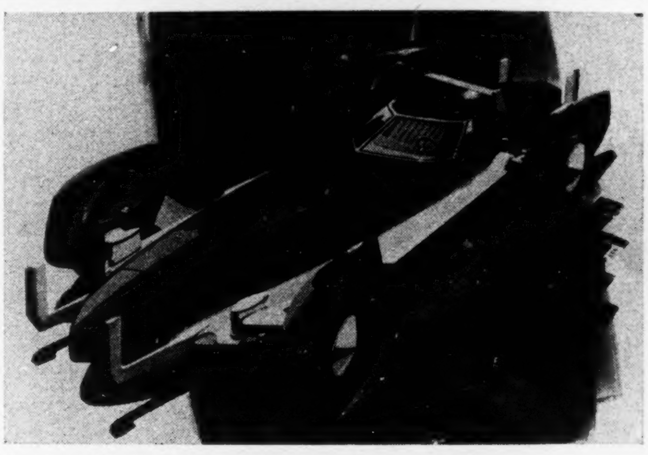

Futuristic personal transportation

Sleek personal transportation for the near future, the M/S Rhoades was commissioned by Luntz Corp., of Canton, O., as a study in uses of steels. Driven by a turbine engine or an air-cooled piston V-8, the vehicle features a stainless steel frame, body and removable top. It measures 193 inches in length and weighs 2,262 pounds.

Plant would build 4WD Niva from Russia, Canadian parts

Lada eyes Nova Scotia assembly

By **Jim Plegue**
Staff Writer

AJAX, Ont. — Lada Cars of Canada has singled out a location in Eastern Passage — near Dartmouth, Nova Scotia — as the likely spot to assemble the Niva, a four-wheel-drive vehicle the company currently imports from Russia.

Lada has hired Austin Co., Ltd., a Cleveland engineering/design firm, to complete a feasibility study on the proposed plant site — a vacant lot adjacent to and owned by Autoport in Eastern Passage. The study should be completed by late September, acording to a Lada spokesman. (Autoport is a port of entry and prep point for cars,)

Lada officials in Russia and officers of AvtoExport, the trading arm of the Soviet Union, have given preliminary approval to the plan and the study. If the proposal receives the final OK, Niva production could begin by early 1983 at a start-up rate of 5,000 units per year.

The Lada of Canada spokesman said the company favors assembly of partially-knocked-down (PKD) Niva units with locally sourced parts comprising 50 to 60 percent of the vehicles, a necessity in order to achieve duty-free status in Canada.

The Austin Co. feasibility study is being partially funded by Industrial Estates, Ltd., (IEL), a crown corporation of the Nova Scotia government. Lada Cars of Canada has been negotiating with IEL, as well as Autoport (which is owned by Canadian National Railways), for assistance in building and operating the plant.

One possibility is that IEL may fund construction of the assembly plant on the Autoport lot, then lease it to a contractor who, in turn, would build Niva models and sell them to Lada Cars of Canada for sale to dealers.

The Canadian-owned company, which has been selling Lada sedans since the fall of 1978, began offering the Niva model in November, 1980. It has sold 1,000 Nivas since introduction and is expanding into Western Canada where demand will be greater.

Assembly of the Niva would ease the supply situation and open potential export markets. Likely markets would be Central and South America and the United States through Satra. the U. S. - Soviet trading company.

Lada officials prefer the Dartmouth/Halifax area of Nova Scotia for the plant because it is a year-round deep-sea port offering good rail connections and a ready supply of available skilled labor.

Lighter, brighter, whiter

A new glass headlamp unit, right, that is 23 percent lighter than its forerunner will be manufactured by General Motors' Guide Division, Monroe, La., for use on all 1982 GM cars with two-lamp headlighting. Produced in tungsten and tungsten-halogen sealed-beam versions, the new lamps features a whiter light with twice the output on high beam and a 36-percent energy saving on low beam, Guide Division said.

Buick to supply cars for 1984 Olympics

DETROIT. — The Los Angeles Olympic Organizing Committee finally found a domestic car to be its official car of the 1984 games: Buick.

Domestic makers had been reluctant to become the official sponsor for the games because of the costs, the difficulty of getting much publicity from the sponsorship and the timing of the summer games, when stocks are being cleared and makers have nothing new to show, and the winter games, after models are already introduced.

In fact, just over one year ago, General Motors turned down the Olympic sponsorship.

But a number of major importers — German, Japanese and Swedish were anxious to sign the contract. The organizing committee was reluctant to sign a foreign make because of the sensitivity of the import issue.

Four months ago the Albuquerque-based ad agency Competitive Edge signed an option agreement with the Olympic committee to try to find a GM sponsor.

Competitive Edge, which says it handles some 700 dealer clients, mostly Buick, agreed to sponsor the games itself if it did not find an auto maker.

"We had an idea about creating a special Olympic car to be sold across the U. S., targeted toward import buyers," said Competitive Edge President Lee Galles.

"We presented the idea to GM and suggested that Buick be the division named to be the official official car. GM was receptive . . . Buick was very enthusiastis," he said.

Buick is now studying possibility for a limited-edition production car along these lines.

As official car, Buick will offer 500 new cars over the next three years for the Olympics. These will be a mixture of models. Competitive Edge will produce and promote advertising tying together the Olympics and Buick.

Another part of the agreement calls for Buick to sponsor a youth-oriented athletic activity, extending beyond the scope of the '84 Olympics. Buick is said to be studying four proposals for facilities or national youth programs.

Lemley heads L-M deal

MEDFORD, Mass. — Fraser Lemley has become president of Sentry Lincoln-Mercury.

Makers see eventual success

Alcohol cars turn sour in Brazil

By Laurie Wentz
Crain News Service

SAO PAULO, Brazil — Sales of Brazil's 100-percent-alcohol-fueled cars — hailed last year as the savior of this nation's auto industry — have plummeted with the slumping economy and Government's contradictory stance on the alcohol program.

After peaking at 55,777 alcohol vehicles last November, monthly output fell to 5,459 in June and an estimated 2,500 in July as manufacturers slashed production further in an effort to unload stocks.

Little immediate improvement is expected.

"Demand for alcohol cars reached 90 percent last year; now it's 10 percent (of new-car demand) and we expect it to level off at 35 to 40 percent," said Derek Barron, Ford of Brazil's marketing director.

Brazil is 80 percent energy dependent on oil imports and is spending more than $5 billion—including $250 million from the World Bank's first-ever loan for alcohol production — to bring alcohol-from-sugar-cane production to 10.7 billion liters per year by 1985 and replace 45 percent of the country's gasoline consumption with ethanol (ethyl alcohol).

By 1985, two million alcohol-burning cars and light trucks were scheduled to be circulating on Brazil's roads.

• The meteoric rise of alcohol burners produced by Ford, General Motors, Volkswagen and Fiat began last year when the Iran-Iraq conflict threatened threatened Brazil's oil imports and motorists feared there would be no gasoline.

The downturn started when sales slipped to 39,500 cars in January and to 18,300 by March. First-half sales of 121,000 fell far short of the goal of 180,000.

Not only alcohol cars have been affected. Hard-hit by Brazil's recession, domestic January-July auto sales plunged 38.5 percent below the first seven months of 1980 to 334,180 vehicles.

An export drive boosted first-half foreign sales by 17 percent to 112,990 vehicles and Volkswagen aims to double its 1980 export earnings to $600 million.

Despite the export surge, the auto industry has fired 14,600 workers this year and Volkswagen — responsible for 43 percent of Brazil's auto output—is offering three month's severance and continued medical and educational benefits to any employe willing to quit his job. During the first week of the offer, a thousand VW employes volunteered to quit.

• GM, Ford and VW executives cite the following reasons for the drastic decline in car sales:

1. To discourage excess consumption, the government has pushed the price of alcohol from between 35 and 50 percent of the price of gasoline to 64 percent of the price of Brazil's gasoline — the world's third most expensive at $3.04 per gallon.

2. "Ill-advised and conflicting statements" by top government officials about continued availability of alcohol fuel sparked fears among car buyers of an alcohol shortage and undermined public confidence in the alcohol option.

3. Massive illegal and inefficient "backyard" conversions of gasoline vehicles to run on alcohol caused rapid engine corrosion and atrocious mileage, giving the alcohol car a bad name.

4. The last straw, for many alcohol-car owners, is a mandatory car sticker required in order to fill up on alcohol, beginning Aug. 20. The sticker is obligatory, but it keeps falling off the car.

Ford's alcohol models have gained a reputation for greater fuel efficiency and a better cold start, enabling the company to capture about one half of the much diminished alcohol-car market in recent months.

• With $25 million invested in developing the alcohol car in Brazil, Ford is betting on an upturn in sales.

Alcohol cars came to 10 percent of Ford's July output but will make up 15 percent in August and about 35 percent the rest of the year, according to Ford's Barron.

Although lack of public confidence is expected to hamper alcohol-car sales over the short term, auto industry leaders and government officials alike say they are convinced of the ultimate success of Propalcool — as the alcohol program is called—because Brazil has no alternative.

"There are already 400,000 alcohol cars and 5,000 alcohol service stations in Brazil," says a prominent Sao Paulo energy energy expert. "Proalcool is irreversible."

Alcohol-car output in Brazil

1979	
Total	4,624
1980	
January	645
February	1,912
March	3,649
April	3,058
May	9,914
June	18,802
July	12,249
August	21,990
September	30,881
October	43,417
November	55,777
December	51,722
TOTAL	254,016
1981	
January	39,593
February	33,328
March	18,305
April	13,078
May	11,983
June	5,459
TOTAL	121,746

Without a burp

Alcohol - fueled Brazilian Volkswagen gets tanked up on alcohol at one of Brazil's 5,000 alcohol service stations.

EPA proposes a retreat on noise-control standards

WASHINGTON. — All record keeping and reporting requirements for existing noise control standards for medium and heavy trucks, motorcycles and motorcycle replacement exhaust systems, garbage trucks, construction equipment and portable air compressions is proposed for revocation by EPA.

Comment due date is Sept. 14.

The medium and heavy truck noise control standards, set in April, 1976, and effective as of 1978 models are for 83 dbA and are scheduled to drop to 80 dbA in January, 1983. These standards remain in effect until Congress decides what really happens.

The Reagan Administration plans to deregulate in the noise control area—turning it over to the states—despite the opposition of the motorcycle and truck makers, who fear conflicting regulations by the states.

The EPA proposal says it is now holding in abeyance all compliance checking of noise levels and all verification of labels and it plans to eliminate those particular regulations after the suitable comment period.

Even though the government will have no way of knowing whether the vehicles do comply with standards, the citizens' suit provisions remain in case any individual wants to challenge the makers.

The Senate has moved to scrub noise-control federal regulations except for interstate carriers and railroads but has left a gray area for trucks. The House bill would retain federal preemption for trucks and autos.

Although autos do not have noise-control standards, federal preemption might protect them also from conflicting state standards. Under the Quiet Communities Act, states and localities can control use of vehicles; the objection of federal preemption is to ban state and local control of the manufacturing process.

Deciphering ad is no easy task

DETROIT. — The word game is one anyone can play. That becomes apparent with a look at an ad run in the Detroit News by Ramchargers, a three-location parts concern.

One of a dozen items mentioned was a "Test Tube. Verify the need to replace catalytic converters. Easy to install. From $8.50." An AUTOMOTIVE NEWS query brought this explanation: "It's used to bypass the catalytic converter."

Sao Paulo street scene

Parked on a busy thoroughfare in Sao Paulo, Brazil, is an alcohol-powered Volkswagen owned by the phone company, Telesp. Ford, General Motors and Fiat also produce alcohol cars in Brazil. Sign on deck lid advises that the VW is powered by alcohol.

Electric Vehicle Corp. files under Chapter 11 in Minn.

MINNEAPOLIS. — Electric Vehicle Corp., a Twin Cities company charged recently with consumer fraud by the Minnesota Attorney General's Office, has entered U. S. Bankruptcy Court with more than $2.5 million in debts owed to more than 300 individuals and companies.

The bankruptcy action filed under Chapter 11, could ultimately pin losses on 100 consumers across the nation who paid up to $24,000 for cars marketed under the Bradley GT nameplate that were never delivered.

Consumers and employes of the company report that the cars and unassembled car kits that were shipped often lacked key components and had substantial deficiencies such as missing windows and doors that wouldn't close.

Moreover, most of the Electric Vehicle customers bought cars based on a sales promotion that the Attorney General's office charges was deceptive and fraudulent.

At the center of the controversy is Dell Gustafson, the Minneapolis businessman who was under federal investigation earlier this year for his deals involving a Las Vegas gambling casino. Gustafson was found in violation of federal securities laws, although he has denied any links to organized crime.

In the Chapter 11 filing by Electric Vehicle, about $2.5 million in debts are owed to some of the nation's largest and most prestigious publications, such as the Harvard Business Review, for advertising that Electric Vehicle used to generate telephone sales. The largest creditor is Media Networks of New York City for $87,343. Other creditors include such firms as IBM, 3M and Northwestern Bell Telephone.

However, the greater hardships could fall on the customers who paid in full for undelivered cars — people such as Wayne and Melanie Gunn, farmers in Jay, Fla., who wrote a check for $23,945 for a Bradley GT-2.

The Gunns hoped to become "brokers" which the Minnesota attorney general's office says was a fraudulent promotion used by the company to lure customers into buying a car.

The Gunns said they were told they would become exclusive representatives for Electric Vehicle in their area, which would earn them profits. They said they were told that joining the broker program would qualify them for a discount on their own electric car, reducing the price from $27,000. They said they were told that they would receive tips on prospective customers in their area.

But the sales pitch was a deception and a fraud, according to the complaint filed by the Minnesota Attorney General's Office. Thomas Barrett, special assistant attorney general in the Consumer Division, said that all the customers received discounts, that there were no tips on prospective customers and that the marketing areas were not exclusive.

Gengras family honored

HARTFORD.—The E. Clayton Gengras family, active for many years in Connecticut automotive retailing, has been cited by the Hartford Jewish Community Center for its endowment of the infirmary at the center's Camp Shalom summer youth facility.

Repossessors, U.S. settle charges of price fixing

WASHINGTON. — A proposed consent decree filed by the Justice Department would end the civil suit against Time Finance Adjusters, an association of repossessors based in Daytona Beach, Fla.

The proposed settlement, awaiting court approval, was filed in federal court in Orlando, Fla.

The suit, filed last January, alleged violation of the Sherman Act in conspiring to fix prices, restrict territories and limit membership throughout the U. S.

The proposed settlement would prohibit the defendant from fixing, advertising and publishing prices for repossession services. It would prohibit communicating with representatives of other repossession associations on prices.

It would also prohibit any activity with the purpose or foreseeable effect of allocating, restricting or otherwise influencing the service area or territory in which any of its members operate or advertise that they operate, and establishing or maintaining unreasonable fees for TFA membership.

Imports buoy June total

Month's registrations gain 10 pct. on 1980

By Richard A. Wright
Assistant Managing Editor

Buoyed by a record import total, new-car registrations in the U.S. climbed in June compared with a year earlier, according to figures compiled by R. L. Polk & Co.

New-car registrations in June totaled 747,405, up a healthy 10.55 percent from 675,964 a year earlier. While it was a welcome increase it was far from one of the industry's better Junes. Record for the month is 1,068,869, set in 1973.

June registrations were also up from the preceding month, a gain of 2.22 percent from 731,059 in May.

While most of the increase was accounted for by imports, which posted a record 222,508 total, up from 199,413 a year earlier, domestic new-car registrations also gained, up 10.12 percent from 476,551.

For the first six months of 1981, new-car registrations totaled 4,390,708, off 1.36 percent from 4,451,138 in the first half of last year.

Table on Page 11

Domestic registrations in the first half totaled 3,116,537, down 2.47 percent from 3,195,527 last year. Import registrations were up slightly for the six months to 1,275,171 from 1,255,611.

Biggest gainer in market share in June compared with a year earlier was Chrysler Corp., which took 8.18 percent of the total, up 2.07 percentage points. Ford Motor Co. accounted for 17.61 percent, up 0.21 of a point.

General Motors suffered the largest market share loss, down 2.19 percentage points to 43.08 percent of June registrations. American Motors dipped 0.33 of a point to 1.32 percent.

Imports accounted for 29.77 percent, up 0.27 of a point, while miscellaneous domestic lines accounted for 0.04 percent, down 0.03 of a point.

Excluding imports, June domestic registrations were divided as follows: GM, 61.35 percent, down 2.86 points from last year; Ford Motor Co., 25.03 percent, up 0.40 of a point; Chrysler Corp., 11.64 percent, up 2.98 points; AMC, 1.87, down 0.47 of a point, and miscellaneous, 0.06 percent, down 0.05 of a point.

By size segments, subcompacts and luxury cars again posted gains in market shares compared with a year earlier, as did imports. Subcompacts accounted for 15.37 percent of June registrations, up 2.75 points, while luxury cars were up 0.15 of a point to 4.41 percent.

Compacts took the biggest loss, down 2.18 points to 19.99 percent. Intermediates were also off 0.17 of a point to 20.16 percent, and standards dipped 0.82 of a point to 10.30 percent.

Registrations by market class in June were: Subcompact, 114,885; compact, 149,358; intermediate, 150,659; standard, 76,943; luxury, 32,952, and import, 222,508.

• Ford Escort continued to hold onto the top spot among the nameplates, with Chevrolet Chevette and Citation in strong pursuit.

The top 20 domestic nameplates in June registrations were:

1—Ford Escort	28,998
2—Chevrolet Chevette	26,431
3—Chevrolet Citation	24,315
4—Olds Cutlass Supreme	22,225
5—Standard Oldsmobile	21,288
6—Chevrolet Malibu	21,034
7—Olds Cutlass	19,826
8—Standard Chevrolet	17,927
9—Buick Regal	16,952
10—Buick Skylark	16,846
11—Plymouth Reliant	16,288
12—Ford Fairmont	15,744
13—Ford Mustang	14,102
14—Buick Century	13,131
15—Chevy Monte Carlo	12,089
16—Plymouth Horizon	11,792
17—Standard Ford	11,736
18—Standard Buick	11,353
19—Dodge Aries	11,346
20—Cadillac	10,683

'Spy' reported in computer of Cadillac V-8-6-4 engine

By Marjorie Sorge

Cadillac's new computer not only controls its V-8-6-4 engine, it also squeals on its owners.

In "Big Brother" fashion, the computer records any speed over 85 MPH and labels its owners "negligent" if the car is not brought to a repair shop within 30 engine starts after the "check engine" light comes on, according to the Electronic Engineering Times.

The computer also controls the V-8-6-4 engine which changes cylinders — depending on driving requirements to improve fuel economy — and the digital fuel injection system, among other parts of the vehicle.

Owners of the V-8-6-4 have complained bitterly about spending a great deal of time in the repair shop because the "check engine" light comes on frequently. In a previous AUTOMOTIVE NEWS story, R. J. McMillin, director of engineering for Delco Electronics, said the "check engine" light would come on when the computer detects any defect in the system. He said it would remain on until the car is brought into the shop for a checkup.

Besides a glowing "check engine" light, owners have said the V-8-6-4-powered cars are "experimental," that they die on the road without warning, stall and then jerk forward, ride rough and are a safety hazard. Others have reported fires. There is currently a class-action lawsuit pending in New Jersey against Cadillac.

Dealers have complained that the computer is "too sophisticated" for the car and is difficult to fix. Mechanics often replace the entire computer, but McMillin said two-thirds of the time the computer is perfectly good. He said the mechanics often don't have the training necessary to work with the computer.

The actual problem can be read in the dealership by using certain codes to probe the car computer's memory of the defect. According to EE Times, owners can tap the computer themselves. The publication said certain key voltages and fault codes can be read out on the digital speedometer when the turn signal, brake pedal and climate-control buttons are pushed simultaneously.

Some owners have seen the warranty-covered repair bill — up to $2,000 for the electronic control unit (ECU) and the peripherals. And many owners say the car fails again after the repairs.

Cadillac recently extended its warranty on the V-8-6-4 to five years or 50,000 miles without charge to the customer in the wake of criticism of the engine. The warranty covers the engine, the digital fuel injection system and the computer, plus other related parts, for the original and subsequent owners.

Spokespersons for Delco Electronics and Cadillac declined comment on the EE Times story on the basis of the pending litigation.

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1981	Percent Share of Market	Regis., June, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 6 mos., 1981	Percent Share of Market	Regis., 6 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	118,414	15.85	130,308	19.28	— 3.43	749,538	17.07	892,259	20.05	— 2.98
Ford	92,352	12.36	88,847	13.14	— 0.78	530,731	12.09	561,561	12.62	— 0.53
Oldsmobile	75,931	10.16	61,811	9.14	+ 1.02	425,419	9.69	394,526	8.86	+ 0.83
Buick	62,484	8.36	52,157	7.72	+ 0.64	364,017	8.29	336,191	7.55	+ 0.79
Pontiac	48,076	6.43	46,742	6.91	— 0.48	268,944	6.13	305,103	6.86	— 0.73
Mercury	33,934	4.54	23,439	3.47	+ 1.07	178,482	4.06	171,465	3.85	+ 0.21
Plymouth	29,131	3.90	15,752	2.33	+ 1.57	177,455	4.04	113,375	2.55	+ 1.49
Dodge	25,585	3.42	16,871	2.50	+ 0.92	160,988	3.67	121,548	2.73	+ 0.94
Cadillac	17,039	2.28	14,987	2.22	+ 0.06	103,185	2.35	108,358	2.43	— 0.08
AMC	9,845	1.32	11,131	1.65	— 0.33	72,463	1.65	79,738	1.79	— 0.14
Chrysler	6,391	0.86	8,673	1.28	— 0.42	52,026	1.18	70,487	1.58	— 0.40
Lincoln	5,309	0.71	5,317	0.79	— 0.08	31,951	0.73	39,069	0.88	— 0.15
GENERAL MOTORS	321,944	43.08	306,005	45.27	— 2.19	1,911,103	43.53	2,036,437	45.75	— 2.22
FORD MOTOR CO.	131,595	17.61	117,603	17.40	+ 0.21	741,164	16.88	772,095	17.35	— 0.47
CHRYSLER CORP.	61,107	8.18	41,296	6.11	+ 2.07	390,469	8.89	305,410	6.86	+ 2.03
AMERICAN MOTORS	9,845	1.32	11,131	1.65	— 0.33	72,463	1.65	79,738	1.79	— 0.14
IMPORTS	222,508	29.77	199,413	29.50	+ 0.27	1,274,171	29.02	1,255,611	28.21	+ 0.81
MISCELLANEOUS	306	0.04	516	0.07	— 0.03	1,338	0.03	1,847	0.04	— 0.01
TOTAL	747,305		675,964			4,390,708		4,451,138		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Luxury for Latin American market

Ford's luxury line in Latin America now includes the Del Rey, in two and four-door versions and two trim levels: Del Rey and De Rey Ouro. Base priced at about $8,200 for the gasohol-powered two door, the Del Rey features a 1.6-liter four and is the size of the U. S. Fairmont. The cars are built at the Sao Bernardo plant, Sao Paulo, Brazil, for sale in that country and elsewhere in Latin America.

Fuel produced from coal runs pickup in Alabama test

WILSONVILLE, Ala.—A 1981 General Motors pickup truck was fired up with a laboratory-produced liquid produced through a solvent refined coal process at a demonstration of how a utility company hopes to further turn coal into a liquid fuel.

The site was one of two pilot plants in the country and is being operated by Southern Co., a holding company for utilities in Georgia, Alabama and a part of Florida.

The fuel that went into the pickup was laboratory refined especially to operate the truck and was different from the product the plant is producing for fuel for electric generating plants and hopefully will refine into gasoline, home-heating oils and possibly fuel for other uses.

It was the first public demonstration at the plant south of Birmingham showing how a range of sulfur-free, clean-burning solids and liquids can be made.

Researchers said they believe a commercially feasible method of converting coal to a liquid fuel is about to appear.

The plant here is one of the few in the world which can take raw coal and convert it into a liquid fuel, said Dr. William B. Harrison, vice president for research and development for Southern Co. Services.

He made the statement at a press briefing.

• It was recalled at the press briefing that Germans developed a method of producing fuels from coal during World War I.

But, Harrison said, the process under development here uses a different system which removes pollutants from the coal, leaving a clean-burning solid which can be further refined into a liquid and as an automobile fuel.

Southern Co. officials said they believe a commercial-size plant would be able to produce liquid fuel at a cost of about $37 a barrel, which would be close to what a barrel of oil now costs on the world market.

The facility here has been told by the U. S. Department of Energy that it can expect an additional $3.2 million.

While funding for several synthetic fuel projects has been cut back or eliminated by the Reagan Administration, Wilsonville appears to be in a favorable position to continue its research work.

Further, a conference committee of Congress has promised to provide $135 million to International Coal Refining Co. for a large-scale plant to be erected in Western Kentucky. The purpose will be to test still further the process developed here and more fully determine whether the system is commercially feasible.

The Kentucky operation would produce about 100,000 barrels of liquid per day using 30,000 tons of coal.

This would be in contrast to the production of 15 gallons of liquid daily from six tons of coal here.

To produce a liquid, the solvent refined coal is mixed with hydrogen and a solvent and then passed through a hydrogeneration reactor to increase the hydrogen content of the fuel, which is then again distilled.

TOP CARS

U. S. registrations for the first six months of 1981. Registrations not available for Oklahoma.

1981 Pos.	Make	1980 Pos.
1—749,538	Chevrolet	892,259— 1
2—530,731	Ford	561,561— 2
3—425,419	Oldsmobile	394,526— 3
4—364,017	Buick	336,191— 4
5—309,427	Toyota	293,524— 6
6—268,944	Pontiac	305,103— 5
7—230,659	Datsun	266,349— 7
8—194,070	Honda	173,680— 8
9—178,482	Mercury	171,465— 9
10—177,455	Plymouth	113,375—12
11—160,988	Dodge	121,548—11
12—118,640	Volkswagen	124,610—10
13—103,185	Cadillac	108,358—13
14— 93,811	Mazda	75,388—15
15— 72,463	AMC	79,738—14
16— 69,774	Subaru	59,507—17
17— 52,026	Chrysler	70,487—16
18— 31,951	Lincoln	39,069—18
19— 31,917	Volvo	....
20— 29,911	Mercedes	24,766—22
21— 28,383	Fiesta	35,970—19
22— 22.463	Audi	....
....	Arrow	33,267—20
....	Colt	30,792—21
	Other	
145,116	Imports	137,756
1,338	Misc. Dom.	1,847
	Total All Makes	
4,390,708		4,451,138

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Mercedes deal expands truck horizon

Egypt: Near East automotive center

By Jan P. Norbye
Staff Correspondent

STUTTGART, West Germany. — News of the Daimler-Benz contract has brought Egypt into focus as the center of motor vehicle production in the Near East.

Under the recent agreement, the Stuttgart firm will hold a 25-percent share of a joint venture, Mercedes Misk Co. Government-approved plans call for the construction of a plant on an industrial site near Cairo estimated to cost $45 million, for assembly of 3,000 light trucks, 3,600 heavy trucks, and 1,000 buses a year, all powered by Mercedes-Benz diesel engines.

Local content will start modestly, with such elements as frames, springs, tires, cabs, bodies, seats and trim, while the major mechanical components will be delivered from West Germany.

The plant is scheduled to come on stream in the early part of 1983.

This project will give Egypt its first real base in the commercial-vehicle industry. Up to now, local production of heavy vehicles has been restricted to about 2,500 Magirus-Deutz medium-duty trucks and buses a year, with up to 60 percent local content. This operation is conducted by Nasco, a subsidiary of El Nasr Industries (a Fiat licensee).

• The signing of this deal with Daimler-Benz could spell curtains for the Ford project, which has been under discussion at various times in recent years.

Ford formerly operated a truck assembly plant at Amreya outside Alexandria, but it was closed in 1966 when the Arab League put Ford on the blacklist for trading with Israeli firms.

The latest Ford plan, presented at the end of 1977, called for investments of $200 million to manufacture 50,000 diesel engines and 10,000 trucks a year.

Ford was to subscribe for a 30-percent share, matched by local private interests, with the Cairo Government coming in for a 40-percent share.

El Nasr Industries has been producing Fiat cars under license since 1961 and now holds a 65-percent share of the Egyption car market, with 2,500 workers and a production of 15,000 to 16,000 cars a year at the Helwan plant near Cairo.

An ambitious tripartite expansion plan announced in 1978 with Spanish collaboration and Iranian financial participation has apparently not been affected by Fiat's retreat from its Spanish associate, SEAT, and the domestic troubles of the Misr Iran Bank.

The plan includes a foundry, a forge and complete machine shops for engine production, and will raise El Nasr's capacity to 35,000 cars a year by 1983. Current models include the 128, 133, 125 and 131.

• But the Egyptian Government long ago started looking beyond a Fiat monopoly on domestic fabrication. Finally, in January, 1979, after five years of negotiations, the Sadat government signed an agreement with Volkswagenwerk and its Brazilian subsidiary for local assembly of 10,000 Beetles and Transporters a year from CKD shipments sourced in Brazil. The number was to double in three years.

One problem that took time to solve was Volkswagen's insistence on majority control of the enterprise. Volkswagen's investment is estimated at $35 to $40 million, and the stake of the Egyptian Government is expected to fall between 33 and 49 percent, putting the total cost in the area of $55 to $85 million.

Land was found in Ismailia, on the banks of the Suez Canal, near the Great Bitter Lake. Ismailian Governor Abdel Moniem Amera has announced that a work force of 6,000 trained Egyptians will be available for the VW plant, due to come on stream in the spring of 1982.

The U. S. auto industry's leading representative in Egypt is American Motors, with an annual production of about 5,000 Jeeps, Wagoneers and pickup trucks. The agreement was signed in November, 1977, and production began in April, 1979. The $100-million plant is located at Heliopolis, near Cairo and was set up by a joint subsidiary of the Arab Organization for Industrialization, which owns 51 percent, and American Motors, which holds the remaining 49 percent.

The AOI was formed in 1975 by Egypt, Saudi Arabia, Qatar and the United Arab Emirates, with the latter providing the bulk of the financing. The plant will ultimately have capacity for 10,000 four-wheel-drive vehicles a year.

Minor members of the Egyptian auto industry include Etramco and Ramses. Etramco is located at Helwan and began production in 1975, building about 500 Honda minibuses a year.

Egyptian Automotive Co. began building the Ramses under NSU Prinz license in 1958, and was making 1,000 cars a year by 1964. When Prinz production ended in 1970, Ramses switched to the Polish ZUK light commercial vehicle line, now built in an annual volume of about 1,500 units.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
June '81 vs. June '80

	1981		1980	
	June	Yr.	June	Yr.
AMC Spirit	2,622	20,363	3,973	28,163
Concord	2,811	21,675	4,162	27,259
Concord Sta Wgn	1,188	7,986	1,240	7,815
Eagle 4 WD	499	3,798	634	6,018
Eagle Sta Wgn	1,273	8,470	980	8,834
Eagle SX4 4 WD	1,452	10,171		
Pacer			36	503
Pacer Sta Wgn			106	1,146
TOTAL AMC	9,845	72,463	11,131	79,738
Chrysler Le Baron	2,682	21,418	3,273	27,844
Le Baron Sta Wgn	522	4,147	524	4,241
Cordoba	1,884	15,245	2,868	22,276
Newport	286	3,529	888	6,480
New Yorker	449	4,673	1,120	9,646
Imperial	568	3,014		
Total	6,391	52,026	8,673	70,487
Ply. Horizon	11,792	74,968	7,870	63,749
Reliant	11,497	64,068		
Reliant Sta Wgn	4,791	25,564		
Volare	356	5,957	5,223	35,182
Volare Sta Wgn	77	1,264	1,251	7,920
Gran Fury	618	5,634	1,408	6,524
Total	29,131	177,455	15,752	113,375
Dodge Omni	9,490	57,310	6,624	52,614
Aries	8,041	49,351		
Aries Sta Wgn	3,305	19,609		
Aspen	372	4,973	4,023	25,795
Aspen Sta Wgn	56	1,162	852	5,761
Diplomat	2,350	13,739	1,721	13,227
Diplomat Sta Wgn	219	2,132	303	2,329
Mirada	1,182	8,734	1,816	13,568
St. Regis	570	3,978	1,532	8,254
Total	25,585	160,988	16,871	121,548
Total Chrysler Corp.	61,107	390,469	41,296	305,410
Escort	17,220	94,176		
Escort Sta Wgn	11,778	65,161		
EXP	8,253	16,533		
Pinto	406	8,518	13,413	62,422
Pinto Sta Wgn	116	2,563	2,766	17,146
Fairmont	10,947	77,763	17,882	119,225
Fairmont Sta Wgn	4,797	28,293	6,600	40,853
Granada	8,011	53,186	6,302	38,130
LTD II			295	2,543
LTD	5,809	27,680	8,218	50,727
LTD Crn Victoria	3,486	18,795	2,443	12,448
Ford Sta Wgn	2,441	10,546	2,346	14,510
Mustang	14,102	89,012	20,159	125,215
Thunderbird	4,986	38,505	8,423	78,342
Total	92,352	530,731	88,847	561,561
Lincoln Town Car	2,676	15,299	2,323	16,148
Cont Mark	2,633	16,652	2,515	19,798
Versailles			479	3,123
Total	5,309	31,951	5,317	39,069
Mercury Lynx	6,357	32,851		
Lynx Sta Wgn	3,479	19,179		
LN7	2,492	4,851		
Bobcat	59	1,969	1,812	13,114
Bobcat Sta Wgn	16	452	420	2,862
Zephyr	4,416	25,291	4,357	35,420
Zephyr Sta Wgn	1,489	7,268	1,684	9,882
'81 Cougar/Monarch	4,202	21,799	2,198	14,426
Marquis	657	3,652	1,209	7,176
Marquis Brougham	1,033	5,691	918	6,354
Grand Marquis	1,901	10,661	1,392	10,136
Marquis Sta Wgn	629	3,579	505	4,147
XR7	2,213	14,755	3,546	33,628
Capri	4,991	26,484	5,398	34,320
Total	33,934	178,482	23,439	171,465
Linc Merc Div. Total	39,243	210,433	28,756	210,534
Total Ford Motor Co.	131,595	741,164	117,603	772,095
Buick Skyhawk			491	4,509
Skylark	16,846	103,656	13,360	82,875
Century	11,309	63,045	9,843	58,603
Regal	16,952	103,672	13,711	88,734
Century Sta Wgn	1,822	8,592	1,446	8,534
Le Sabre	1,966	10,507	2,343	13,671
Le Sabre Limited	3,747	21,356	3,449	25,969
Electra 225	4,532	25,792	3,955	28,394
Buick Sta Wgn	1,108	5,450	674	5,337
Riviera	4,202	21,947	2,885	19,565
Total	62,484	364,017	52,157	336,191
Cadillac de Ville	7,982	47,209	7,053	50,447
Cimarron	365	401		
Fleetwood & Chassis	2,701	18,085	2,076	14,725
Eldorado	4,236	25,100	3,606	24,150
Seville	1,755	12,390	2,252	19,036
Total	17,039	103,185	14,987	108,358
Chevrolet Chevette	26,431	202,073	26,094	194,464
Camaro	10,207	54,788	9,876	62,675
Monza	304	15,222	11,785	70,598
Cavalier	2,549	2,747		
Cavalier Sta Wgn	1,035	1,101		
Citation	24,315	161,265	29,549	191,315
Malibu	15,243	86,195	15,405	97,710
Malibu Sta Wgn	5,791	30,119	5,205	31,968
Monte Carlo	12,069	82,635	11,669	79,749
Impala	5,711	30,009	6,498	47,304
Caprice	8,047	45,045	7,269	65,651
Chevrolet Sta Wgn	4,169	22,013	3,978	32,708
Corvette	2,523	16,326	2,980	18,117
Total	118,414	749,538	130,306	892,259
Oldsmobile Starfire			360	4,657
Omega	9,281	55,369	6,770	40,806
Cutlass Salon	16,408	87,896	13,125	83,825
Cut. Supr/Calais	22,225	134,635	19,746	123,775
Cutlass Sta Wgn	3,418	16,937	2,613	15,958
Delta 88	1,049	6,017	1,697	10,187
Delta 88 Royale	11,971	60,022	9,041	55,425
98	6,528	37,974	4,747	32,288
Oldsmobile Sta Wgn	1,740	8,902	1,069	9,664
Toronado	3,311	17,667	2,643	17,941
Total	75,931	425,419	61,811	394,526
Pontiac T1000	6,841	14,706		
Sunbird	627	27,174	9,711	60,331
J2000	2,555	2,847		
J2000 Sta Wgn	463	552		
Phoenix	6,984	46,767	8,063	47,307
LeMans	4,217	26,593	3,661	27,265
LeMans Sta Wgn	2,511	11,682	2,016	12,947
Catalina	591	3,691	966	7,076
Bonneville	3,814	19,939	3,652	23,770
Bonne. Brougham	2,903	15,473	2,393	17,773
Pontiac Sta Wgn	882	4,396	904	6,742
Grand Prix	10,423	64,521	7,717	54,497
Firebird	5,265	30,603	7,659	47,395
Total	48,076	268,944	46,742	305,103
TOTAL GM CORP.	321,944	1,911,103	306,005	2,036,437
(Checker)	184	1,049	493	1,675
Misc. Domestic	306	1,338	516	1,847
Domestic Station Wagon Total	59,115	317,119	37,494	251,686
Domestic Grand Total	524,797	3,116,537	476,551	3,195,527
Import Total	222,508	1,274,171	199,413	1,255,611
Grand Total All Registrations	747,305	4,390,706	675,964	4,451,138

Registrations for Oklahoma not available.

St. Louis Buick deal finds 18 months enough

ST. LOUIS. — Larry Mazzuca Buick-Opel, Inc., a new facility at 2244 South Kingshighway Blvd, is liquidating after being in business for only 18 months.

However, the point will not be closed since Mazzuca will be selling his interest. Motors Holding has partly financed the operation.

Dealer leader and Saab president

Investigating a new display for Saab dealers is H. Herald Friedley, right, Friedley Saab, Cedar Falls, Ia., with Robert J. Sinclair, president, Saab-Scania of America, Inc. They met at company headquarters in Orange, Conn., where Friedley chaired meetings of the Saab National Dealer Advisory Council.

FTC cites antiknock firms for price-fixing practices

WASHINGTON.—The nation's four makers of lead-based antiknock gasoline compounds are guilty of violating antitrust laws in order to maintain identical prices for their products, a Federal Trade Commission judge has ruled.

Although not engaged in a conspiracy, said Chief Judge Ernest G. Barnes, the four manufacturers — Ethyl Corp., DuPont, PPG Industries and Nalco Chemical — engaged in similar anticompetitive practices, including:

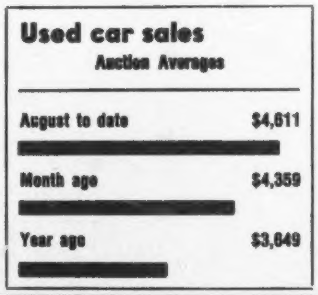
1. Thirty-day advance notices of price increases.
2. Issuance of press releases announcing price increases.
3. Uniform prices for delivered shipments, regardless of distance.
4. Use of "most-favored-nation" clauses in contracts, which promise customers the lowest price extended to any other customer.

Use of these marketing practices, Barnes said, results in "chilling the vigor of price competition." The four companies, under the judge's order, may no longer use these or other anticompetitive practices.

Antiknock compounds, which raise the octane levels of gasoline and prevent engine "knocking," enjoyed sales of $550 million last year. Such compounds were used in about two-thirds of the gasoline produced in the U. S.

A-C-D festival set

AUBURN, Ind. — The annual Auburn-Cord-Duesenberg festival will be held here Sept. 4-7.



Used car sales

Auction Averages

August to date $4,611

Month ago $4,359

Year ago $3,649

U. S. wins round on restraint of competition charges

Trial ordered in M-B parts case

WASHINGTON. — Mercedes-Benz cars and Mercedes-Benz replacement parts are separate products, as far as the U. S. District Court in Northern California is concerned, but a trial is needed to determine whether Mercedes-Benz of North America has restrained competition in the parts market and whether Mercedes has shown a legitimate business justification for the tie-in of parts and car sales to its franchised dealers.

This was the latest decision in the ongoing suit the Justice Department brought against MBNA alleging a per se violation of Section 1 of the Sherman Act in allegedly tying the sale of Mercedes parts to the sale of Mercedes cars.

Some 400 Mercedes dealers operate under a franchise agreement requiring the use of "genuine" parts or parts approved by the parent company, Daimler-Benz AG.

MBNA said the arrangement should not come under a per se ruling. Using the rule of reason, the agreement is not a restraint of trade, it said. But the judge did not agree.

Most of the cases cited support the theory that Mercedes-Benz may condition the sale of cars on the use of the Mercedes-Benz trademark, the court ruled.

The court also suggested that by restricting dealers' source of parts, prices could rise and dealers could find it hard to compete with independent distributors.

The court decided the two products are separate because Mercedes has separate price lists, separate personnel and separate sources of supplies — some made by the parent company and others by outside suppliers.

While the court noted that the "approved source" clause in the franchise agreement may negate a finding of an illegal tying arrangement in the case of the Mercedes franchise, the government has shown that "no formal system for approval of non-MBNA parts exists in the DBAG/MBNA network and that crucial MBNA officers are unaware of established procedure for testing the quality of non-MBNA-supplied parts upon dealer request for DBAG approval."

"The evidence discloses that the approved source provision exists on paper only and does not represent a true alternative for dealers wishing to avoid the effects of a tie-in," the court said.

The court spelled out three ways the government could show M-B has enough economic power to impose appreciable restraint of competition in the parts market: That Mercedes has a dominant position in the tying product; that MB parts have sufficient, advantageous differences not shared by its competitors, or that M-B has economic power based solely on the number of customers who have accepted the tie-in.

The government is using the last two arguments. The court indicated dissatisfaction with the last argument, saying it also needs to be shown that there are no explanations for the acceptance of the agreement except the seller's economic power.

Mercedes-Benz said use of its replacement parts is essential to the continued high quality and reputation of its cars and trademark. MBNA also said it is impractical or impossible to publish engineering, manufacturing and testing procedures for its 25,000 replacement parts.

As the court sees it, the question may turn on whether quality control inspection done by DBAG can be duplicated since the specifications for making many of the parts already exist.

In order to get the court to rule in favor of MBNA's business justification arguments, the court said MBNA must show the need for its quality control procedures and the "unavailability of comparable mechanically necessary replacement parts from non-MBNA sources."

MBNA recently settled another parts case, brought in 1977 in Maryland by private parties. In a consent agreement, MBNA said it would not make or maintain any agreements with dealers that fix the price, margin, discount or markup of M-B parts sold to independent garages (AUTOMOTIVE NEWS, Aug. 3).

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1981	$8,418	$7,619	$7,126
1980	6,191	6,008	5,856
1979	5,166	5,000	4,857
1978	4,056	3,872	3,669
1977	3,178	3,142	2,972
1976	2,366	2,291	2,288
1975	1,606	1,686	1,699
1974	1,272	1,314	1,379
Overall Average	$4,611	$4,396	$4,286

factories list auction dates

American Motors

Aug. 25—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 26—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Aug. 27—Fredericksburg Auto Auction, Fredericksburg, Va.

Aug. 28—Concord Auto Auction, Acton, Mass.

Chrysler Corp.

Aug. 25—D-A Auto Auction, New Stanton, Pa.; NuCarPrep System, City of Commerce, Calif.

Aug. 26 — Minneapolis Auto Auction, Minneapolis, Minn.

Aug. 28—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Aug. 25—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Aug. 26 — Metro Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Aug. 27 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N.J.

Sept. 1—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Atlanta appoints 2

RED OAK, Ga.—Atlanta Auto Auction has promoted Berta M. Ferrell to assistant general manager/office management and Charles N. Sanders to assistant general manager/operations management.

used-car auction directory

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Automotive News Want Ads Will Bring You Fast Action!

Makers assemble 104,425 for week

Car output rises as plants return

By Patricia Hoffman
Staff Writer

U. S. auto production last week fared better than the previous week's output, and the total remained above that of the comparable 1980 week.

The car makers scheduled 104,425 units last week, up 9.02 percent from 95,785 the previous week, and up 8.15 percent from 96,556 completed in the comparable week last year.

So far this year, the auto manufacturers have assembled 4,389,527 units, up 7.05 percent from 4,100,498 a year ago.

Breakdown for the week by company is: General Motors, 56.55 percent; Ford Motor, 30.19 percent; Chrysler Corp., 9.86 percent; American Motors, 3.02 percent; Volkswagen of America, 0.36 percent and Checker Motors, 0.02 percent.

Several assembly points resumed operations last week with production of 1982 models.

GM's Detroit facility, down for changeover since July 17, returned Aug. 17. So did Pontiac and Baltimore, which had been down since July 31.

GM's Linden assembly plant, idle since July 22 for model changeover, resumed operations last Wednesday (Aug. 19).

AMC's Kenosha assembly point, down for changeover since July 20, reopened Aug. 17.

Chrysler's Newark facility, idle since Aug. 3, returns today (Aug. 24).

GM's Janesville point closed last week (Aug. 17) for changeover to the 1982 J-cars. The plant is slated to reopen Sept. 8.

GM's Leeds and Van Nuys assembly points, both down for model chanegover, are scheduled to return with 1982 production Oct. 12.

Chrysler's St. Louis point, idle since July 31, is slated to return late this week.

Davies adds VW in Hawaii; worldwide auto chain grows

HONOLULU. — Theo. H Davies & Co., Ltd., has expanded its automobile distribution activities in Hawaii by purchasing a majority interest in Volkswagen Maui, Inc., in Kahului.

C. W. Shafer, vice president of Theo. Davies and president of Davies Euromotors, said the Volkswagen Maui name will be changed, but the dealership's car lines — Volkswagen, Audi, Jaguar and Triumph — will be retained.

The acquisition marks Davies' entrance into automobile distribution on Maui. The firm handles Mercedes-Benz in Honolulu and Hilo through Davies Euromotors and Honda on the Island of Hawaii through Big Island Honda.

Volkswagen Maui sold 454 new and used cars in 1980, totaling more than $4 million. Davies Euromotors' sales on Oahu and the Big Island topped $11 million in 1980, including 526 new and used cars.

Euromotors has increased its share of the luxury new-car market (cars costing $12,000 or more) in Hawaii from 7 percent in mid-1979, when Davies acquired Euromotors, to 11 percent at the end of 1980.

"We are optimistic about the automobile market on Maui and are pleased to diversify further in a business where we see growth potential," Shafer said. "We think that our total automobile operations may have the potential of $20 million in sales by 1982."

Robert Sutton, president of Theo. Davies, said the acquisition is compatible with the expanding automobile business of Davies' parent company, Jardine, Matheson & Co., Ltd., based in Hong Kong.

In June, Matheson & Co., a Jardine subsidiary in England, purchased a three-quarter interest in the Lancaster Motor Group, which distributes Mercedes, Porsche, Audi, Volkswagen, Volvo and other cars from six locations in southeast England.

Jardine franchises in Hong Kond include Mercedes, Subaru, Fiat, Ferrari and Chevrolet, while an affiliate in Saudi Arabia is the agency for Chrysler and British Leyland.

Truck production declines for week but tops year ago

U. S. truck production last week fell below the previous week's output, but the total was higher than that of year ago period.

Last week, the truck manufacturers scheduled 23,935 units, down 5.89 percent from 25,432 trucks completed in the previous week, but up 10.31 percent from 21,697 last year.

So far this year, the truck makers have completed 1,120,811 units, up 12.53 percent from 995,992 in the same period in 1980.

General Motors' Lordstown (van line) assembly point, idle for model changeover since July 30, returns today (Aug. 24).

GM Fremont down for changeover since July 17, resumes operations today as does the Pontiac (medium, heavy-duty and bus) facility, which closed Aug. 17 for inventory adjustments.

The GM Baltimore assembly plant returned last week (Aug. 17) with 1982 production. The plant had been idle since July 31.

Returning next week at GM will be the Janesville and St. Louis assembly points. The plants went down for model changeover on July 24, and are both slated to resume Aug. 31.

Volkswagen of America's Westmoreland assembly point will be idle for changeover beginning Friday (Aug. 28) and is scheduled to resume operations Sept. 21.

Week's output of cars, trucks rises in Canada

The Canadian auto makers last week upped production from the previous week's output, and the total also was above that of the comparable 1980 week.

The estimated auto production for the week was 12,042 units, up 45.68 percent from 8,266 in the previous week, and up 17.05 percent from 10,288 in the comparable week last year.

So far this year, the car manufacturers have completed 548,438 units, up 2.89 percent from 533,021 in the comparable period last year.

Canadian truck production for the week was planned at 9,704 units, up 31.06 percent from the previous week's output of 7,404 units. However, the total dropped 12.99 percent from 11,153 trucks completed in the same week in 1980.

Year-to-date output for the truck makers is 337,037 units, up 2.27 percent from 329,548 in the comparable period last year.

General Motor's Oshawa (#2) car facility, which was idled Aug. 6 for changeover to the 1982 front-wheel-drive cars, will continue down until Nov. 9.

GM's Oshawa (#1) car point, down for changeover since July 16 and originally scheduled to resume Aug. 18, will remain idle until Aug. 31 for inventory adjustments.

Also at GM, the Scarborough truck facility, which went down for changeover July 29, resumed operations last week (Aug. 18).

Volvo's Halifax assembly point, down for changeover since Aug. 3, returns today (Aug. 24).

U. S. CAR PRODUCTION

	Week Ended Aug. 22, 1981	Week Ended Aug. 23, 1980	Week Ended Aug. 15, 1981	Aug. to Date	Jan. 1 to Aug. 23, 1980	Jan. 1 to Aug. 22, 1981
AMERICAN MOTORS	3,150*	4,286*	3,150*	9,450*	110,450*	86,422*
AMX	...	...	...	...	...	...
Spirit	...	...	...	...	...	...
Concord	...	...	...	...	...	...
Eagle	...	...	...	...	...	...
Pacer	...	...	...	...	...	...
CHRYSLER CORP	10,300	9,550	9,589	21,617	379,943	527,787
Plymouth Total	6,100	4,250	5,004	11,526	173,258	273,877
Horizon	3,200	3,300	2,989	6,611	102,666	105,914
Reliant	2,900	850	2,015	4,915	1,243	158,376
Volare	...	...	...	...	51,740	...
Caravelle	...	100	...	...	4,298	2,139
Gran Fury	...	...	...	...	13,311	7,448
Chrysler Total	...	1,200	...	...	50,719	22,098
LeBaron	...	1,200	...	...	39,203	17,236
Chrysler	...	...	...	...	11,516	4,862
Dodge Total	4,200	4,100	4,585	10,091	155,966	231,812
Omni	2,500	2,750	2,627	6,433	88,341	91,614
Aspen	...	...	...	...	36,899	...
Aries	1,700	750	1,958	3,658	1,030	123,872
Diplomat	...	600	...	...	18,972	12,644
St. Regis	...	...	...	...	10,724	3,682
FORD MOTOR	31,521	15,439	24,658	66,195	783,143	904,002
Ford Division	21,665	9,265	17,061	45,220	571,091	617,731
Escort	7,998	1,054	7,087	17,896	1,573	231,264
Pinto	...	...	...	...	68,179	...
Fairmont	3,566	...	3,642	7,208	154,556	129,410
Must./Must. II	4,290	3,179	3,237	11,210	157,071	112,494
Granada	3,660	1,075	890	4,550	52,047	56,718
Thunderbird	2,151	2,277	2,205	4,356	79,660	46,959
Ford	...	1,680	...	...	58,005	40,886
L-M Division	9,856	6,174	7,597	20,975	212,052	286,271
Mercury Total	8,980	4,516	6,783	19,285	187,778	248,284
Bobcat	...	...	...	...	12,445	...
Lynx	2,938	312	2,440	6,455	451	80,742
Capri	1,092	982	819	3,042	46,283	38,678
Zephyr	1,033	...	978	2,011	50,129	39,329
Cougar/Monarch	1,569	...	356	1,925	16,409	28,619
XR-7	1,075	2,232	1,060	2,135	28,528	20,986
Mercury	1,273	990	1,130	3,717	33,533	39,930
Lincoln Total	876	1,658	814	1,690	24,274	37,987
Continental ('82)	56	...	...	56	...	56
Lincoln	414	747	374	788	9,805	18,487
Mark VI	406	911	440	846	12,608	19,444
Versailles	...	...	...	...	1,861	...
GENERAL MOTORS	59,053	62,821	58,016	168,235	2,686,295	2,754,901
Buick Division	14,745	9,295	20,454	48,923	514,895	596,644
Skylark	5,705	3,555	5,882	18,118	147,849	181,692
Skyhawk J	...	...	...	...	...	...
Century	...	1,668	...	...	110,518	86,881
Regal	5,480	1,932	11,117	20,584	133,153	174,074
Buick	3,318	2,016	3,455	9,979	95,488	107,964
Riviera	242	124	...	242	27,887	46.033
Cadillac Division	1,136	1,370	1,038	3,409	126,125	174,837
Cimarron	1,025	...	1,038	3,298	...	12,275
Seville	25	...	...	25	21,265	15,941
Eldorado	86	...	...	86	33,224	40,160
Cadillac	...	1,370	...	...	71,636	106,461
Chevrolet Division	24,102	35,640	22,042	70,082	1,158,308	1,031,741
Chevette	7,400	13,925	5,971	20,801	312,807	233,539
Cavalier	5,300	...	4,282	14,275	...	59,686
Monza ('80)	...	3,050	...	...	112,439	...
Camaro	...	860	...	...	80,625	87,694
Citation	5,850	13,485	4,654	16,371	316,613	244,474
Malibu	2,859	915	1,155	4,354	168,674	167,148
Monte Carlo	2,053	205	807	2,998	60,896	95,274
Chevrolet	...	2,400	4,675	9,485	77,273	122,590
Corvette	640	800	498	1,798	28,981	21,336
Oldsmobile Division	9,669	7,635	6,319	20,335	507,219	594,346
Omega	3,075	1,828	2,538	9,403	78,189	107,288
Cutlass	3,622	2,200	2,927	6,549	258,492	279,000
Oldsmobile	2,865	3,540	854	4,276	145,355	178,204
Toronado	107	67	...	107	25,183	29,854
Pontiac Division	9,401	8,881	8,163	25,486	379,748	357,333
Acadian†	200	255	360	787	14,874	14,667
J2000	3,040	...	3,427	9,762	...	42,677
Sunbird ('80)	...	3,350	...	...	100,320	...
T1000	2,365	...	2,286	6,714	...	54,806
Firebird	...	581	...	...	52,272	43,468
Phoenix	1,835	1,060	1,974	5,806	96,224	78,322
Grand Prix	915	2,350	...	915	39,864	70,142
LeMans	...	1,285	...	...	37,030	42,027
Pontiac	...	...	2	342	39,164	10,064
Bonneville G ('82)	1,046	...	114	1,160	...	1,160
VOLKSWAGEN	376	4,375	347	4,465	138,838	114,946
CHECKER	25*	85*	25*	75*	1,629	1,469*
Total Cars, U. S.	104,425	96,556	95,785	270,037	4,100,498	4,389,527

CANADIAN CAR PRODUCTION

	Week Ended Aug. 22, 1981	Week Ended Aug. 23, 1980	Week Ended Aug. 15, 1981	Aug. to Date	Jan. 1 to Aug. 23, 1980	Jan. 1 to Aug. 22, 1981
AMERICAN MOTORS	840	...	...	840	...	21,619
CHRYSLER CORP.	2,216	2,096	1,380	3,792	43,086	33,724
FORD MOTOR	6,162	5,600	6,302	14,151	165,881	148,539
GENERAL MOTORS	2,824	2,592	584	6,010	317,676	338,001
VOLVO	...	...	...	...	6,378	6,555
Total Cars, Canada	12,042	10,288	8,266	24,793	533,021	548,438
N. American Cars	116,467	89,659	104,051	294,830	4,613,031	4,937,965
N. American Trucks	33,639	32,850	32,836	83,241	1,325,540	1,457,848
North American Cars and Trucks	150,106	122,509	136,887	378,071	5,938,571	6,395,813

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 22, 1981	Week Ended Aug. 23, 1980	Week Ended Aug. 15, 1981	Aug. to Date	Jan. 1 to Aug. 23, 1980	Jan. 1 to Aug. 22, 1981
CHEVROLET	642	1,360	891	3,140	295,437	334,995
DODGE/PLYMOUTH	2,200	1,000	2,236	7,240	86,234	65,166
FORD	14,693	13,804	14,989	32,217	352,054	413,785
GMC	395	1,045	1,332	3,228	104,039	116,409
INTERNATIONAL	1,615	2,115	1,618	4,859	39,068	48,336
MACK	...	480	...	...	15,721	...
JEEP	2,000*	190*	2,000*	6,000*	51,485*	66,188*
AMC CORP.	50*	428*	50*	150*	6,051*	2,736*
VOLKSWAGEN	1,400*	650*	1,400*	4,200*	26,275*	43,120*
MISCELLANEOUS	940	625	916	2,823	19,628	30,076
Total Trucks, U. S.	23,935	21,697	25,432	63,857	995,992	1,120,811

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 22, 1981	Week Ended Aug. 23, 1980	Week Ended Aug. 15, 1981	Aug. to Date	Jan. 1 to Aug. 23, 1980	Jan. 1 to Aug. 22, 1981
CHRYSLER CORP.	2,368	1,888	2,422	6,626	28,554	52,891
FORD MOTOR	2,520	3,262	2,899	5,647	116,425	96,038
GENERAL MOTORS	4,556	5,488	1,821	6,377	160,703	180,709
AMERICAN MOTORS	...	...	...	...	11,644	...
INTERNATIONAL	260	475	262	734	10,739	7,399
MACK	...	40	...	...	1,483	...
Total Trucks, Canada	9,704	11,153	7,404	19,384	329,548	337,037
N. American Trucks	33,639	32,850	32,836	83,241	1,325,540	1,457,848

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

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New-car sales surge ahead; rebates help

By Jenny L. King
Staff Writer

Domestic new-car sales purred in mid-August as customers returned to showrooms to take advantage of various pricing and financing programs and dealers and factories alike again were reminded: What a difference a rebate makes.

Chrysler Corp. and Ford Motor Co. both had customer rebate plans in effect Aug. 11-20, while General Motors dealers offered an attractive interest rate to new-car buyers. The three companies reported sizeable sales gains during the period.

Total domestic new-car sales numbered 204,678, up 19.86 percent from 170,765 a year ago. With nine selling days in the period, the daily rate averaged 22,742, up 19.86 percent from 18,974. It was the best rate since the 24,697 average in the last period in May.

Mid-August also was an improvement (up 32.42 percent) over the first period, when sales totaled 154,572.

Chrysler Corp. reported the biggest gain: Its sales jumped 42.93 percent, to 22,853 from 15,989 last year, and its Reliant K-car was among the five best-selling nameplates during the period. GM was up 19.75 percent, to 134,949 from 112,688. Ford Motor Co. sales of 37,034 were up 11.51 percent from 33,212 a year earlier.

Volkswagen of America dealers sold 4,842 new Rabbit sedans, down 14.69 percent from 5,676, while American Motors sold an estimated 5,000 units, up 56.25 percent from last year's 3,200 estimate.

- GM earned 65.93 percent of the mid-month domestic market, down slightly from 65.99 percent last year. Ford sales accounted for 18.09 percent, down from 19.45 percent. Chrysler picked up the slack and captured 11.17 percent, up from 9.36 per-

Continued on Page 37, Col. 4

Buick bows

Regal increases its presence

The Buick Regal lineup for 1982 includes coupes, sedans and the Regal Estate Wagon. New standard equipment features include body side moldings, whitewalls and color-coordinated seat belts. Base Regal engine is a 3.8-liter V-6. A new 4.3-liter V-6 diesel is offered for coupes and sedans. Story, other pictures on Page 37.

1982 auto bargaining may plow new ground

By Marjorie Sorge
Labor Editor

There may be a separate rulebook for each auto company when negotiations began with the UAW in 1982 as pattern bargaining goes out the window, according to a noted analyst.

Maryann N. Keller, vice president, Paine Webber Mitchell Hutchins, Inc., said company-specified contracts may be attempted in 1982 rather than industrywide settlements because of the varying financial states of the Big Three.

All of the domestic auto makers have suffered serious financial setbacks over the past two years and will be attempting to save money in 1982 bargaining. But, according to Keller, "no rollback on the present contract terms is possible . . . and the best the industry would hope to accomplish would be to hold hourly wage costs constant through the life of the next contract."

Cost cutting might appear in longer agreements, phased-in benefits, profit sharing in lieu of a portion of future wages or a reduction in holidays, Keller said.

In the past, the UAW has picked a target company to set the pattern for an agreement. If that company was struck it suffered competitively as the manufacturing processes ground to a halt, which often hastened the bargaining process.

However, in 1982, it is agreed by most analysts that the auto companies will not be back on track financially and their economic status will play an important role in negotiations.

According to Keller, Ford will be only marginally profitable in North America in 1982, while General Motors should be reporting decent earnings. Chrysler, still the underdog, will not be recovered enough for a catch-up contract after it got over $1 billion in concessions from the UAW in the last agreement.

Ford and the UAW seem to have a mutual understanding of each other's objectives and even

Continued on Page 38, Col. 1

Dealers cheered by tidy cleanup; shortages loom

By Jim Plegue and Joseph Bohn

"This will probably be the best cleanup I've experienced."

"One of the nicer cleanups . . . going back to 1972."

"We're doing exceptionally well. We're moving a lot of stock."

Cashing in on one of the briskest cleanups in recent years, dealers contacted last week by AUTOMOTIVE NEWS were happy, if not downright elated, by the way '81 sales are winding up. Many expected to have a thin supply of '81s by the end of September.

Some even predicted shortages, if current rebates and interest subsidies are extended. And reports had General Motors, Ford and Chrysler extending their programs for about three weeks into September.

October and the '82 launch is another question altogether. How sales will fare after manufacturers go from rebates/price reductions to stiff new increases remains to be seen.

For the time being, though, dealers are enjoying the sales boom.

Generally, the product shortages dealers are already experiencing seem to be in larger cars, which some were overly timid in ordering.

Small-car stocks, particularly at Ford and Lincoln-Mercury, are in greatest quantity, though Escort is a notable exception. Ford authorized preselling on '82 Escort/Lynx to keep up with demand.

Some General Motors dealers, particularly Chevrolet, still have ample X-body stocks.

There's generally more discounting than normal going on, but it is offset by the higher volumes.

And some dealers are getting a good mix of highly resaleable used cars which in itself is a good sign.

- On the subject of grosses, Gary Tursi, new-car sales manager for Derio Oldsmobile, Caldwell, N. J., said, "The deals we're making are very competitive, and our average gross has dropped by about $70 (per car). Discounts are higher than average, ranging from $70 to $100 per car more . . ."

"Our individual grosses are slightly behind last year," added Henry Faulkner, Faulkner Olds, Philadelphia. "But increases (in sales) volume have taken up the slack. There's a lot more discounting. It's a much more highly competitive year than '81."

An exception to the general trend was Koons Ford, Falls Church, Va., where grosses are averaging about $750, up $200-$250 from the norm, according to John Fee, sales manager.

Dealers uniformly credit Detroit's programs with bringing customers in. The public doesn't seem to be aware yet of the '82 increases to come, and dealers aren't using the "buy to beat the increase" line in their ads yet.

At Koons Ford, customers are opting for the rebate, rather

Continued on Page 8, Col. 1

Support for changes is widespread

Clean Air hearings begin Sept. 14

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The UAW, the Japanese Automobile Manufacturers Assn. and NADA have joined the domestic auto makers in supporting changes in the Clean Air Act sponsored by Michigan Rep. Bob Traxler and Indiana Rep. Elwood Hollis.

Hearings are scheduled for the House subcommittee chaired by California Rep. Henry Waxman for Sept. 14 and 15.

The Traxler-Hillis bill to change Title 2 of the law would set the CO standard at 7.0 instead of 3.4 grams per mile and change the NOx standard from 1.0 to 2.0 grams/mile, for both diesels and gasoline-powered vehicles.

Waiver provisions would be scrubbed.

The bill would also require that EPA relate the auto emission standards to national ambient air quality needs and require that EPA consider the cost of auto pollution control standards as well as their effect on competition and energy use in setting new auto standards.

To set more stringent standards, EPA would have to allow a minimum leadtime of 48 months for HD vehicles and

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breaking news

Dealer-contributed rebates may be outlawed

COLUMBUS, O.—A new ruling by the Attorney General's Office outlaws rebates in Ohio where dealers contribute, effective Aug. 28. Chrysler pulled ads for revision, and Ford is expected to do the same on trucks. A GMAC spokesman felt the company wouldn't be affected, but Assistant Attorney General Barbara Roman thought it might since dealer contributions to the finance program could affect bottom line price. The act says it is "deceptive and unfair" for manufacturers to "represent a rebate or words of similar import" in advertising or selling motor vehicles if dealers are required to contribute. Key phrase is "rebate or words of similar import."

Schmuecker due back in October

WOLFSBURG, West Germany.—Toni Schmuecker, chairman of Volkswagen, is expected to resume his duties in October. He suffered a heart attack in June.

Renault leads in Common Market

PARIS.—Renault of France continued as the leading auto maker in the nine-county Common Market in the first six months, with a penetration of 13.9 percent. Its market share in France was 41.5 percent; in Spain, 34 percent; in Italy, 10.2 percent, and in West Germany, 4.4 percent.

See BREAKING NEWS, Page 8, Col. 1

Dial banks on turbo diesel

Peugeot sets its course for growth in America

By Robert M. Lienert
Editor

DETROIT. — Peugeot is deadly serious about penetrating the U. S. auto market and has sent its top-ranking marketing whiz — an expatriate American — on a whirlwind tour of North America to map out a proper assault.

N. V. (Vic) Dial, 42, director of marketing for Peugeot of France, stopped briefly in Detroit last week on a quick tour of the U. S. and Canada, visiting Peugeot dealerships and chatting with auto executives and newsmen.

"I really don't know the American market — I'm out of touch," Dial said. That is doubtless the truth.

Dial, who joined Peugeot last March, had previously spent 20 years with Ford Motor Co.—the most recent 18 in overseas assignments. Just prior to his move to Peugeot, he had served as president of Ford of France.

Last week he was on his way to California to examine the auto culture there.

Asked whether he believed that visiting California was the best way to get a handle on the American market, Dial smiled and replied, "California isn't the U. S., but you can't understand the U. S. market without seeing California."

Besides, he added, the West is one of Peugeot's strongest markets in North America.

- Dial is trying to immerse himself in American needs and preferences because, he says, Peugeot must make some fundamental product decisions over the next few years.

"We must answer such questions as, 'What is Peugeot's place?' and 'What should our strategy be?'" he said.

Peugeot has been in the North American market since the 1950s but has never been considered a major force among the imports.

Dial would like to change that and he figures that now is the time to do it — while the company "is transforming itself."

He was referring to Peugeot's changed position in Europe, where for a long time it was among the Top Ten makers with a reputation as a family-owned firm with an extremely conservative outlook.

Then, in a matter of months, Peugeot acquired Citroen and Chrysler Europe. It moved virtually overnight from an also-ran to the position of No. 2 auto maker in Europe.

As Dial puts it, "We quickly became a multi-national with plants in the United Kingdom and Spain — with multi-national problems."

Admitting that Peugeot has many organizational and administrative problems in swallowing the big chunks it has bitten off in Europe, Dial insists Peugeot is going to become a marketing force to reckon with in the world's auto markets.

He is still making decisions as to how wide a selection of models Peugeot should attempt to offer in North America.

He all but rules out bringing in the smaller Peugeot models and says, "We feel we are on the right track with the 505, particularly the turbo-diesel."

About 75 percent of 18,000-or-so cars Peugeot will sell in the U. S. this year will be 505 diesels, and most of them will be turbocharged. Sales of the higher-priced 604 will amount to less than 10 percent of U. S. sales this year, he said.

Although Dial says he is studying the entire potential market range in the U. S., it would be surprising to many observers if Peugeot would opt to move into the lower-priced, smaller-car segment.

As Dial put it, "We are in business to make money, not just to move cars.

"We market a quality car at a quality price and we do not knock off $1,000 to make deals."

That is a reference to domestic debates, but it is obvious that he is drawing a bead on the likes of Mercedes-Benz and BMW as he lays his plans for expansion in North America.

Medfly spraying ruins auto paint; Calif. claims filed

SAN FRANCISCO.—At least 800 Northern California automobile owners have joined thousands of farmers in the area as victims of the current invasion of the Medfly.

The vehicle owners have filed claims against the state for damage to automobile paint resulting from intensive aerial spraying of Malathion to repel the insect.

Jerry Scribner, who heads the state-organized battle to control the Medfly invasion, told the Sacramento County Agricultural Commission, "The claims filed by automobile owners may well turn out to be the most costly part of our effort to contain the Medfly infestation.

"Many of the vehicles being damaged by the Malathion being sprayed from the air," Scribner said, "unfortunately are turning out to be the more expensive kind of cars with costly paint jobs and expensive paint repairs necessary."

The Malathion pesticides bait sprayed from helicopters over hundreds of miles of the San Francisco Bay Area South of San Francisco is a type which literally cuts through a vehicle's outer coating of paint as well as the primer paint.

Scribner added that "in many of the claims we are now getting, a complete repainting of damaged car or truck is costing as much as $1,200 or more."

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57th year — No. 4878

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Clearing the decks f[illegible]

Twenty new-car dealers in Harrisburg, Pa., staged a three-day tent sale to hype the cleanup of 1981 models. The dealers sold 713 new cars during the three days, with one dealer moving 118 units.

Dealers in Harrisburg sell under Big Top

HARRISBURG, Pa. — Twenty new-car dealers sold 713 autos in a three-day "$12 million Auto Tent Sale" here in August, despite an evening rainout. The sale was held at the parking lot of the Farm Show Complex.

It was followed by a used-car sale at the same location, using the carnival-like props to move 344 used automobiles. Individual dealership sales ran as high as 26 vehicles.

It was the second annual year-end clearance event, the brainchild of Robert D. Lilley, secretary of the 34-member Harrisburg Automotive Trade Assn. He said the demand for space was so great it had to be allocated by lottery. Last year, a three-day sale moved 566 new cars.

The sales bash cost participating dealers $1,875 each, according to Lilley. He said, "You don't have to bring in professional promotors to stage an event like this."

S & H Pontiac-Honda, Harrisburg, scored highest, selling 118 new cars in three days, compared with 65 last year.

At the start of the new-car event, dealers had 1,000 1981 vehicles on display; 1,500 used were available. The sale included trucks.

Complete salesroom services were available. Four banks set up facilities, and credit life representatives were on hand to help the dealers. Dealers had to obtain special licenses from the state to sell outside their authorized salesrooms.

A special "invitational" presale for regular customers was held on the eve of the public sale.

A clean-up crew was on duty 24 hours a day at the sales site to process trade-ins for resale in the used-car portion of the event.

The sale was promoted vigorously, with a 20-page insert placed in the Harrisburg Patriot-News newspapers and extensive radio and television time.

Under a barrage of high-floating balloons and a small promotional blimp belonging to one of the participating dealers, the event included clowns, strolling musicians and a free baby-sitting service. Food and drinks were available.

Lilley said, "An auto tent sale is a way to bring the cars to the public, instead of their shopping at eight different dealerships (his estimate for new car buyers) over several weeks. The consumers are busy. They don't have time, nor do they enjoy shopping around."

Merpi and Hall win key posts at AN World Expo

Appointment of Tony Merpi as managing director of Automotive News World Expo was announced by Keith E. Crain, publisher and editorial director of AUTOMOTIVE NEWS.

The first annual Automotive News World Expo will be held next Aug. 24-27 at Detroit's Cobo Hall, running in tandem with the seventh annual Automotive News World Congress, which will be held Aug. 22-25 at the Detroit Plaza Hotel.

Crain also announced the appointment of Mark Hall as director of exhibit services for Automotive News World Expo.

"Appointment of Merpi and Hall is only part of the forward planning necessitated by the enthusiastic early response to our initial announcement of the World Expo," Crain said.

Merphi joined AUTOMOTIVE NEWS five years ago and has covered Michigan and Ohio as sales representative.

Hall comes to AUTOMOTIVE NEWS from National Exhibition Service, Inc., where he was director of sales.

Tony Merpi

Mark Hall

Former dealership becomes apartments

BOSTON. — The former Bugle Buick building in Taunton, Mass., has become a 75-unit apartment building for the elderly.

Ford to reveal all recalls in policy change

By Marjorie Sorge

DETROIT. — Ford Motor Co. will publicly announce all safety recalls in order to avoid any "misunderstandings" in the future, according to Chairman Philip Caldwell.

Caldwell said Ford will now announce its recalls at the same time the company tells affected owners.

Both Ford and Chrysler Corp. were the subject of heavy criticism earlier this month because neither had announced a total of nine recalls involving 222,758 vehicles in the 1981 model year. Those included 222,538 Ford Escort/Lynx-type cars and 220 Chrysler K-cars. Chrysler announced another recall involving 110,000 Aries and Reliant models after a story appeared in the Detroit Free Press about the unannounced recalls.

A Chrysler spokesman said the company was planning to announce that recall but was scooped by the paper.

Chrysler Chairman Lee A. Iacocca said that announcement was the "one and only recall of those K-cars which were in consumer's hands" and that "a previous recall of only 220 cars to check brake fluid was not announced because the cars were still in the company's control."

Iacocca said Chrysler would "match the low level of recalls against any company's new car — domestic or foreign — in its first year of production."

Previously, the companies said they had not issued news releases because they were confident they could inform owners easily since the recalls involved only 1981 vehicles. They said decisions on issuing news releases are based on the age of the vehicles involved with the older vehicles getting more publicity because the owners are harder to trace. The decisions are also based on the number of vehicles involved and the seriousness of the defect.

However, heavy criticism of this practice caused Ford to resume issuing releases on recalls because of the "spate of bad publicity" and "to avoid any misunderstandings."

Previously Ford, and other auto companies, issued press releases because NHTSA issued them and the companies wanted to get their point across, a spokesman said. But NHTSA did not issue releases on any of the Chrysler or Ford recalls since the first of the year.

It was thought that NHTSA was relaxing its policies under the new administration but Raymond Peck, NHTSA administrator, denied this.

He said if the problems were significant, involved a substantial number of vehicles and involved immediacy or urgency, releases would be issued. However, he said the Ford and Chrysler recalls did not meet those criteria.

Although the grand total of Ford and Chrysler cars recalled is impressive, company spokesmen said the numbers involved in any of the individual recalls was not that great.

A Chrysler spokesman said the company would continue to issue news releases on recalls "at appropriate times" when necessary to alert owners who might not be reached by registered mail.

As first of '82 models bow

Buick extends Regal nameplate

Buick is saving its biggest '82-model surprises for January as the GM division brings back most of its '81 cars with slight appearance and comfort revisions and several performance changes for a late September and mid-November introduction.

The intermediate Regal commands immediate attention, as its name is attached to the four-door sedan and four-door station wagon that were Century models last year. This is in addition to the Regal coupe, which is carried over.

Regal coupes and sedans get a new V-6 diesel engine option for 1982. The electronic climate control system that has been available in the Riviera, Electra and LeSabre is now offered for all Regals.

Regal, LeSabre, Electra and Riviera are scheduled for a Sept. 24 dealer introduction. The 1982 Skylark goes on sale in mid-November.

The all-new front-drive Century and a Riviera T-type coupe will debut sometime after the first of the year.

The current 1982 lineup includes 23 models.

Skylark

The 1982 Skylark features a new front end panel with vertical grille hiding its standard 2.5-liter L-4 with electronic fuel injection. There is an increase in horsepower of 7 percent.

Available for the first time this fall is a new High Output (H.O.) version of the 2.8-liter V-6 for Skylark buyers seeking extra performance. It promises a 20 percent increase in horsepower compared with the regular 2.8-liter six, which also is an engine choice.

The H.O. six is available with either four-speed manual or automatic transmission. For Skylarks equipped with either V-6, the automatic has a converter clutch for improved fuel economy.

Skylarks with V-6 engines also have a new tri-pot drive joint instead of the double offset joint ordinarily specified.

Skylark's front suspension has been refined and its engine cradle redesigned for improved serviceability. The engine has been repositioned slightly to reduce driveline vibration, and the rack-and-pinion steering system has been relocated from the body to the frame for better isolation and road feel.

Vinyl areas of the seats have been replaced by a new felt knit cloth for a more finished look and feel.

The fuse block has been relocated to the glove box for easier accessibility. Cruise control, previously available only with automatic transmission, now is available on Skylarks with the four-speed manual transmission.

Low-rolling-resistance tires have pressure increased to 35 psi for greater economy. New standard equipment for 1982 includes power steering, power brakes, color-coordinated seat belts and convenience and underhood lights.

The six Skylark models include base Skylark in coupe and four-door sedan, Skylark Sport in coupe and sedan and Skylark Limited in coupe and sedan.

Regal

Buick's Regal nameplate gets even more exposure in 1982 as it is fastened on new sedan and station wagon models. The sedan, available in base and Limited versions, features the familiar formal roof line from the 1981 Century series. The Regal coupe has a swingaway grille.

The Regal series gets the 4.1-liter V-6 engine as an option for 1982, replacing the larger 4.3-liter V-8. The base engine remains the 3.8-liter six. Available in all body styles, the 4.1-liter, with four-barrel carburetor, offers an estimated 11 percent improvement in EPA city fuel economy and 7 percent highway over the V-8 it replaces.

The 4.1-liter engine gets electronic idle speed control, previously used on the 3.8-liter engines, and electronic spark control is standard with overdrive transmissions.

Regal coupes and sedans have two optional diesels for 1982: The big 5.7-liter V-8 and a new 4.3-liter V-6.

The Regal Sport Coupe boasts improvements to its standard turbocharged 3.8-liter V-6. Performance has been boosted and maintainability has been improved. Modifications in the lubrication system (a five-quart oil pan is used plus a high-output oil pump and a new oil passage) have increased the recommended oil change interval from 3,000 to 7,500 miles.

Regal for 1982 also receives the electronic touch climate control system. Low drag front brake calipers will be used on Regal and all 1982 Buicks.

Regal models number six and include base Regal in coupe and four-door sedan, Regal Sport Coupe in coupe and sedan, Regal Limited sedan and Regal Estate Wagon.

LeSabre, Electra

The full-size LeSabre for 1982 has minor exterior changes, including a new grille design. The base series is redesignated LeSabre Custom, with additional interior and exterior trim items added as standard equipment.

Base engine for LeSabre continues to be the 3.8-liter V-6. The larger 4.1 V-6, a 5.0 V-8 and the 5.7-liter V-8 diesel are available.

Other options include electronic climate control, special V-6 trailering package, electronically tuned radios, cruise control memory light and Gran Touring suspension.

There are five LeSabre models: LeSabre Custom Coupe and four-door sedan, LeSabre Limited coupe and sedan and LeSabre Estate Wagon.

The luxurious Electra for 1982 includes some new convenience features to enhance its unchanged exterior. A "memory seat" and sail panel reading lamp options will be available. Additional equipment made standard includes tilt steering column, whitewall tires, tinted glass and convenience light.

The Electra Park Avenue will have as standard remote trunk release, power door locks, six-way power seat for the driver, tilt steering column and resume cruise control.

Base engine on the Electra continues to be the 4.1-liter V-6, with the 5.0-liter V-8 and 5.7-liter diesel available.

The five Electra models are Electra Limited coupe and four-door sedan, Electra Park Avenue coupe and sedan and Electra Estate Wagon.

Riviera

Buick's front-drive luxury nameplate Riviera features minor changes for 1982, including the addition of automatic transmission with overdrive as standard fuel-saving equipment. Depending on the engine selected, the highway MPG improvement ranges from an estimated 10 to 25 percent.

Standard engine on the Riviera continues to be the 4.1-liter V-6 with four-barrel corpuretor. Optional are a 5.0-liter V-8 and a 5.7-liter diesel V-8. A revised Riviera T-type, the second of two models, will debut after Jan. 1 and will feature the turbo 3.8-liter V-6 as standard, with the 4.1-liter V-6 and the 5.0-liter eight optional.

Black bumper rub strips are new to the Riviera.

1982 Buick

	Wheelbase (Inches)	Length (Inches)	Width (Inches)	Height (Inches)	Curb Weight (Pounds)
Skylark	104.9	181.1	68.9	53.5	2,509
Regal	108.1	200.6	71.6	54.1	3,281
Regal Estate Wagon	108.1	196.7	71.2	55.5	3,362
Riviera	114.0	206.6	71.5	54.3	3,673
LeSabre	115.9	218.4	76.2	55.0	3,627
LeSabre Estate Wagon	115.9	220.5	79.3	57.1	4,118
Electra	118.9	221.3	76.1	55.6	3,856
Electra Estate Wagon	115.9	220.5	79.3	57.1	4,290

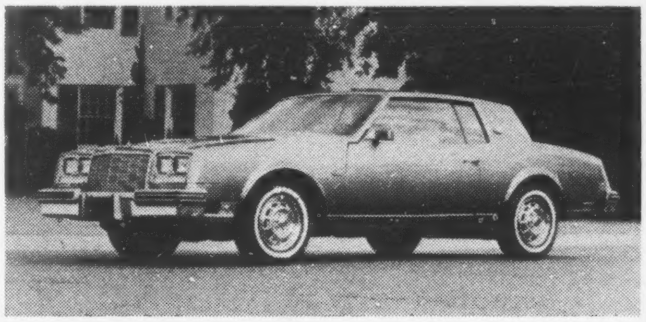
1982 Buick Engines

	Type	Displacement (Cu. In./Liters)		Carburetion	Compression Ratio	Net Horsepower
Skylark	L-4	151	2.5	FI	8.2	90
Skylark	V-6	173	2.8	2V	8.4	112
Skylark	V-6†	173	2.8	2V	8.9	135
Regal, Regal Estate Wagon, LeSabre	V-6	231	3.8	2V	8.0	110
Regal Sport Coupe, Riviera T-type	V-6*	231	3.8	4V	8.0	175
Regal, Regal Estate Wagon, LeSabre; Electra, Riviera, Riviera T-type	V-6	252	4.1	4V	8.0	125
Regal	V-6††	263	4.3	FI	22.5	85
LeSabre, LeSabre Estate Wagon, Electra, Electra Estate Wagon, Riviera, Riviera T-type	V-8	307	5.0	4V	8.0	140
Regal, Regal Estate Wagon, LeSabre, LeSabre Estate Wagon, Electra, Electra Estate Wagon, Riviera	V-8††	350	5.7	FI	22.5	105

† High Output
* Turbo
†† Diesel

Efficient engine, better handling

The 1982 Skylark has important changes under the hood. Standard engine is a 2.5-liter four with electronic fuel injection replacing last year's two-barrel carburetor. The Gran Touring suspension is also available on Buick's smallest car, Skylark, with springs, shocks and stabilizer cars tuned to increase road feel and handling.



Another Riviera on the way

The sleek Riviera for 1982 will be joined by a revised Riviera T-type sometime after Jan. 1. Riviera has automatic transmission with overdrive as standard equipment in '82. The T-type will feature the turbocharged 3.8-liter V-6 as standard, with the 4.1 V-6 and 5.0 V-8 as optional engines.

LeSabre new up front

The Buick LeSabre will have a new grille with more prominent vertical lines for 1982. Interior trims are upgraded, and a long list of options can be ordered to increase comfort and convenience. Base engine for the LeSabre is a 3.8-liter V-6. Three others, including a 5.7-liter diesel, are available.

Rebates hype new-car sales

Continued from Page 1

cent. AMC was up to 2.44 percent from 1.87 percent, and VWoA slipped to 2.37 percent from 3.33 percent.

DOMESTIC SALES

	Aug. 11-20, 1981	Aug. 11-20, 1980
AMERICAN MOTORS	5,000†	3,200†
Chrysler	1,714	3,030
Imperial	127	——
Plymouth	10,696	6,353
Dodge	10,316	6,606
CHRYSLER CORP.	22,853	15,989
Ford	25,262	25,307
Mercury	10,167	6,681
Lincoln	1,605	1,224
FORD MOTOR	37,034	33,212
Buick	25,186	19,353
Cadillac	7,172	5,304
Chevrolet	49,669	48,011
Oldsmobile	30,042	21,695
Pontiac	22,880	18,325
GENERAL MTRS.	134,949	112,688
VOLKSWAGEN	4,842	5,676
INDUSTRY TOTAL	204,678	170,765

† Estimate

Only three of the 13 makes reporting both years turned in sales declines: Chrysler was down 43.43 percent, Ford was off 0.18 percent and VWoA was down 14.69 percent.

On the rise were: Plymouth, up 68.36 percent; Dodge, up 56.16 percent; AMC, up 56.25 percent; Mercury, up 52.18 percent; Oldsmobile, up 38.47 percent; Cadillac, up 35.22 percent; Lincoln, up 31.13 percent; Buick, up 30.14 percent; Pontiac, up 24.86 percent, and Chevrolet, up 3.45 percent.

Top nameplate in mid-August was Chevrolet Citation with sales of 12,260. It was followed by Oldsmobile Cutlass Supreme at 10,400, Buick Regal at 8,584, Chevrolet Citation at 8,331 and —a newcomer to the top five— Plymouth Reliant at 7,043.

Year-to-date sales totaled 4,164,870, down 1.55 percent from 4,230,300 last year.

truck industry news

Mack adds special-purpose vehicle

Mack Trucks, Inc., has a new entry in its line of extra-heavy, long-wheelbase vehicles, the RD800 Series. The company said this version of the DM800 Series is ideally suited for logging and oil-field applications, with special design features to facilitate heavy loading and off-road operation.

Market woes stifling recovery efforts at IH

CHICAGO.—International Harvester's efforts to stem the flow of red ink aren't making much headway in the face of the nagging presence of high interest rates, weak markets and the industrywide price discounting to relieve swollen inventories.

The company has reported losses from continuing operations in the first three quarters of fiscal 1981 and the outlook for an operating profit in the final quarter isn't bright.

Actually, Harvester had a net income of $101.4 million in the third quarter as a result of the sale of its Solar Turbines International Division and a reduction in companywide inventories.

The three-month net included a $275.3 million gain from the Solar sale, which was offset by a loss of $168.3 million from continuing operations and an operating loss of $5.6 million from discontinued operations.

Archie R. McCardell, chairman, said the third-quarter loss from continuing operations was higher than expected because of the high interest rates, reduced demand and the price discounting.

"If interest rates continue to remain at their current high levels, it is unlikely that the company will be able to report an operating profit in the fourth quarter," he said.

For fiscal 1981's nine months ended July 31, Harvester had an operating loss of $353.8 million on sales of $5.3 billion. In the like period of fiscal 1980, there was a loss of $391.1 million from operations on sales of $3.8 billion. Net loss was down from $417.5 million a year ago to $74.2 million.

Third-quarter sales this year were down slightly, from $1.7 billion a year ago to $1.6 billion. Last year, there was a net income of $61.9 million and operating profits of almost $60 million.

The last time that Harvester reported a quarterly profit was in the last three months of fiscal 1980, when the figure was $20.2 million.

McCardell said the company expects to complete its $5 billion debt-restructuring plan during the fourth fiscal quarter which ends Oct. 31. Originally, it had set May as the target.

Meanwhile, Harvester has taken exception to reports that it is pressuring suppliers to make

Continued on Page 33, Col. 1

But second-quarter tallies were up sharply over first 3 months

6-month registrations drop 16.6 pct.

Six-month registrations of new trucks of all types in the U. S. dropped 16.6 percent below last year's total, and the gap would have been wider had it not been for an impressive rally in the second quarter.

Table on Page 33.

Through June, according to R. L. Polk & Co. reports, 1,085,915 trucks were registered in 49 of the 50 states, compared with 1,302,202 in the like period a year ago. Oklahoma figures have not been available for more than a decade.

The first-half total was the lowest since 1975, when the count hit 1,071,948 units. The all-time six-month high of 1,866,559 tallies was achieved in 1978, the only year in which retail truck sales have topped the four-million mark.

In the April-June period, 585,185 new vehicles were registered, an increase of 17 percent over the first quarter's 500,730 and only 8.4 percent below the year-earlier 638,945.

First-quarter registrations were down almost 25 percent from the same period a year ago, 500,730 versus 663,257.

Last year, the first three months were stronger than the second three. The January-March total of 663,257 units was 3.8 percent higher than the second quarter's 638,945.

• This year's first half ended on a solid beat, with the June tallies topping the 200,000 mark for the first time since last July. During the month, 200,866 units were registered, off 4.7 percent from the year-earlier 210,673.

Last July, the total was 222,249, down 23.4 percent from the 290,070 tallied in the same month in 1979. The low point in the last 12 months was reached in January, when the count fell to 161,508 units.

Over the six-month span, all three market segments and seven of the eight weight classifications had fewer registrations than a year ago.

Light-truck tallies (Groups 1 through 3) were down 16.3 percent from last year, 981,350 versus 1,171,995. Mediums (Groups 4 through 6) were off 16.8 percent, from 30,238 in 1980 to 25,163. Heavies (Groups 7 and 8) totaled 79,402, a decline of 20.6 percent from the year-earlier 99,969.

Group 3 was the only one of the eight to show an improvement over a year ago, and the total was relatively close to doubling the 1980 count. The first-half saw 6,411 tallies in this group, 72.8 percent higher than last year's 3,710.

Group 1, with the independent imported pickups providing the principal support, was off only 6.3 percent from the previous year. The six-month count was 542,037 units, compared with 578,184 in 1980.

• Through June, registrations of the independent imported Group 1 pickups totaled 145,412 units, a decline of 3.6 percent from the record 150,887 tallied in 1980 before the increase in the tariff from 4 to 25 percent.

This year, these vehicles, accounted for 26.8 percent of the Group 1 total in the first half. A year ago, they represented 26 percent of the six-month count.

The biggest drop in unit registrations was suffered by Group 2. The first-half total of 432,902 units was down 26.6 percent from the 590,101 tallied in 1980 when Group 2 was the largest of the eight in both sales and registrations.

Only eight Group 4 trucks were registered in the first six months of 1981, a decline of 94.7 percent from last year's 150 units. With the collapse of the RV market starting in 1979, the number of Group 4 tallies has dwindled rapidly.

Group 5 registrations through June totaled 853 units, off 28.9 percent from the year-ago 1,199, while the Group 6 count dropped from 28,889 in 1980 to 24,302, a decline of 15.9 percent.

Six-month tallies of Group 7 trucks were down 16.4 percent from last year, 33,815 units versus 40,450. The Group 8 total of 45,587 vhicles was a decline of 23.4 percent from the previous year's 59,519.

HD registrations in second quarter increase 21.5 pct.

In spite of the sluggish heavy-truck market, registrations of new Groups 7 and 8 vehicles in the second quarter were up significantly over those in the first three months.

According to R. L. Polk & Co. statistics, 43,557 heavies were tallied in the April-June period, an increase of 21.5 percent over the first quarter's 35,845 units.

June registrations topped the 14,000 mark for the third month in a row. The month's total of 14,306 units was down only 3 percent from the 14,756 registered in the same month a year ago.

For the six-month period,

Continued on Page 22, Col. 5

U. S. TRUCK REGISTRATIONS

Six months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	6 mos., 1981	Percent Share of '81 market	6 mos., 1980	[illegible]t [illegible]e of '8[illegible] market	Pct. pt. Change, '81-'80
Ford	349,103	32.15	415,599	31.92	+ 0.23
Chevrolet	332,610	30.63	395,036	30.34	+ 0.29
Dodge	82,481	7.60	119,765	9.20	— 1.60
GMC	80,285	7.39	97,653	7.50	— 0.11
International	30,259	2.79	29,744	2.28	+ 0.51
Jeep	26,384	2.43	42,508	3.26	— 0.83
Mack	9,488	0.87	11,449	0.88	— 0.01
Plymouth*	8,441	0.78	15,255	1.17	— 0.39
Kenworth	5,342	0.49	6,443	0.50	— 0.01
Freightliner	4,324	0.40	6,004	0.46	— 0.06
Peterbilt	3,040	0.28	3,947	0.30	— 0.02
White	1,424	0.13	2,629	0.20	— 0.07
Volvo	769	0.07	352	0.03	+ 0.04
Western Star	427	0.04	528	0.04	......
Autocar	634	0.06	874	0.07	— 0.01
Diamond Reo	58	....	60	....	......
Misc.**	150,846	13.89	154,356	11.85	+ 2.04
TOTALS	1,085,915	100.00	1,302,202	100.00	......

★—No registrations for Oklahoma, 1981 and 1980.

* Plymouth trucks are Trail Duster, Voyager and Arrow.

** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Six months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	6 mos., 1981	Percent Share of '81 market	6 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	20,528	25.85	15,735	15.74	+10.11
Ford	16,585	20.89	25,330	25.34	— 4.45
GMC	10,550	13.29	16,047	16.05	— 2.76
Mack	8,856	11.15	11,309	11.31	— 0.16
Kenworth	5,342	6.73	6,443	6.45	+ 0.28
Chevrolet	5,323	6.70	8,822	8.82	— 2.12
Freightliner	4,324	5.45	6,004	6.01	— 0.56
Peterbilt	3,040	3.83	3,947	3.95	— 0.12
White	1,424	1.79	2,629	2.63	— 0.84
Volvo	754	0.95	350	0.35	+ 0.60
Autocar	634	0.80	874	0.87	— 0.07
Western Star	427	0.54	528	0.53	+ 0.01
Diamond Reo	58	0.07	60	0.06	+ 0.01
Misc.	1,557	1.96	1,891	1.89	+ 0.07
TOTALS	79,402	100.00	99,969	100.00	......

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980.

High interest rates, truck-price resistance hurting, survey shows

Outlook for dealer profits is bleak

High interest rates and steep truck prices continue to squeeze dealer sales and profits, and in spite of optimism here and there, the outlook for a meaningful upturn in the near future isn't bright.

"It'll be at least another 18 months before things can get back to normal," commented a Northwest Peterbilt dealer in response to an AUTOMOTIVE NEWS survey on first-half dealer profits and prospects for the last six months of the year.

He said his January-June earnings were about the same as a year ago, and that he expects more of the same for the remainder of the year.

"A reduction in dealer inventories will have the greatest influence on increased profits in the months ahead," he noted. "Too many trucks in stock plus high flooring rates equal panic selling and lower profits."

Slightly more than a third (35.4 percent) of the survey respondents reported an increase in earnings over a year ago. Some of them said they lost money in the first half of 1980.

A decrease in six-month earnings this year was reported by 44.6 percent of the dealers, while the remaining 20 percent said their profits were about the same as those in the first half of 1980.

• For the final six months, 41.3 percent of the respondents said they look for a gain in profits and the same percentage reported theirs probably will be lower. The remaining 17.4 percent said earnings wil be about the same.

Many dealers said one way

Continued on Page 33, Col. 1

SAE truck banquet to hear GM's Mair

DETROIT.—Alex C. Mair, vice president and group executive in charge of the General Motors Technical Staffs Group, will be the principal speaker at the banquet Nov. 9 during the annual SAE truck meeting in Dearborn Nov. 9-12.

Mair, a former general manager of GMC Truck & Coach Division, will discuss the challenges and opportunities facing the truck industry, as well as changes in truck design and engineering.

High interest hurts, survey shows

Profit outlook is bleak for U. S. truck dealers

Continued from Page 20

that manufacturers could help ease dealer inventory expenses would be to extend free floor-planning periods. A number of them also called for factory pools from which they could draw trucks for which they have a demand.

"We can't sell from an empty wagon, and we can't afford to stock trucks," said an International dealer in the Northwest. "We must have a longer free floor-plan period or, at the very least, a considerable reduction in (floor-plan) rates."

Increases in truck prices were blasted by many respondents, who called a hold-the-line policy, or better still, a rollback vital to both the manufacturer's and dealer's interests.

"There is more resistance today than ever to price increases," commented a Rocky Mountain Peterbilt dealer, who predicts "six more months of poor used-trucks and 12 more months of poor new-truck sales."

A GMC dealer in the Southeast, who thinks interest rates will remain high for several years at least, called large corporations "almost totally irresponsible" in the battle against inflation.

- "It was more profitable to them to keep their plants running by avoiding a strike and give labor whatever they demanded," he said. "The purchaser has been repeatedly gouged by the resultant increase in the price of goods. Now he can't stand it.

"The time is here for the companies to begin thinking in terms of price rollbacks, which will likely bring a confrontation with labor, maybe even a strike," he added. "Bitter medicine indeed, but the sooner taken, the sooner cured."

This dealer had a substantial loss in the first half of 1980, but a small profit this year. "We expect to stay in the black but do not anticipate much improvement," he said. "Maybe 1982 will be better."

A Midwest International dealer called for a "sound, stable pricing policy" from the truck producers.

"Manufacturers are continually raising prices and then giving assistance to dealers and branches to make a sale," he noted. "The result is that salesmen and dealers are often uncertain where they should price trucks.

"This uncertainty is causing many difficulties at the dealer level," he added. "Customers sense this condition and hesitate to purchase because the price may be lowered. It's time for manufacturers to price trucks competitively and give the business back to the dealer and his salesmen."

- A number of dealers reported a strong market in good, late-model used trucks.

A Midwest Ford dealer said "clean used units are in demand; in fact, it is a sure bet that there will be a shortage of clean used units for at least six months."

Said another Ford dealer in the same section of the nation: "As long as new-truck sales are down, the used market should remain strong. The only problem here is finding good quality used trucks."

A Rocky Mountain International dealer reported that the "used market is strong for clean conventional tractors in the $20,000-to-$35,000 price range," and added: "We are reorganizing to place more emphasis on parts and service and less on new-truck sales."

He said his first-half profits were 95 percent lower than a year ago and that they would continue to be lower until interest rates drop to between 10 and 12 percent.

Several Chevrolet and GMC dealers said they are counting on the new General Motors domestic compact pickup and Chevrolet's all-new 6.2-liter diesel engine to improve their sales and profits in the 1982 model year.

Market woes stifle recovery efforts at IH

Continued from Page 20

price concessions and that its payments to them are being delayed beyond normal practice.

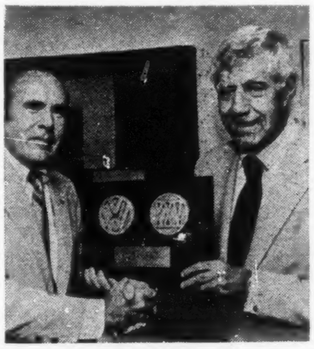
- A spokesman said Harvester's objective in supplier relations "is to stabilize our costs and to reduce them whenever possible to be cost-competitive. It is not an effort to cut supplier prices, but to cut our costs.

"We are exploring the possibility of arrangements with suppliers that would be of mutual benefit to them and us," he added. "Individual arrangements would be tailored to the situation concerning each supplier involved, based on volume of business, prices and services, such as scheduling and delivery."

He admitted that payment schedules have been revised over the last two years "to what we believe to be a competitive level."

"Others in our industry were paying 45 to 60 days after receipt of materials or services and that also has become our policy," the spokesman added.

He indicated that payment within 30 days after shipment no longer is "normal business practice."



Recognition

Everett Gardner, left, VW dealer at Gardner Motor Co., Bernardsville, N.J., receives a 25-year award plaque from Arthur Stanton, president, World-Wide Volkswagen Corp., Orangeburg, N.Y.

NEW TRUCK SALES BY MAKE AND GVW CLASS

SIX MONTHS, 1981 VS. 1980 ★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	June '81	....	....	....	....	....	....	....	105	105
	June '80	....	....	....	....	....	....	....	76	76
	Year to date '81	....	....	....	....	....	....	....	634	634
	Year to date '80	....	....	....	....	....	....	....	874	874
BROCKWAY	June '81	....	....	....	....	....	....	....	....	....
	June '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	June '81	31,355	24,636	902	....	74	650	836	90	58,543
	June '80	31,683	31,132	10	....	94	846	917	212	64,894
	Year to date '81	179,778	136,460	6,099	....	459	4,491	4,786	537	332,610
	Year to date '80	189,662	188,562	716	....	850	6,424	7,141	1,681	395,036
(Memo Units) #	June '81	11,007	7,843	....	....	....	....	....	....	18,850
	June '80	11,574	8,381	....	....	....	....	....	....	19,955
	Year to date '81	70,946	39,974	....	....	....	....	....	....	110,920
	Year to date '80	86,346	55,283	....	....	....	....	....	....	141,629
DIAMOND REO	June '81	....	....	....	....	....	....	....	8	8
	June '80	....	....	....	....	....	....	....	14	14
	Year to date '81	....	....	....	....	....	....	....	58	58
	Year to date '80	....	....	....	....	....	....	....	60	60
DODGE	June '81	8,678	7,391	42	1	....	....	....	....	16,112
	June '80	8,009	11,764	609	2	....	....	....	....	20,384
	Year to date '81	47,335	34,875	269	2	....	....	....	....	82,481
	Year to date '80	47,495	69,513	2,613	144	....	....	....	....	119,765
(Memo Units) #	June '81	5,035	4,145	1	....	....	....	....	....	9,181
	June '80	5,483	7,491	417	....	....	....	....	....	13,391
	Year to date '81	28,934	19,638	23	....	....	....	....	....	48,595
	Year to date '80	31,948	44,777	1,307	....	....	....	....	....	78,032
FORD	June '81	22,155	40,255	....	....	....	1,435	2,270	703	66,818
	June '80	19,863	42,306	69	....	....	1,725	3,149	1,208	68,320
	Year to date '81	117,505	208,356	....	....	....	6,657	12,460	4,125	349,103
	Year to date '80	126,902	252,913	366	....	....	10,088	17,498	7,832	415,599
(Memo Units) #	June '81	7,322	14,082	....	....	....	....	....	....	21,404
	June '80	7,588	15,054	....	....	....	....	....	....	22,642
	Year to date '81	44,445	66,783	....	....	....	....	....	....	111,228
	Year to date '80	53,234	84,713	....	....	....	....	....	....	137,947
FREIGHTLINER	June '81	....	....	....	....	....	....	....	804	804
	June '80	....	....	....	....	....	....	....	764	764
	Year to date '81	....	....	....	....	....	....	....	4,324	4,324
	Year to date '80	....	....	....	....	....	....	....	6,004	6,004
VOLVO	June '81	....	....	....	....	1	2	115	124	242
	June '80	....	....	....	....	....	....	46	7	53
	Year to date '81	....	....	....	....	2	13	381	373	769
	Year to date '80	....	....	....	....	....	2	309	41	352
GMC	June '81	5,490	6,947	22	....	119	435	930	928	14,871
	June '80	4,993	7,879	....	....	51	544	840	1,149	15,456
	Year to date '81	29,502	36,967	41	....	367	2,838	5,334	5,216	80,285
	Year to date '80	26,380	50,088	4	....	336	4,798	7,589	8,458	97,653
(Memo Units) #	June '81	827	2,156	....	....	....	....	....	....	2,983
	June '80	736	2,085	....	....	....	....	....	....	2,821
	Year to date '81	4,522	10,089	....	....	....	....	....	....	14,611
	Year to date '80	5,007	14,023	....	....	....	....	....	....	19,030
INTERNATIONAL	June '81	....	165	....	....	....	1,186	1,584	2,025	4,960
	June '80	....	1,412	....	....	....	694	1,077	1,490	4,673
	Year to date '81	....	1,613	....	....	....	8,118	9,929	10,599	30,259
	Year to date '80	....	8,112	....	....	....	5,897	7,049	8,686	29,744
(Memo Units) #	June '81	....	....	....	....	....	....	....	....	....
	June '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
JEEP	June '81	3,807	1,762	....	....	....	....	....	....	5,569
	June '80	4,160	2,093	....	....	....	....	....	....	6,253
	Year to date '81	16,256	10,128	....	....	....	....	....	....	26,384
	Year to date '80	26,495	16,013	....	....	....	....	....	....	42,508
(Memo Units) #	June '81	3,807	1,278	....	....	....	....	....	....	5,085
	June '80	4,160	1,566	....	....	....	....	....	....	5,726
	Year to date '81	16,256	7,433	....	....	....	....	....	....	23,689
	Year to date '80	26,495	11,915	....	....	....	....	....	....	38,410
KENWORTH	June '81	....	....	....	....	....	....	....	1,069	1,069
	June '80	....	....	....	....	....	....	....	821	821
	Year to date '81	....	....	....	....	....	....	....	5,342	5,342
	Year to date '80	....	....	....	....	....	....	....	6,443	6,443
MACK	June '81	....	....	....	....	....	145	56	1,407	1,608
	June '80	....	....	....	....	....	42	....	1,723	1,765
	Year to date '81	....	....	....	....	....	632	117	8,739	9,488
	Year to date '80	....	....	....	....	....	140	....	11,309	11,449
PETERBILT	June '81	....	....	....	....	....	....	....	651	651
	June '80	....	....	....	....	....	....	....	485	485
	Year to date '81	....	....	....	....	....	....	....	3,040	3,040
	Year to date '80	....	....	....	....	....	....	....	3,947	3,947
PLYMOUTH	June '81	853	368	....	....	....	....	....	....	1,221
	June '80	1,365	825	....	....	....	....	....	....	2,190
	Year to date '81	6,249	2,192	....	....	....	....	....	....	8,441
	Year to date '80	10,363	4,892	....	....	....	....	....	....	15,255
WESTERN STAR	June '81	....	....	....	....	....	....	....	97	97
	June '80	....	....	....	....	....	....	....	61	61
	Year to date '81	....	....	....	....	....	....	....	427	427
	Year to date '80	....	....	....	....	....	....	....	528	528
WHITE	June '81	....	....	....	....	....	....	....	208	208
	June '80	....	....	....	....	....	....	....	403	403
	Year to date '81	....	....	....	....	....	....	....	1,424	1,424
	Year to date '80	....	....	....	....	....	....	....	2,629	2,629
MISCELLANEOUS*	June '81	26,911	540	....	1	2	230	159	137	27,980
	June '80	23,513	4	....	....	....	230	130	184	24,061
	Year to date '81	145,412	2,311	2	6	5	1,553	808	749	150,846
	Year to date '80	150,887	8	11	6	13	1,540	864	1,027	154,356
TOTALS	June '81	99,249	82,064	966	2	196	4,083	5,950	8,356	200,866
	June '80	93,586	97,415	688	2	145	4,081	6,159	8,597	210,673
	Year to date '81	542,037	432,902	6,411	8	853	24,302	33,815	45,587	1,085,915
	Year to date '80	578,184	590,101	3,710	150	1,199	28,889	40,450	59,519	1,302,202

★—No registrations for Oklahoma, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Class action involves alleged Park-Reverse slippage

New suit filed on Ford automatics

Continued from Page 6

140 deaths and more than 1,700 injuries have been linked to the alleged failures to hold certain vehicles in Park.

In the latest action, the plaintiffs use the 1975 Magnuson-Moss Warranty Act.

The first count charges breach of the implied warranties of merchantable quality and trade usage. The second charges breach of written warranty. The third charges negligence in designing, manufacturing, testing and equipping said vehicles with said transmissions. The fourth charges strict tort liability under state law.

Plaintiffs include those who incurred property damage or economic loss, personal injury, or liability for personal injury or economic loss or damage or who own one of the affected vehicles. Included are the plaintiffs themselves and others similarly situated.

Excluded are those others who have already sued Ford.

In other words, there are some who have experienced specific Park to Reverse incidents who ask for damages and correction and others who merely own such vehicles with the alleged defect who want mainly equitable relief and others acting under state law negligence and strict tort liability claims who may be eligible for both.

Those experiencing failures are estimated to be in the tens of thousands, the owners in the millions, and the others in the thousands. If Ford loses, its costs could be much more than the many millions it would have cost to recall and correct the alleged problem last year.

Among questions raised are: Was Ford's 12/12 limited warranty "conscionable" or of "reasonable duration?" Did Ford actively conceal defects in its transmissions so as to toll the statute of limitations for claims of owners of '76 and '77 vehicles? Also: Was Ford's attempt to disclaim liability for consequential or incidental economic loss or damage as a breach of implied warranties a violation of the Magnuson-Moss Warranty Act? Did Ford discover various mechanical defects in the said transmissions before expiration of the written warranty and, if so, did Ford breach its written warranty by failing to recall and correct?

Also: Was Ford negligent in designing and equipping vehicles with said transmissions? Were the transmissions defective in such a way as to make Ford strictly liable in tort? Was Ford's conduct such as to entitle plaintiffs to punitive or exemplary damages? Was the likelihood of vehicle operator negligence as a cause of slipping from Park to Reverse so remote as to be de minimus and legally disregardable as a defense?

The suit claims that from July 5, 1975 — the date the Magnuson-Moss Act became effective — through the 1979 models, Ford equipped various vehicles with the five types of transmissions which were not fit for the ordinary purpose for which they were intended. (One of the claims NHTSA made earler was that Ford transmissions were inferior to those made by General Motors and Chrysler.)

For the 1980 model year, Ford changed its design.

Ford's 12/12 written warranty was an attempt to limit liability, it is claimed, for there is no necessary connection between the alleged slippage and time. The suit also claims that Ford knew of its defective designs, but failed to notify owners or to correct the situation or to inform its dealers.

In fact, says the suit, Ford tried to disclaim liability in contravention of some states' laws banning such limitations or disclaimers. The suit cites not only Ford's failure to notify but its continued denial of defect and claims that Ford's continuing sales of such transmissions are negligence.

Used car sales

Auction Averages

August to date	$4,548
Month ago	$4,398
Year ago	$3,653

Model breakdown

Auction Averages

	AUGUST	JULY	JUNE
1981	$8,434	$7,619	$7,126
1980	6,130	6,008	5,856
1979	5,122	5,000	4,857
1978	4,031	3,872	3,669
1977	3,160	3,142	2,972
1976	2,413	2,291	2,288
1975	1,567	1,686	1,699
1974	1,248	1,314	1,379
Overall Average	$4,548	$4,398	$4,286

Something to cheer about

There are four doors plus plenty of room for gear in the rear of the 1982 Escort four-door hatchback scheduled to go on sale at Ford dealerships this fall. With the rear seat folded down, there are 31 cubic feet of cargo space, in addition to a number of functional, trim and drivetrain refinements added to the Escort for '82.

Hatfield Auto Auction builds new facilities

HATFIELD, Pa. — Hatfield Auto Auction, Inc., is building new facilities which will permit the operation to expand from two lanes to four lanes.

The new complex also will include a car wash, a cafeteria and a computerized system for registering cars. Tentative opening date of the new quarters is Oct. 6.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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AUTOMOTIVE NEWS CLASSIFIED ADS
PRODUCE EXCELLENT RESULTS

Year's total edges past 4.5 million

Auto output holds steady at 108,274

By Patricia Hoffman
Staff Writer

There was little change in domestic auto production last week as output rose just a fraction above that of the previous week.

The auto makers planned 108,274 units, a slight gain from the 107,454 assembled a week earlier, and up 5.16 percent from 102,963 units completed in the comparable 1980 week.

Breakdown for the week by company is: General Motors, 56.11 percent; Ford Motor, 24.81 percent; Chrysler Corp., 13.02 percent; Volkswagen of America, 3.13 percent; American Motors, 2.91 percent and Checker Motors, 0.02 percent.

So far this year, the makers have assembled 4,500,830 units, up 7.63 percent from 4,181,579 cars built in the comparable period last year.

Chrysler's St. Louis assembly point began its pre-production phase last week on the new front-wheel-drive Chrysler LeBaron and Dodge 400. There is no date as yet for the full production startup. The point went down for model changeover July 31.

Chrysler's Newark point, down for changeover since Aug. 3, resumed production last week.

GM's Framingham, Doraville, Fremont, Van Nuys, Leeds and Janesville plants all remained down last week for model changeover.

VWoA's Westmoreland assembly plant began downtime last Friday (Aug. 28) for model changeover. The point is slated to resume operations Sept. 21.

Ford Motor's Dearborn car assembly point will be idle for one week beginning today for inventory adjustments.

Daily overtime is scheduled this week at Ford's Wayne and Metuchen facilities. The plants will work two 10-hour shifts each day this week.

Truck production declines 35 pct.; week totals 15,404

With several truck assembly points idle for 1982 model changeover and inventory adjustments, U. S. truck production last week fell substantially below the previous week's output. The total, however, remained above the comparable 1980 figure.

Last week, truck production was slated at 15,404 units, down 35.52 percent from 23,889 units completed in the previous week, but a gain of 23.59 percent from 12,464 trucks in the comparable week last year.

So far this year, the truck manufacturers have assembled 1,136,169 trucks, up 12.70 percent from 1,008,137 completed in the same period in 1980.

General Motors' Janesville and St. Louis assembly points remained idle last week for model changeover. Both facilities, down since July 24, are scheduled to resume operations today (Aug. 31).

Chrysler's Warren truck facility, down for inventory adjustment last week (Aug. 24) is slated to resume today.

Volkswagen of America's Westmoreland assembly point scheduled downtime beginning last Friday (Aug. 28), with operations slated to resume Sept. 21.

GM announced that it won't recall the second shift of 1,200 employes at its North St. Louis assembly plant. The plant, which assembles half-ton pickups, employed about 2,600 workers before shutting down July 31 for inventory adjustments. GM said, however, that there is a possibility that the second line might be recalled if consumer demand picks up later on.

Ford Motor's Norfolk and Twin Cities truck assembly points will continue downtime this week for model changeover. The plants went down Aug. 24.

Hanosh new president of New Mexico dealers

LAS CRUCES, N. M.—George Hanosh, Hanosh Chevrolet Co., Grants, N. M., was installed as president of the New Mexico Automotive Dealers Assn. at the state convention here.

Other officers installed were Vice President John Chandler, Frontier Ford, Albuquerque; Treasurer C. L. Hunter, Hunter Motor Co., Espanola, and Secretary Henderson Baker, Baker Volkswagen, Las Cruces.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 29, 1981	Week Ended Aug. 30, 1980	Week Ended Aug. 22, 1981	Aug. to Date	Jan. 1 to Aug. 30, 1980	Jan. 1 to Aug. 29, 1981
CHEVROLET	2,010	362	45	4,553	295,669	336,408
DODGE/PLYMOUTH	....	2,000	2,168	7,208	88,575	65,134
FORD	5,412	3,542	15,525	38,461	355,024	420,029
GMC	2,071	788	157	5,061	104,937	118,242
INTERNATIONAL	1,615	2,115	1,559	6,418	41,144	49,895
MACK	....	340	....	....	16,060	....
JEEP	2,000*	1,905*	2,000*	8,000*	53,390*	68,188*
AMC CORP.	50*	238*	50*	200*	6,289*	2,786*
VOLKSWAGEN	846	546	985	3,714	20,196	30,967
MISCELLANEOUS	1,400*	628*	1,400*	5,600*	26,853*	44,520*
Total Trucks, U. S.	15,404	12,464	23,889	79,215	1,008,137	1,136,169

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 29, 1981	Week Ended Aug. 30, 1980	Week Ended Aug. 22, 1981	Aug. to Date	Jan. 1 to Aug. 30, 1980	Jan. 1 to Aug. 29, 1981
CHRYSLER CORP.	2,368	1,600	2,439	9,065	29,381	55,330
FORD MOTOR	2,532	3,660	2,778	8,437	119,935	98,828
GENERAL MOTORS	5,470	5,324	4,003	11,294	162,319	185,626
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	475	263	997	11,212	7,662
MACK	....	32	....	....	1,503	....
Total Trucks, Canada	10,630	11,091	9,483	29,793	335,994	347,446
N. American Trucks	26,034	23,555	33,372	109,008	1,344,131	1,483,615

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Canadian output rises 13 pct. to 13,939 for week

Canadian auto production last week was above the previous week's total, and output also topped that of the comparable 1980 week.

Last week's auto production was slated at 13,939 units, up 13.89 percent from 12,239 completed in the previous week, and up 2.89 percent from the 13,547 cars in the comparable week last year.

Year-to-date output for the auto manufacturers was 562,574 units, up 2.97 percent from 546,361 in the comparable period last year.

Truck production last week also showed improvement from the previous week's total as General Motors' Scarborough assembly point completed its first full week of assembly since its August 18 return from model changeover.

The makers estimated 10,630 units last week, up 12.10 percent from 9,483 trucks completed the previous week, but down 4.16 percent from 11,091 in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 347,446 units, a gain of 3.41 percent from 335,994 in the comparable period last year.

GM's Oshawa (No. 2) car assembly point remained idle last week for 1982 model changeover to front-wheel-drive cars. The plant, down since Aug. 6, is scheduled to resume operations Nov. 9.

Also at GM, the Oshawa (No. 1) car point, idle for changeover since July 16, is slated to return today (Aug. 31).

Volvo's Halifax plant returned last week after being down for changeover since Aug. 3.

Ford Motor's St. Thomas assembly point has scheduled downtime beginning today (Aug. 31). The plant, which will be down for model changeover, is slated to resume Sept. 28.

COLA is rising 21 cents an hour at GM and Ford

DETROIT. — UAW members at General Motors and Ford Motor Co. will have their cost-of-living adjustment raised 21 cents to $1.79 per hour effective the week of Sept. 7.

The increase affects 385,000 hourly employes at GM and 126,000 at Ford plus salaried workers covered under the two contracts. The salaried workers will receive a quarterly payment of $930.80 on Dec. 15 for the September-November period.

Workers at Chrysler Corp. gave up their COLA payments in the last round of bargaining to enable the auto maker to qualify for federal loan guarantees. That COLA suspension gives Chrysler an average $2.07 hourly labor cost advantage over Ford and GM.

U. S. CAR PRODUCTION

	Week Ended Aug. 29, 1981	Week Ended Aug. 30, 1980	Week Ended Aug. 22, 1981	Aug. to Date	Jan. 1 to Aug. 30, 1980	Jan. 1 to Aug. 29, 1981
AMERICAN MOTORS	3,150*	3,571*	3,150*	12,600*	114,021*	89,57[illegible]
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	14,100	9,700	10,532	35,949	388,722	542,119
Plymouth Total	7,600	4,300	5,904	18,930	176,950	281,281
Horizon	3,400	3,350	3,276	10,087	105,849	109,390
Reliant	4,200	850	2,628	8,843	1,629	162,304
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,421	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	....	1,200	....	....	51,943	22,098
LeBaron	....	1,200	....	....	40,427	17,236
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	6,500	4,200	4,628	17,019	159,829	238,740
Omni	2,500	2,750	2,500	8,933	90,989	94,114
Aspen	....	....	....	....	36,899	....
Aries	4,000	750	2,128	8,086	1,493	128,300
Diplomat	....	700	....	....	19,724	12,644
St. Regis	....	....	....	....	10,724	13,682
FORD MOTOR	26,866	20,106	31,864	93,404	803,437	931,211
Ford Division	17,844	13,501	21,592	62,991	584,788	635,502
Escort	7,937	2,026	7,941	25,776	3,468	239,144
Pinto	....	....	....	....	68,179	....
Fairmont	619	2,551	3,587	7,878	157,107	130,050
Must./Must. II	4,333	5,459	4,210	15,463	162,687	116,747
Granada	3,253	1,785	3,759	7,902	54,030	60,070
Thunderbird	1,702	....	2,095	6,002	79,632	48,605
Ford	....	1,680	....	....	59,685	40,886
L-M Division	9,022	6,605	10,272	30,413	218,649	295,709
Mercury Total	8,069	4,973	9,205	27,579	192,742	256,578
Bobcat	....	....	....	....	12,445	....
Lynx	3,015	618	3,043	9,757	1,053	83,862
Capri	1,094	1,606	1,169	4,213	47,900	39,849
Zephyr	136	891	1,046	2,160	51,020	39,478
Cougar/Monarch	1,600	....	1,472	3,428	16,409	30,122
XR-7	929	570	1,170	3,159	29,129	22,010
Mercury	1,129	1,288	1,305	5,044	34,786	41,257
Lincoln Total	953	1,632	1,067	2,834	25,907	39,131
Continental ('82)	136	....	247	383	....	383
Lincoln	405	742	417	1,196	10,548	18,895
Mark VI	412	890	403	1,255	13,498	19,853
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	60,749	65,677	58,105	228,036	2,730,817	2,814,702
Buick Division	13,898	11,253	14,537	62,613	524,654	610,334
Skylark	3,818	3,842	5,785	22,016	150,809	185,590
Skyhawk J	....	....	....	....	....	....
Century	....	2,116	....	....	112,507	86,881
Regal	5,790	2,162	5,531	26,425	135,120	179,915
Buick	3,800	2,545	3,149	13,610	97,738	111,595
Riviera	490	588	72	562	28,480	46,353
Cadillac Division	1,637	3,091	1,117	5,027	129,087	176,455
Cimarron	1,000	....	1,006	4,279	....	13,256
Seville	206	615	25	231	21,997	16,147
Eldorado	431	833	86	517	34,274	40,591
Cadillac	....	1,643	....	....	72,816	106,461
Chevrolet Division	23,455	28,624	22,135	91,570	1,170,849	1,053,229
Chevette	7,415	8,000	7,215	28,031	315,717	240,769
Cavalier	4,955	....	3,977	17,907	....	63,318
Monza ('80)	....	2,990	....	....	115,246	....
Camaro	....	1,869	....	....	82,498	87,694
Citation	4,985	8,205	5,805	21,311	313,916	249,414
Malibu	2,765	1,911	2,569	6,829	170,597	169,623
Monte Carlo	2,735	2,469	2,214	5,894	63,920	98,170
Chevrolet	....	2,400	....	9,485	79,191	122,590
Corvette	600	780	355	2,113	29,764	21,651
Oldsmobile Division	11,040	12,203	11,044	32,750	516,701	606,761
Omega	779	4,364	3,712	10,819	81,962	108,704
Cutlass	4,800	2,895	4,650	12,377	260,221	284,828
Oldsmobile	5,160	4,561	2,629	9,200	149,019	183,128
Toronado	301	383	53	354	25,499	30,101
Pontiac Division	10,719	10,506	9,272	36,076	389,526	367,923
Acadian†	250	120	249	1,086	14,809	14,966
J2000	3,040	....	2,976	12,738	....	45,653
Sunbird ('80)	....	3,486	....	....	103,898	....
T1000	2,314	....	2,537	9,200	....	57,292
Firebird	....	1,347	....	....	53,614	43,468
Phoenix	1,835	1,060	1,877	7,683	96,962	80,199
Grand Prix	1,640	2,350	563	2,203	41,965	71,430
LeMans	....	1,345	....	....	38,316	42,027
Pontiac	....	798	....	342	39,962	10,064
Bonneville G ('82)	1,640	....	1,070	2,824	....	2,824
VOLKSWAGEN	3,384	3,822	3,778	11,251	142,665	121,732
CHECKER	25*	87*	25*	100*	1,917	1,494*
Total Cars, U. S.	108,274	102,963	107,454	381,340	4,181,579	4,500,830

CANADIAN CAR PRODUCTION

	Week Ended Aug. 29, 1981	Week Ended Aug. 30, 1980	Week Ended Aug. 22, 1981	Aug. to Date	Jan. 1 to Aug. 30, 1980	Jan. 1 to Aug. 29, 1981
AMERICAN MOTORS	852	....	708	1,560	....	22,339
CHRYSLER CORP.	3,000	2,320	2,229	6,805	45,165	36,737
FORD MOTOR	6,320	6,196	6,517	20,826	172,304	155,214
GENERAL MOTORS	3,600	4,806	2,785	9,571	322,289	341,562
VOLVO	167	225	....	167	6,603	6,722
Total Cars, Canada	13,939	13,547	12,239	38,929	546,361	562,574
N. American Cars	122,213	116,510	119,693	420,269	4,727,940	5,063,404
N. American Trucks	26,034	23,555	33,372	109,008	1,344,131	1,483,615
North American Cars and Trucks	148,247	140,065	153,065	529,277	6,072,071	6,547,019

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Idaho dealers elect Orvick, Crnkovich

McCALL, Id.—Wally Orvick, of Wally Orvik Motors, Moscow, Id., was elected president of the Idaho Automobile Dealers Assn. at the annual convention here.

Larry Crnkovich, of 20th Century Motors, Blackfoot, was elected vice president.

C2700-1

Automotive News

Detroit, September 7, 1981

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New FWD 'family sedans' will shrink to compact size; X-cars may be X'd out

GM plots drastic big-car overhaul by 1985

By Paul Lienert
Contributing Editor
Copyright, 1981, by Automotive News

General Motors will drop its full-size family cars by 1985 and may kill the popular X-cars as well, according to plans sketched out last week for AUTOMOTIVE NEWS by industry sources.

A new series of front-wheel-drive family sedans is now scheduled to appear in the 1985 model year to replace the present full-size models. While some will carry current big-car nameplates like Caprice and Bonneville, they'll be no larger than today's compact cars.

A new line of luxury sedans also bows in '85, replacing the Cadillac, Oldsmobile and Buick C-cars. The new front-drive models, like the smaller family sedans, will be based substantially on the compact X-car.

Insiders indicate an all-new Chevrolet Caprice in '85 will be about the same size as the current Chevy Citation, while the new Cadillac deVille in '85 will be only slightly larger than the X-car.

In addition, GM still plans to introduce smaller two-door specialty and luxury models based on the subcompact J-car in 1984½.

The front-drive replacements for the Monte Carlo (G-car) and its sister models, as well as the new Eldorado (E-car) and its companion cars, will be only marginally larger than the Chevy Cavalier, sources say.

See chart on dimensions, Page 50

The restructuring of its new-model program for 1983-85 will probably save GM several billion dollars, while providing it with new products that will be small enough to compete on equal footing with similar models planned by the major import powers.

It also spells the death of the big car at GM, as Americans know it today.

A GM spokesman did not deny reports that the company will drastically reduce the size of its largest cars by 1985, but said, "We're going to have very comfortable six-passenger vehicles then."

He added, "The whole matter of how you designate a car — whether it's 'full-size' or whatever—is changing. Fuel efficiency and interior dimensions are what we're looking at."

In response to the report that GM might drop the present X-car line in '85, the spokesman said, "We just aren't going to talk about product programs that are that far out."

GM is expected to lock up its '85 model programs within the next 12 to 18 months. The final decision on whether to drop the X-car may not be made until 1983.

With a new line of front-drive A-cars scheduled to debut early in 1982, using the basic platform of the X-cars, GM will be crowding six or seven car lines by 1985 into what are now considered the compact and subcompact segments of the market. Basic underbody components will differ little from car line to car line, and there will be only about a six-inch spread in wheelbases, according to current plans at GM.

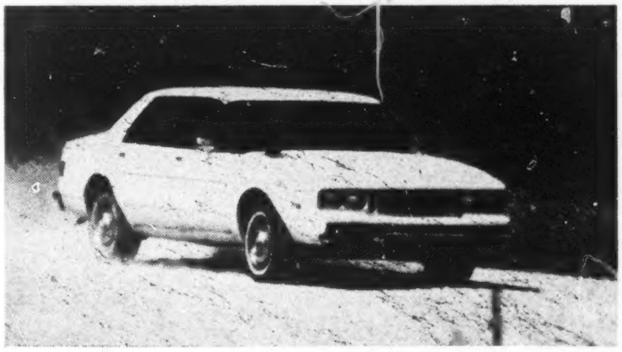
Although GM officials would not confirm any plans to dispose of the X-car in 1985-86, the eventual demise of the popular front-drive compact series would still leave the corporation with a substantial array of small, fuel-efficient front-drive products in the mid '80s, ranging from the high-volume J-cars on a wheelbase of 101.2 inches to the luxury sedans that will replace the C-cars on a wheelbase of about 107.5 inches

"What it means is that Detroit won't have any more 'compacts,' 'intermediates' or 'full-size' cars in '85, just 'big' and 'small,'" was the way one source described the impending changes at GM. Similar moves to shrink and consolidate car lines are under way at Ford and Chrysler.

Chrysler will base most of its future U. S. car lines on just two front-drive platforms, while Ford is planning to build its

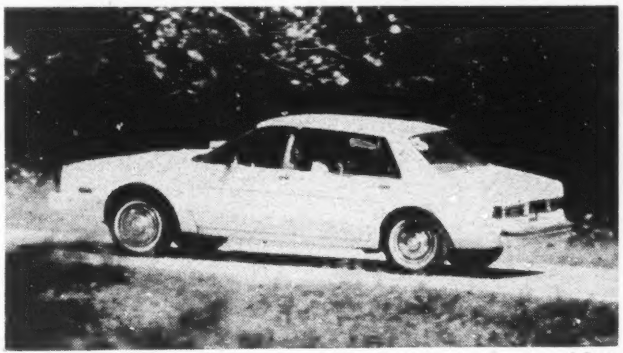
Continued on Page 50, Col. 1

GM's new family sedan



'Full-size' prototype undergoes testing

Captured on GM's Michigan test track is this early prototype of what is believed to be new rear-drive sedan that will replace present B-body models (Caprice, LeSabre, Delta 88) in '83. Platform is to be shared with G-body intermediates. Smaller front-drive replacements for GM's 'family sedans,' based on present X-car line, are scheduled for '85. Larger C-body replacements will be built on stretched X-car platform, sources say.



J. Dunne

Administration preps own Clean Air Bill

By Helen Kahn and
Jake Kelderman
of our Washington Bureau

WASHINGTON. — The Reagan Administration, which only a month ago, announced it would not have a Clean Air Bill of its own but would work with Congress instead to amend the pivotal environmental law, would appear to be reneging on its word.

A copy of a complete bill the Administration has ready for Congressional consideration dated Aug. 20 has been obtained by AUTOMOTIVE NEWS.

The measure is largely unchanged from a draft bill leaked to Rep. Henry Waxman, the California Democrat and chairman of the House Energy and Commerco's Health subcommittee, at least on automotive issues except that it calls for a 2-grams-per-mile NOx standard instead of the 1.5-gram standard espoused in the earlier document.

The Administration caught a tremendous amount of flack earlier, when the draft of its Clean Air bill leaked out, with critics calling it a "blueprint" for the gutting of the legislation.

Subsequently, the Administration backed off introducing any kind of measure, opting instead for working with Congress on developing amendments to the act under 10 guiding principles enunciated by EPA administrator Anne Gorsuch at an Aug. 5 press conference.

- "Working with the key Congressional leaders, we are confident that specific legislation based on these principles can be drafted which will ensure we choose the most effective means to maintain continued

Continued on Page 45, Col. 1

breaking news

Chrysler elects three directors

DETROIT.—Chrysler Corp. has elected three new directors. Two are Chrysler executives, and the third is an outsider. The company officials are John B. Naughton, 59, executive vice president, sales and marketing, and Stephan Sharf, 60, executive vice president, manufacturing. The outside director is J. Paul Sticht, 63, chairman and chief executive of R. J. Reynolds Industries, Inc., Winston-Salem, N. C.

Fuji unveils 550-cc Subaru Rex

TOKYO.—Fuji Heavy Industries has introduced a new minicar, a 550-cc Subaru Rex. The company is believed to be in the final stages of developing a new 1,000-cc minicar and has apparently turned down an invitation from Nissan for joint development of such a car.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

But rate of growth slows down

Service Index posts volume gain

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business conducted in the nation's new-car dealerships in July slipped below the level achieved the previous month, the volume still managed to register the second biggest advance of the year.

According to the Automotive News Service Index, shop volume in July amounted to 109.8 percent of the business done in July, 1980. In June, there was a gain of 16.6 percent over the volume recorded in the corresponding month a year earlier for the biggest increase in 30 months.

July also marked the fifth consecutive month in which service and parts business in new-car dealerships has shown an increase over the comparable year-earlier figure. The streak is the longest since June, 1979, when a 57-month string of monthly gains was broken.

Table on Page 45

In July, four of the five indicators used in the Service Index scored good gains. The only indicator to register a decline was repair orders written, down 4.7 percent.

The biggest increase was recorded by gross profit on all labor, parts and P&A sales—the most import indicator from the dealers' viewpoint—up 16.6 percent.

In the runnerup spot in July was sales of all parts and accessories with an increase of 14.6 percent over the year-ago figure. Shop parts sales (those used on customer-paid and warranty repairs) were up 10.2 percent, while total labor sales (customer-paid and warranty) in-

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Postcard notification covers Mitsubishi engine problem

Chrysler, FTC settle oil-filter case

By Helen Kahn
Washington Bureau Chief

WASHINGTON. A settlement between Chrysler Corp. and the FTC over bad information disseminated by the company on replacement oil filters allows Chrysler to send postcards to more than 700,000 owners of Mitsubishi vehicles and take ads in AUTOMOTIVE NEWS, but does not offer any redress to owners whose wrong filters may have caused engine damage amounting to as much as $500 each.

Cost to Chrysler is estimated at only $90,000. First-class mail would have cost an estimated $50,000 more.

The fine print of the order — but not the Chrysler news release — indicates a similar problem with Omnis and Horizons if consumers failed to heed the owners manuals.

The notification covers only Mitsubishi-built cars marketed by Chrysler. The problem arises not merely from aftermarket filters made by 16 non-OE makers but from early filters marketed by Chrysler Mopar itself and sent to dealers.

Moreover, separate statements by individual commissioners show disagreement about another "design" problem encountered by Chrysler when it introduced balancer chains to reduce engine vibration.

In Washington, there was speculation that the cost of the balancer-change recall fix would have been $7 million, and that Mitsubishi would have paid for it.

A Chrysler spokesman confirmed that the company indeed signed documents with FTC staff in which it agreed to recall and replace the balancer chains, but this was not carried over into the still-to-be-finalized consent agreement.

Most of the affected engines have already been fixed, he said. Without the fix, small, hard particles of lead from the gasoline were absorbed by the lubricating oil during the combustion process.

Finally, this settlement — which remains on the public record until Nov. 9, after which the FTC may accept or reject it — may not be the only one in the works.

In its Aug. 18, 1980, issue, AUTOMOTIVE NEWS reported similar investigations had spread to Volvo, Saab, Honda, Subaru, Volkswagen of America and General Motors. Since FTC investigations are secret until settled or litigated, no one knows whether the Chrysler settlement is unique or merely the first of a series.

• The FTC investigation revealed that oil filters which meet a hydrostatic burst strength of 200 PSI are not good enough for Omni/Horizon or for many Mitsubishi vehicles.

The oil filters must be strong enough to withstand pressure of at least 256 PSI for Mitsubishis and at least 290 PSI for Omni/Horizon.

But since owners of Omni/Horizon were informed via their manuals, the FTC order addresses only owners of 1971-1980 Mitsubishis with 1,600-cc engines and 1974-1980 Mitsubishis with 2,000-cc engines.

These include Dodge Colts, Colt hatchbacks, Challengers, and D-50 pickups as well as some Plymouth Arrows. Arrow pickups, Sapporos and Champs.

Because Chrysler failed to correct innaccurate data in a materials standard, it will have to inform 16 aftermarket makers of oil filters — including Ford Motor Co. and GM, which are suppliers — as well as advertise in six AUTOMOTIVE NEWS issues having service management sections, that correct and current data is available at a reasonable cost.

FTC was careful to note that Chrysler's problem is not a design one, but even though, the company recommended using a "high-quality filter only," it did not mention the pressure problem. A number of reputable brands failed to do the job and resulted in costly engine problems.

• Linda Dorian, deputy director of FTC's Bureau of Consumer Protection, described the agreement as providing relief for owners without having a major adverse impact on a financially troubled company.

But there was not total agreement within the FTC. Commissioners Paul Rand Dixon and Michael Pertschuk voted to accept the settlement for comment, but disagreed with the FTC's failure to require Chrysler to provide redress for another engine problem in certain Mitsubishis.

Because there are now only four commissioners — with Dixon set for retirement in September and replacement by James C. Miller — it is possible that questions may be raised about the agreement on oil filters and further questions raised about the balancer chains Chrysler has provided for some vehicles to reduce engine vibration.

Without the commissioners' statements, in fact, this vibration problem might not have become publicly known.

Pertschuk feels the FTC should have required Chrysler to pay its customers for early failure of the balancer chain, a $150 to $299 device to reduce engine wear.

It affected as many as 38,000 Colts and Arrows from the start of '76 models through the middle of the 1977 model year. Pertschuk said Chrysler failed to tell its customers of the problem after it learned about it.

• Pertschuk disagreed with his colleagues — Acting Chairman David Clanton and Commissioner Patricia Bailey -- because he feels Chrysler had a duty to disclose the problem even though it moved promptly to find a fix and found it several months later.

Chrysler changed the material

Continued on Page 50, Col. 1

DeLorean jobs top 2,000 goal 4 years early

DUNMURRY, Northern Ireland. — Employment at the DeLorean Motor Cars, Ltd., sportscar plant here nosed past the 2,000 level last week, a company official said.

The 2,000-employe bench mark is important because the terms of the company's loan and grant agreements with Northern Ireland government agencies stipulate that 2,000 is the ultimate minimum employment goal.

Under the terms of the agreement, DMCL was to have reached the 2,000-employe mark by five years after the commencement of production. It has reached the goal more than four years ahead of schedule.

There are other employment minimum requirements which would trigger forfeitures of grants if not met. The company, however, has said it is likely to continue to meet or exceed all of the employment requirements.

Production rate at the plant was up to 55 units a day on one shift last week.

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57th year — No. 4879

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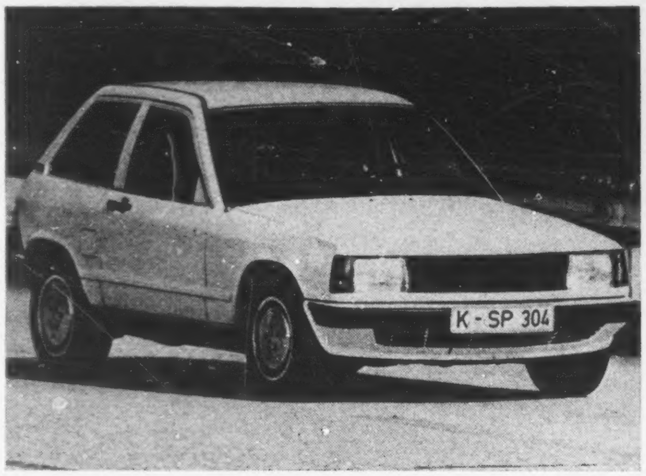
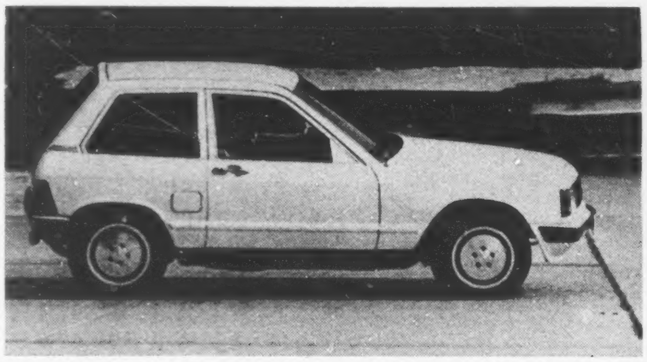


Spying on a baby Mercedes

This bob-tailed Mercedes-Benz, caught during test runs in Germany by unofficial photographer, is not intended for production, but is a fully finished design study. The small Mercedes which will go into production is a notchback. Should Daimler-Benz reverse itself and decide to produce the version shown, it could not reach the market before 1985 at the earliest.



New aluminum V-8 for '82

Cadillac predicts 21 pct. sales gain

By Richard A. Wright
Assistant Managing Editor

LIVONIA, Mich. — A 21 percent increase in sales was predicted for Cadillac by General Manager Edward C. Kennard at the press introduction of the division's 1982 models and its new 4.1-liter aluminum V-8 engine.

Speaking at the plant in this Detroit suburb where the new engine is produced, Kennard estimated '81 model-year sales at 227,000.

"For the 1982 model year, we project that Cadillac will sell 275,000 cars," he said. Breakdown of that projection is standard Cadillac, 143,100; Eldorado, 55,300; Seville, 34,600, and Cimarron, 42,000.

"We base our forecasts on a belief that the U. S. economy will turn around for the better during the fourth quarter of the 1981 calendar year and will continue a steady upward climb through the balance of the 1982 model year," he said.

Also, Kennard said, the addition of the Cimarron will provide "non-traditional Cadillac prospects with the incentive to look at and buy a Cadillac for the first time."

In response to a question, Kennard said that all Cadillac dealers are now franchised to sell the Cimarron.

• Big news from Cadillac for 1982 is its new HT-4100 (for High Technology 4.1 liter) V-8 engine with aluminum block, free-standing iron cylinder sleeves and digital fuel injection which embodies a throttle-body fuel delivery system.

"In the functioning parts, where it needs to be tough, it's iron," Kennard said, "iron heads, iron sleeves, iron crankshaft.

"But in the non-functioning parts, what we have done is replace 200 pounds of bulk with about 20 pounds of aluminum, which gives us a much higher power-to-weight ratio."

Kennard noted that the size of Cadillac's V-8 engine has been sliced in half since 1976. That year, Cadillac had an 8.2-liter (500 inches) engine, this year a 4.1-liter (250 inches).

The engine is standard on all Cadillac models except limousines and the Cimarron. Limousines will continue to be powered by the 6.0-liter modulated displacement V-8-6-4 which was standard on all models last year except Seville. A diesel was standard on the '81 Seville.

• Asked why Cadillac dropped the V-8-6-4, around which controversy has been swirling of late, an engineer at the preview said it could not meet gas guzzler tax requirements.

"It could meet it last year with a combined MPG figure of 17, but this year the gas guzzler limit went to 18.5," he said. "The combined figure on the new 4.1-liter V-8 is about 20.5, so that gives us some breathing room."

The V-8-6-4 was retained for the limousines, however, because the 4.1 would not provide the power needed for the heavier vehicles.

Asked what effect the new Lincoln Continental might have on Seville sales, Kennard said it would probably help. "It shows acceptance of the Seville styling approach," he said.

More than one way to sell a Rolls-Royce

LONDON.—Rolls-Royce recently invited a group of enthusiasts to watch the firm's new models go through their paces at the British Motor Industry Research Assn.'s test grounds.

They were so impressed that they placed orders valued at $1.2 million for 12 Rolls-Royces and Bentleys.

Crain acquires London-based Rubber Journal

Crain Communications, Inc., and MacLaren Publishers, Ltd., London, have agreed in principle for Crain to acquire the publishing assets of European Rubber Journal from MacLaren for an undisclosed amount of cash.

Crain Communications is publisher of AUTOMOTIVE NEWS, Rubber & Plastic News and a group of other trade publications.

Subject to completion of the transaction, it is anticipated that Crain will publish its first issue of the Journal in October. The publication will celebrate its 100th anniversary next year.

Ernest H. Zielasko, editor and publisher of Rubber & Plastic News, will become publishing director of European Rubber Journal.

What about promise to work with Congress

Administration preps Clean Air bill

Continued from Page 1

improvement in the quality of the air that all Americans breathe," Gorsuch said at the time.

According to reliable sources, however, the Administration has been at work on a bill of its own since it took office with revisions being made on a near-weekly basis, with the only exception being the mobile source section where the Administration has opted to follow the auto industry's wish list and support an easing of the CO standard to 7 gpm; an easing of the NOx standard to 2 gpm mile, and a change in the HC standard to allow for the exclusion of non-reactive methane.

For heavy-duty engines, the draft would change the statutory NOx to what is achievable by diesels, which are harder to control for NOx. This is needed, it is said, because of the increasing fraction of diesels over gas-fueled HD trucks and buses.

The law would also be changed in the HD section to eliminate time restrictions for changing the HD engine standards so EPA could revise them when technological considerations warrant a change. EPA would also be able to change the duration of the HD standards from the current three-year fixed period. And the current four-year lead time would be changed to "adequate" lead time — presumably defined by EPA.

The high-altitude section of the law would be changed. The draft now would give EPA discretion to require that current high-altitude standards for autos (82-83) be continued through 84 and later models. This would be true for HC and CO but not for NOx, which would be 1.5— or the same level as for low-altitude cars.

This would allow manufacturers to remove expensive emission control equipment from all light-duty vehicles rather than only from low-altitude vehicles. In short, even high-altitude cars would not need three-way catalysts.

In another section of the law, the draft would allow — but not require — EPA to set up an in-use compliance program based on averaging of emissions from cars, light trucks and/or HD engines. (In a separate section dealing with state implementation plans for meeting air quality standards, no state or locality would be required to have inspection/maintenance programs.) This would allow EPA to start its bubble concept first on cars "where it is most workable and most needed." The draft does not revoke the existing certification program, assembly-line testing, penalties for non-conformance and recall authority, but those programs would not apply once a bubble became operational for a class of vehicles.

Under the draft proposals, EPA could check on standards compliance for HD engines and motorcycles by using the production-weighted average emissions without any reliance on in-use testing.

- The centerpiece of the auto-related draft provisions is the bubble or averaging allowed after a threefold findings: The economic impact; effects on air quality and effects on competition, "including the effects on manufacturers producing a limited number of models of vehicles or engines."

This last provision would allow Chrysler and certain importers to make their cars on how the bubble is to be defined.

EPA could define that bubble according to "classes or categories of vehicles or engines" and enable EPA to expand or reduce them. In other words, the bubble could be gas-fueled or diesel-fueled or both; it could be big cars and little cars; it could be a manufacturers' fleet as proposed by Volkswagen and General Motors, but opposed by Chrysler; it could even be by engine family — as they are now certified — although it is doubtful so many would be needed.

In addition, EPA could set a maximum emission level — a ceiling — for the bubble.

After setting up the bubble, EPA could levy fines against manufacturers whose vehicles exceeded average standards in-use or at the end of the model year or an applicable ceiling. But the fees would be assessed no more often than once a year, so the company would have a year to improve its fleet average by modifying its in-use vehicles (by recall) or reducing emissions from future production.

The fees (In the draft, they are never called "fines" although that is what they are) would be set at a level "to remove any economic incentive to exceed standards."

- In addition to the "fees," emission debits would be charged against makers exceeding standards and these could be applied to future emissions or be eliminated by voluntary recalls.

Emission credits would also exist for those makers averaging emissions below standards and they could be carried forward (banked) or traded (sold). (Under the fuel economy law, manufacturers are allowed to carry forward and carry back credits but they cannot sell them.)

Under the draft proposals for Clean Air, EPA could limit the term for use of credits and it would register credits. But before taking this step, EPA would have to find that economic benefits outweigh the administrative costs and that these provisions would not have significant anticompetitive effects and would protect air quality.

In the current law, dealers have to furnish to buyers a certificate that the vehicles conform to applicable emission standards, but that is unforceable since failure to comply was omitted from the prohibited acts section. The draft would retain the dealer certification section and include it among the prohibited acts.

It is reasonable to expect NADA to oppose this since that certification is a mere formality meaning the dealer has not tampered with the system; otherwise, he has no way of knowing whether the vehicle complies or not.

At present, dealers, manufacturers, repair facilities, and fleet operators are liable for fines for removing or rendering inoperable vehicle emission controls. The draft proposals would prohibit the sale of devices used to circumvent emission controls where their use is reasonably forseeable.

Other proposed changes in the law would allow EPA administrative law judges to assess fines for violations of the law, thus eliminating the need for district court hearings and saving both time and money. This would also apply to dealer certifications and the sale of defeat devices.

EPA could require the manufacturers to provide data relevant to setting standards.

Other clarification of authority would be granted for violation about using improper fuels — nonleaded for leaded. The draft also proposes delaying the particulate study until 1984.

There are those who argue that if the auto industry gets everything it wants, U. S. automobiles will once again be free of catalysts and capable of running on leaded gasoline. Interestingly enough, the Reagan Administration recently recinded EPA rules aimed at phasing down the amount of lead in gasoline.

A complete acceptance of the auto industry's proposal would also comport with an earlier Administration idea to have two fleets of automobiles, one free of emission controls to operate in relatively clean areas and one with omission controls for those areas with dirty air.

The auto industry proposal would likely result in most, if not all cars being catalyst-free (certainly the smaller and lighter ones) but using electronics to burn fuel very efficiently, efficiently enough to get not only good fuel economy but (in the eyes of the auto industry) reasonable emission control.

Congress will begin consideration of the auto industry (Reagan Administration) proposal Sept. 14 and 15 in the House Health subcommittee.

New radial

Inspectors at Firestone's tire plant in Albany, Ga., check early production HPR radial tires, to be available in five sizes by late summer. The new tire has both steel and aramid in its tread belt.

Judge rules two provisions of smog decree can lapse

By Helen Kahn
Washington Bureau Chief

WASHINGTON —Federal District Judge Jesse Curtis has allowed two provisions of the "smog conspiracy" consent decree to lapse because of a stipulation filed by Antitrust Chief William Baxter, the four domestic auto companies and MVMA.

In the Carter Administration, NHTSA and EPA had recommended the continuation until 1989 of the ban on cooperative pollution control research and restrictions on joint safety filings.

These provisions involve the exchange of restricted data on how to control auto emissions and ban the joint filing—through an association or otherwise—of positions on safety matters to a regulatory agency.

The Center for Auto Safety called the government's change in position a "clear betrayal of the public trust" and is raising serious questions about the legality of the action.

At Baxter's first press conference, he indicated he might let the litigation run its course before taking a position. But President Reagan on May 5 asked the Justice Department to assess the question.

Last April 23, the Ninth Circuit Court remanded the question of extension of the two key provisions to the lower court with lengthy instructions on how to come to a defensible decision including how to determine the effect on competition of the restrictions. This was after the Administration indicated its intentions of letting them drop.

The 10-year consent decree resulted from allegations that General Motors, Ford, Chrysler and American Motors and their association conspired to delay the installation of emission control technology on California cars in the 1960s.

Judge Curtis first extended the provisions. Then Ford Motor Co. claimed it was being injured by latitudes granted by the Justice Department to AMC (to have emissions testing done by GM) and by those given to Chrysler (for help on the passive belt requirement from GM).

Ford moved to drop the two provisions of the consent decree and Curtis reversed himself.

But the Justice Department challenged Curtis' decision in favor of Ford, and the Ninth Circuit then reversed and remanded the lower court decision once again to Curtis. He had not yet acted when the Justice Department — in line with the thinking of the Reagan Administration—got together with the auto industry and withdrew its opposition to letting the two provisions drop.

The rest of the consent decree, some of it dealing with cross-licensing agreements, remains in effect in perpetuity.

Service Index shows good gain

Continued from Page 1

creased 9.0 percent over the year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Service and parts business in the January-July period amounted to 105.4 percent of the volume done in the same period of 1980.

Gross profit and sales of all parts and accessories were up an identical 9.6 percent for January-July, while shop parts sales increased 5.7 percent of the same year-earlier period.

Labor sales increased 3.0 percent, and repair orders written declined 3.4 percent.

SERVICE INDEX
109.8*

	July, '81 vs. July, '80	7 mos., '81 vs. 7 mos., '80
Gross Profit on All Labor and P&A Sales	+16.6%	− 9.6%
Repair Orders Written	− 4.7%	− 3.4%
Total Labor Sales (Customer & Warranty	+ 9.0%	− 3.0%
Shop Parts Sales (Customer & Warranty)	+10.2%	+ 5.7%
Sales of All P&A	+14.6%	+ 9.6%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1981, was 109.8 percent of business in July, 1980. Service business in the seven months of 1981 was 105.4 percent of business in the corresponding period in 1980.

Swedes take helm at Carolina HQ of Volvo White

Continued from Page 22

Europe, added investments in the U. S. provide us with a wide volume base and greater opportunity for further growth," Langenius said.

AB Volvo purchased White Motor's inventory and fixed assets relating to its truck business, including the assembly facilities at New River Valley; Ogden, Utah, and the fabricating facility of a subsidiary, Gemini Mfg. Corp., Orrville, O.

- Purchase price for those assets was $17 million in cash and $34.1 million in notes, both subject to post-closing adjustments.

For a cash payment of $17.8 million, Volvo also acquired other assets, consisting primarily of receivables, and assumed certain current White Motor liabilities.

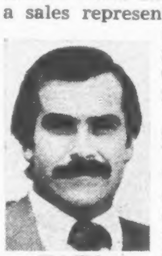
This part of the deal is subject to White Motor's obligation to repurchase receivables, at a later date, which are not collectible, and the Volvo payment also is subject to post-closing audit adjustments.

In addition, Volvo paid $1.5 million to White Motor for reimbursement of certain costs incurred by White, which has been operating for the last year under Chapter 11 of the U. S. Bankruptcy Code.

White Motor Credit Corp., a subsidiary also operating under Chapter 11, will continue to provide financing for Volvo White's dealer organization and their customers.

Weber is named to sales position

Kirk Weber has joined AUTOMOTIVE NEWS and AUTOWEEK as a sales representative and will be based in a newly opened Cleveland office.



Kirk Weber

He will cover Ohio, and West Virginia, along with portions of Tennessee and Kentucky, and will have certain agency responsibilities in Detroit.

Weber formerly was a regional manager for Penton/IPC, Inc., and a district sales manager for Chilton Co.

Developed by small engineering firm

New automatic excites Europe

By Richard Feast
European Editor

A small, unknown engineering company in England has set the European bus industry on its ear.

It has designed a new type of automatic transmission which it claims is lighter, more economical, simpler, smoother and offers vastly improved serviceability.

"People keep saying to us that it's so simple it's amazing no one has thought of it before," comments the man who designed it, Peter Windsor-Smith.

The company is Maxwell Bus Transmissions, of Loughborough, run by Windsor-Smith and Raymond Tailby. Neither will say so, but it is clear that the bus application is simply the first of a family that could find widespread use in many other commercial vehicle fields.

The Maxwell does away with a torque converter. Instead, it is a multi-layshaft design, the first production model having four layshafts grouped around the input shaft. Multi-plate pneumatic clutches (one per layshaft) select transmission ratios under the control of a selector switch acting through a Lucas-CAV electronic control unit and an electro-pneumatic valve supplied with compressed air.

The control unit includes a retarder function provided by simultaneous partial engagement of the first and second gear clutches when the vehicle is in third or fourth gear.

As all gears are engaged, the unit changes clutch rather than changes gear.

The complete gearbox, with its all-aluminum housing, weighs 319 pounds less than the leading equivalent automatic transmission pack. It is also considerably smaller.

But Maxwell believes the real bonus is servicing. It is an area which is causing tremendous down-time for operators.

• London Transport, which operates 2,400 buses, reckons a gearbox subjected to constant stop-start operation, needs a gearbox overhaul in less than a year.

But because of the complexity of the units currently in use, a strip down lasts several days and costs more than $2,000. Neither is it a job which most passenger transport authorities will tackle. The unit usually has to go back to the makers.

By contrast, Maxwell estimates that almost anyone can change all clutches in around 20 minutes.

The clutches are mounted at the outer ends of the layshafts furthest from the engine. Each clutch has a quickly removeable cover. When this is removed the clutch can be withdrawn from the splined shaft and replaced within minutes.

Furthermore, the very simplicity of the Maxwell opens vast sales potential in Third World countries which would not normally contemplate using an automatic. Maxwell will also offer a semi-automatic without the electronic selector.

By way of example, Ray Tailby reports that Malaysian authorities had rejected automatics in favor of manual gearboxes. "But after examing the Maxwell fitted to a Dennis chassis, they decided they could use it and are even asking for a license to manufacture."

• It was this sort of example which convinced Maxwell of the potential sales and licensing. It has rapidly revised its expectations upwards.

"We have learned that Voith makes 4,000 bus-type transmissions a year of this type. But if they can't sell into markets like Malaysia and we can, it must be the same for other Third World countries," speculates Tailby.

Thus Maxwell sees a potential market far in excess of the 80 or so a week made by J.M. Voith GmbH, the respected West German maker which dominates the European scene.

At present Maxwell is geared up to produce 30 a week from its 20-man workforce and buying in components from subcontractors. That could supply domestic demand, but beyond that it is negotiating licenses and sales "with major gearbox makers in many countries of the world," comments a cautious Windsor-Smith.

The Maxwell's simplicity means that the company could be in a position to dictate market prices because it will be cheaper to manufacture.

Neither would any potential licensee need lots of sophisticated manufacturing equipment. "Someone in, say, Brazil with a machine shop, the gear cutting facility and other tools could be in business for less than $200,000, maybe $150,000," Windsor-Smith estimates.

• Maxwell has also taken a cautious look at the U. S., where it believes its gearbox shows considerable advantages — not the least in fuel consumption — over widely-used two-speed automatics.

Its concept has been patented in the UK, Europe (including Spain), Japan, Taiwan, Brazil, South Africa, Canada and the U. S.

"We think it's cost us a lot, but to a company like GM it must be peanuts," said Windsor-Smith on the patenting.

In fact, the project has been financed almost entirely by the work undertaken by the parent Maxwell Engineering company. The exception has been a grant of 25 percent towards the cost of six prototypes by the Department of Industry.

Nor is the company short of capital, which is not always the case with projects that explore new ground. Windsor-Smith says: "Companies have been approaching us, offering us deferred credit, because they want to be involved. One has to ask why substantial companies want to get involved with a small one like ours — it's because they understand and can see the potential."

• In the workshops, just delivered, was a brand new Volvo chassis waiting for conversion sent by the company after officials had seen and ridden in a prototype.

But it is not just original equipment Maxwell is looking at. It believes there will be a very healthy business in retrofitting existing fleets with its own units.

Peter Windsor-Smith is modest about his invention. "Yes, we feel it's a breakthrough, but all we've done is shuffle around existing technology. It might have been a little more satisfying to have done something more sophisticated," he said.

It is all a far cry from the time when Windsor-Smith made his name as chief designer for the Coventry Climax engine company.

In those days, in the late '50s and early '60s, Coventry Climax V-8 engines won four Formula I World championships in seven years of Grand Prix motor racing. At the time it was the most successful GP engine in history — a position since taken by the Cosworth-Ford.

When Coventry Climax withdrew from racing in 1965—its exciting 1½-liter flat-16 unraced — Windsor-Smith became chief engineer for the Daimler bus division.

Jaguar had taken control of Coventry Climax and Daimler, but was itself part of what is now BL. After the group decided to concentrate on bus production at Leyland in the early '70s, Windsor-Smith has been a consultant engineer.

It was a time which gave him the opportunity to nurse a pet project — to design an automatic bus transmission without the basic problems and inefficiencies.

Making the most of that wedding

With the Royal wedding interest reaching fever pitch in the UK, an automobile promotion was a natural. One of the garages in the large Heron Motor Group offered a limited Vauxhall Astra known as the CD—for Charles and Diana.

REGISTRATIONS OVERSEAS

WEST GERMANY

Cars

	6 mos., 1981	6 mos., 1980
Alfa Romeo	7,203	8,683
BL	3,348	3,414
BMW	70,501	81,138
Daihatsu	4,848	1,869
Datsun	22,825	24,288
Fiat Auto	52,286	49,928
Ford	171,778	151,905
General Motors	218,508	240,842
Honda	19,822	24,015
Lada	3,623	3,431
Mazda	24,792	23,769
Mercedes-Benz	128,654	131,209
Mitsubishi	227,944	19,045
Nuova Innocenti	909	1,281
Peugeot SA	58,765	70,608
Porsche	5,871	6,211
Renualt	58,386	67,888
Saab	1,643	1,411
Skoda	977	1,215
Subaru	795	....
Suzuki	4,026	1,693
Toyota	30,252	30,738
VAG	402,705	444,851
Audi	90,838	133,106
Volkswagen	311,867	311,745
Volvo	7,809	9,704
Others	1,792	1,832
Total	1,330,060	1,400,968

JAPAN

Cars

	5 mos., 1981	5 mos., 1980
Daihatsu	35,549	42,486
Fuji	24,593	30,471
Honda	69,143	66,994
Isuzu	25,552	27,526
Mitsubishi	105,960	104,750
Nissan	326,603	353,000
Suzuki	25,593	29,085
Toyo Kogyo	89,848	78,962
Toyota	446,607	445,760
Imports	16,623	20,401
Total	1,666,071	1,199,435

Trucks, buses

Daihatsu	91,231	74,375
Fuji	56,479	45,822
Hino	17,428	22,980
Honda	56,313	39,272
Isuzu	56,142	62,811
Mitsubishi	116,550	123,478
Nissan	150,767	144,504
Nissan Diesel	9,178	11,980
Suzuki	135,955	108,729
Toyo Kogyo	72,417	88,734
Toyota	179,517	198,123
Total	941,972	920,808
Total vehicles	2,108,048	2,120,243

UNITED KINGDOM

Cars

	7 mos., 1981	7 mos., 1980
Alfa Romeo	3,863	5,453
Bl Cars	169,722	162,380
BMW	9,438	7,352
Colt	6,897	5,413
Diahatsu	1,349	682
Datsun	52,297	51,743
Fiat Auto	31,338	29,504
Ford	260,091	295,298
General Motors	73,603	83,480
Honda	8,875	14,098
Jeep	48	75
Lada	6,991	7,714
Lotus	136	225
Mazda	10,589	7,210
Mercedes-Benz	5,934	5,111
Panther	25	60
Peugeot SA	68,003	86,688
Polski-Fiat	1,067	2,480
Reliant	217	400
Renault	41,294	55,723
Rolls-Royce	789	838
Saab	5,335	4,451
Skoka	4,390	4,576
Subaru	1,609	1,316
Toyota	11,794	19,496
VAG	43,515	36,811
Volvo	23,290	21,382
Others	3,558	2,375
Total	846,057	912,334

Trucks, buses

BL	23,775	35,099
Daf	814	1,190
Daihatsu	1,452	1,386
Datsun	3,692	4,412
ERF	660	1,598
Fiat Auto	1,625	1,079
Foden	336	788
Ford	38,895	56,655
General Motors	18,714	25,312
Hestair-Dennis	297	296
Honda	1,960	2,018
IVECO	852	1,777
Jeep	69	77
MAN-VW	2,481	3,506
Mazda	2,035	978
Mercedes-Benz	2,902	3,365
Mitsubishi	1,128	406
Peugeot SA	8,381	11,048
Polski-Fiat	149	382
Renault	1,453	1,335
Scandia	487	736
Seddan-Atkinson	1,145	2,183
Subaru	839	502
Toyota	2,803	3,326
VAG	2,846	4,202
Volvo	1,544	2,430
Others	2,298	1,857
Total	123,588	167,978
Total vehicles	969,645	1,080,312

HOLLAND

Cars

	6 mos., 1981	6 mos., 1980
Alfa Romeo	2,588	3,067
BL	4,270	5,421
BMW	7,034	7,132
Daihatsu	1,214	1,326
Datsun	12,114	14,034
Fiat Auto	10,315	11,681
Ford	26,329	28,569
General Motors	34,458	46,047
Honda	12,192	15,645
Hyundai	1,422	715
Lada	3,675	3,743
Mazda	12,157	10,408
Mercedes-Benz	5,177	6,072
Mitsubishi	12,652	12,359
Peugeot SA	32,887	39,236
Porsche	120	192
Renault	20,811	26,092
Saab	2,077	1,666
Skoda	219	389
Subaru	814	438
Suzuki	1,353	396
Toyota	12,350	17,030
VAG	24,540	25,362
Volvo	10,204	11,988
Zastava	329	402
Others	210	402
Total	251,588	290,017

SWEDEN

Cars

	7 mos., 1981	7 mos., 1980
Alfa Romeo	290	282
BL	38	188
BMW	1,675	1,519
Daihatsu	518	433
Datsun	2,592	2,939
Fiat	2,049	3,245
Ford	12,487	9,885
General Motors	9,882	11,479
Honda	2,234	2,772
Mazda	5,380	4,172
Mercedes-Benz	3,112	3,592
Mitsubish	1,070	....
Peugeot SA	3,911	5,137
Renault	1,672	2,925
Saab	13,880	15,142
Skoda	175	140
Toyota	3,254	4,895
VAG	13,027	13,515
Vaz (Lada)	1,757	1,665
Volvo	27,623	30,553
Others	82	82
Total	106,708	114,563

SWITERLAND

Cars

	6 months 1981	6 months 1980
Alfa Romeo	4,885	4,997
Audi	4,906	5,888
BL Cars	1,509	1,938
BMW	6,589	6,543
Citroen	7,300	8,155
Datsun	10,542	5,749
Fiat	12,399	11,249
Ford	14,977	12,941
Honda	5,600	5,221
Lancia	2,925	2,228
Mazda	9,037	6,475
Mercedes-Benz	2,272	2,404
Mitsubishi	3,933	3,615
Opel	17,147	16,648
Peugeot	6,394	7,712
Renault	12,790	14,505
Saab	1,042	703
Subaru	5,008	2,892
Suzuki	1,112	0
Talbot	3,716	4,791
Toyota	10,323	10,447
Volkswagen	15,973	17,647
Volvo	3,712	3,763
Others	1,321	1,448
Total	167,071	159,791

For medium, high-volume dealers

AWC unveils new sales program

LOS ANGELES. — American Warranty Corp. (AWC) has introduced a new program for medium to high-volume dealers that is designed to increase the dealer's profits on the sale of service contracts.

Called Profit Plus, the program offers dealers who sell more than 20 AWC contracts a month a new net rate schedule, plus the opportunity of earning additional money long after the sale is made.

Under the new program, when a service contract is sold, according to AWC, a portion of the revenue from that sale is placed in a reserve account to cover any claims which may be made against the contract. These funds are collected by AWC and forwarded to its parent company, United Equitable Corp., for investment.

Dealers who sell up to 20 contracts a month receive 25 percent of the income accrued on the investments, and dealers who sell more than 40 contracts receive 50 percent.

At the end of the contract period, 100 percent of the funds remaining in the claims reserve account, less claims costs, are returned.

In addition, dealers are provided with semi-annual accounting of their credited investment income, according to AWC.

Jere Maudsley, AWC president, said the "Profit Plus program can make a real difference in the bottom line earnings of most dealerships."

"AWC has maintained its leadership position in the extended service contract industry by continually improving the quality of service and programs it provides its dealers," he said. "With our new Profits Plus program, we are offering something compatible with today's economy that can help bring the dealer additional profit at a time when it is most needed."

The Profit Plus program has other advantages for the dealer, Maudsley said.

In addition to setting highly competitive net rates which allow the dealer to individually establish the retail price of the contract, Maudsley said AWC has also introduced a method of providing the customer with an official contract document at the dealership.

"We feel it will be a lot easier for everyone if the contract can be handed directly to the customer at the time of purchase," Maudsley said. "Paperwork is eliminated at the dealership and the customer can be clearly shown what is and what isn't covered right away.

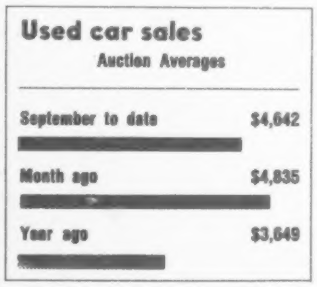
"Our new net rates, which we set after actuarial studies on each car, are now broken down into six broad categories, allowing easier access to the proper rate by the salesman or finance-and insurance person," he said. "In the past, we had long lists of rates for various car models. Now, we have eliminated this and made procedure a lot simpler."

- AWC has also introduced new coverage in its Preferred Plus Program.

Prefered Plus covers all of the major components included in the standard AWC service contract plus the newest electronic and highly technical components built into many current-model cars, including such items as fuel injection metering pumps, module computers and electronic ignition parts, according to Maudsley.

AWC's standard program covers all major drivetrain components including engine, manual or automatic transmissions, axle assembly, front suspension, steering, air conditioning, brakes, electrical, seals and gaskets.

Either plan may be purchased on a five year/50,000 mile basis or a three year/unliimted mileage basis.



Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1981	$8,772	$8,434	$7,619
1980	6,039	6,130	6,008
1979	5,135	5,122	5,000
1978	4,044	4,031	3,872
1977	3,139	3,160	3,142
1976	2,395	2,413	2,291
1975	1,570	1,567	1,686
1974	1,240	1,248	1,314
Overall Average	$4,642	$4,548	$4,398

50 years' service

Albert Suttle, right, owner of Master Chevrolet Sales, Inc., Petersburg, Va., receives Chevrolet's 50-year dealer award plaque from Robt. L. Albinson, Chevrolet's Richmond zone manager.

factories list auction dates

Chrysler Corp.

Sept. 8—Arena Auto Auction, Chicago.

Sept. 11—Concord Auto Auction, Acton, Mass.

used-car auction directory

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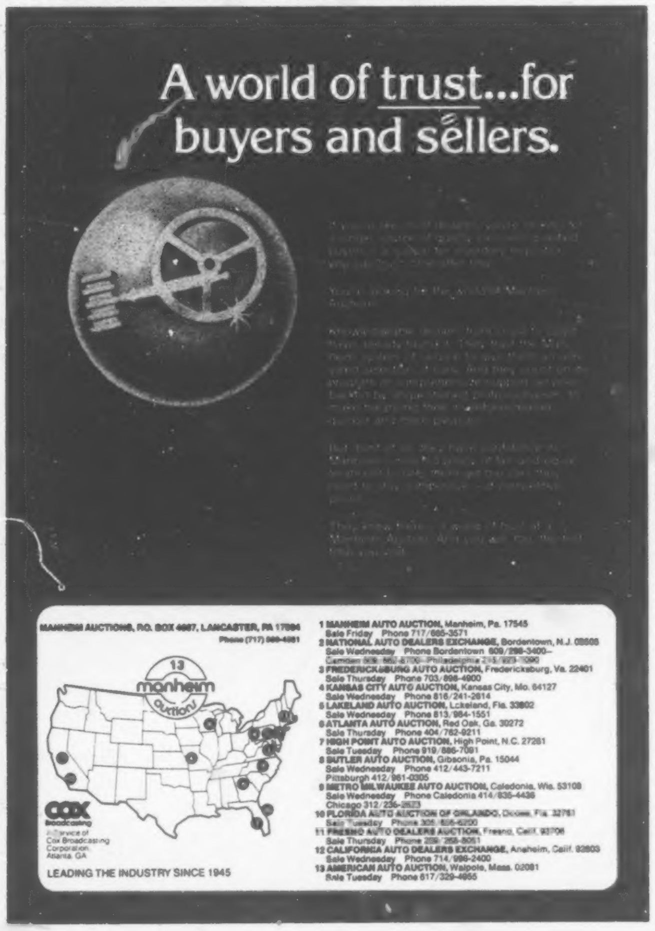
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3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401
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4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/236-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92803
Sale Wednesday Phone 714/996-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
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THE AUTO AUCTION OF THE 80'

With doubled market share

Vauxhall seeks return to black ink

Continued from Page 9

in the U. S., the target looks a tall order. He seems undeterred.

In the first half of this year GM's slice of the UK new-car market — including Opels and U. S.-made models — was 8.8 percent. The new front-drive Cavalier will boost that a bit, adding 1.5 percentage points to the old model's 2.5 percent.

The introduction of the Astra (Kadett) into Ellesmere Port this November will help ease the supply problems on this small economy model. Like other cars in the class—new Escort and Golf — demand for the Kadett outstrips capacity.

• But the major boost will come with the introduction in early 1983 of the Spanish-made S-car. GM has no competitor in this small front-drive sector, and Bagshaw reckons the model will add 3 percentage points to his market share.

It is a big segment in the UK, amounting to nearly a quarter of all sales. The top two sellers, the Ford Fiesta and BL Metro, alone account for 15 percent of all new-car sales.

Vauxhall recently decided to merge its 581 Vauxhall and 220 Opel dealers. It now has 654 dualled Vauxhall-Opel dealers.

According to Bagshaw, "Let me make it clear that Opels will continue to be sold alongside Vauxhalls.

"While the Vauxhall name retains its substantial following, particularly among pro-British fleet operators, around half the new-car buyers in this country are choosing imported cars and our dealers, with the GM franchise, can meet both needs."

The unofficial theory, however, is that Vauxhalls will be represented by the cheaper Astra and Cavalier ranges, while Opels will take a more up-market, expensive role.

European J-cars reach market months after U. S.

Continued from Page 9

drive has liberated more space for passengers and luggage, it has not resulted in a reduction in weight. The new range weights are in the order of 2,076 to 2,302 pounds, compared with 1,973 to 2,138 pounds for the old models.

By way of example, a rear-drive 1.3 weighed 2,017 pounds, compared with 2,116 pounds for a front-drive 1.3.

• Russelsheim-made Asconas will benefit from the recent completion of the new $195-million paint plant.

Opel describes it as one of the most modern of its type anywhere in the automobile industry.

Its size has turned it into one of the direction-finding aids used by pilots on their approach to nearby Frankfurt airport. Not that sharp eyes are needed to spot it, as it covers an area of 1,300 feet by 260 feet.

The system used in the paint shop is cathodic electrocoating, said to provide a very high quality prime coating.

PRODUCTION OVERSEAS

FRANCE

Cars

	6 mos., 1981	6 mos., 1980
Peugeot SA	668,094	836,144
Citroen	284,904	313,577
Peugeot	283,392	347,785
Talbot	99,798	174,782
Renault	697,057	823,428
Total	1,365,151	1,659,572

Trucks, buses

	6 mos., 1981	6 mos., 1980
CBM	44	55
Peugeot SA	94,059	114,688
Citroen	26,527	25,624
Peugeot	60,808	73,561
Talbot	6,724	15,503
Renault	124,741	113,123
Renault	101,063	83,187
RVI	23,678	29,936
Sovam	68	69
Unic	5,851	10,331
Total	224,765	238,266
Total vehicles	1,589,914	1,897,838

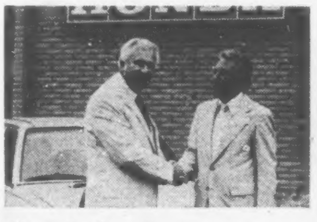
JAPAN

Cars

	5 mos., 1981	5 mos., 1980
Diahatsu	69,031	65,102
Fuji	75,950	81,316
Honda	364,573	326,630
Isuzu	51,631	42,435
Mitsubishi	257,621	249,216
Nissan	749,786	780,025
Suzuki	38,003	30,614
Toyo Kogyo	342,736	278,942
Toyota	968,523	996,749
Total	2,917,854	2,851,029

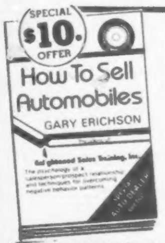
Trucks, buses

	5 mos., 1981	5 mos., 1980
Daihatsu	133,559	109,318
Fuji	107,266	86,587
Hino	29,237	32,307
Honda	60,070	42,065
Isuzu	140,054	157,199
Mitsubishi	165,054	174,056
Nissan	294,752	288,821
Nissan Diesel	17,406	19,485
Suzuki	180,066	135,683
Toyo Kogyo	142,360	156,961
Toyoto	427,115	431,601
Others	319	333
Total	1,715,298	1,634,416
Total vehicles	4,633,152	4,485,445



Honda for Burger

Had Burger, left, is congratulated on the opening of his new Lompoc Honda dealership, Lompoc, Calif., by Cliff Schmillen, vice president, national manager of sales, American Honda Motor Car Co.



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ABOUT THE AUTHOR: Gary Erichson was an award winning auto salesman, sales manager, dealer, and is the creator of the LEAD (selling) SYSTEM. He is currently the President of Enlightened Sales Training, Inc., where he markets the LEAD SYSTEM and conducts a school and placement service for persons interested in becoming auto salespeople.

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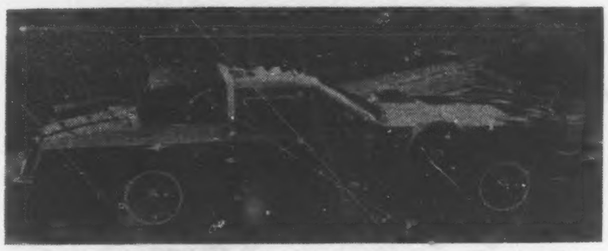

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Automotive News

IMPORT REGISTRATION SHARES IN U. S.

JUNE

	Regis., June, 1981	Percent Share of Market	Regis., June, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	54,857	24.65	45,810	22.97	+ 1.68
Datsun	40,463	18.19	42,400	21.26	— 3.06
Honda	32,099	14.43	29,598	14.84	— 0.41
Volkswagen	21,444	9.64	21,519	10.79	— 1.15
Mazda	16,025	7.20	12,646	6.34	+ 0.86
Subaru	12,972	5.83	10,880	5.46	+ 0.37
Volvo	6,633	2.98	3,790	1.90	+ 1.45
Mercedes	5,618	2.52	3,794	1.90	+ 0.62
Audi	4,875	2.19	....	....	......
BMW	3,941	1.77	....	....	......
Fiesta	....	....	4,990	2.50	......
Arrow	....	....	4,273	2.15	......
All Others	23,581	10.60	19,713	9.89	+ 0.71
TOTAL	222,508		199,413		
Share of U. S. Total		29.77		29.50	+ 0.27

Registrations for Oklahoma not available.

SIX MONTHS

	Regis., 6 mos., 1981	Percent Share of Market	Regis., 6 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	309,427	24.28	293,524	23.38	— 0.90
Datsun	230,659	18.10	266,349	21.21	— 3.11
Honda	194,070	15.23	173,680	13.83	+ 1.40
Volkswagen	118,640	9.31	124,610	9.93	— 0.62
Mazda	93,811	7.36	75,386	6.00	+ 1.36
Subaru	69,774	5.48	59,507	4.74	+ 0.74
Volvo	31,917	2.51	....	....	......
Mercedes	29,911	2.35	24,766	1.97	+ 0.38
Fiesta	28,383	2.23	35,970	2.87	— 0.64
Audi	22,463	1.76	....	....	......
Arrow	....	....	33,269	2.65	......
Colt	....	....	30,792	2.45	......
All Others	145,116	11.39	137,756	10.97	+ 0.42
TOTAL	1,274,171		1,255,611		
Share of U. S. Total		29.02		28.21	+ 0.81

Import registrations soar to a peak

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in June set a record for that month, the third monthly high mark in the first half, according to figures compiled by R. L. Polk & Co.

June import registrations totaled 222,508, up 11.58 percent from 199,413 in June last year. The June figure topped the previous record for the month, which was 212,026, set in June, 1979.

Imports took 29.77 percent of total June registrations in the U. S., down from the preceding month's 30.58 percent, highest for any month in history. A year ago, imports took 29.50 percent of June registrations.

Import registrations for the first half totaled 1,274,171, up 0.81 percent from 1,255,611 last year. It was the first time that year-to-date total has pulled ahead of last year.

Imports accounted for 29.02 percent of total U. S. registrations in the first half, compared with 28.21 percent last year.

- Of the top 10 imports in June registrations, front-running Toyota logged the biggest gain in market share compared with the year-ago month, while second-place Datsun was the biggest loser.

Toyota took 24.65 percent of import registrations, up 1.68 percentage points from a year earlier, while Datsun accounted for 18.19 percent, down 3.07 points.

Other makes gaining in market share were Volvo, up 1.45 points to 2.98 percent; Mazda, up 0.86 of a point to 7.20 percent; Mercedes-Benz, up 0.62 of a point to 2.52 percent, and Subaru, up 0.37 of a point to 5.83 percent.

Other losers were Volkswagen, down 1.15 points to 9.64 percent, and Honda, off 0.41 of a point to 14.43.

The top 10 imports accounted for 89.40 percent of the June import total, compared with 90.11 percent a year earlier. In the first half, the top 10 accounted for 88.61 percent, compared with 89.03 percent last year.

Japanese nameplates accounted for 74.16 percent of import registrations in June, down from 75.65 percent a year earlier.

Registrations by country of origin in June were:

	June, 1981	June, 1980
Japan	165,007	150,852
West Germany	39,758	36,442
Sweden	7,755	4,552
France	4,038	2,800
Italy	3,741	2,734
United Kingdom	2,204	2,041
Ulster	5	0

Registrations by country of origin for the first half were:

	6 mos., 1981	6 mos., 1980
Japan	958,914	944,431
West Germany	223,167	227,307
Sweden	38,916	30,435
France	23,040	17,733
Italy	19,651	24,048
United Kingdom	10,477	11,657
Ulster	6	0

Registrations of imported trucks in June totaled 41,485, up 4.87 percent from 39,559 a year earlier. Registrations of imported trucks in June were:

	June, 1981	June, 1980
Toyota	11,014	10,290
Datsun	9,482	8,641
Ford Courier	5,158	5,409
Chevrolet LUV	5,021	5,551
Others	10,810	9,668
TOTAL	41,485	39,559

The truck import total for the first half of 1981 was 243,575, down 9.02 percent from 267,717 in the first six months of 1980. Registrations of imported trucks in the first half were:

	6 mos., 1981	6 mos., 1980
Toyota	59,445	69,125
Datsun	55,019	54,892
Chevrolet LUV	37,569	44,408
Ford Courier	33,856	38,880
Others	57,686	60,412
TOTAL	243,575	267,717

Buick dealers score high following All Star Game

CLEVELAND. — For Greater Cleveland Buick dealers, there was an All Star ending to the baseball strike that gave its 10 participating dealers a promotion showcase for the sale of 150 official courtesy cars.

The dealers in Buick's advertising group welcomed the opportunity to take over official status for their cars for the National League-Ameriacn League All Star Game originally scheduled for July 14 in Cleveland.

They did not suspect the event would be postponed by a long strike, followed by a sudden decision to play which would give them but 48 hours to do their thing. The game was finally played Aug. 9.

"It took us two months to put the July 14 package together," said William Veselick, Buick zone manager. "We would supply the cars and do the necessary paperwork; ball club officials would furnish the drivers and make sure the baseball greats would have transportation.

"We thought the strike, after it started, would end soon," Veselick said, "and so we maintained the fleet. However, by Aug. 4, we saw no end in sight and decided to recall all the cars. Almost the next day the strike was settled and we had to return the cars and get our plan back into operation."

Both ventures had happy endings: The All Star Game was a success and the sale of the 150 official courtesy cars went well, Veselick said. An advertising campaign with billboards, TV and newspapers helped promote the products.

"We would do it again if we had the opportunity," Veselick said. "Strike or no strike in baseball, regardless of the problems, it was a great promotional event."

Buick dealers also were involved with the World Series of Golf in Akron, supplying 50 cars to participating golfers. Buick provided another 50 cars at Firestone headquarters.

Jill Green in business

Jill A. Green signs an agreement with Chevrolet making her dealer-operator of Jill Green Chevrolet-Buick, Inc., Metamora, Ill. James F. McDonald, Peoria zone manager, is witness. Her father, Ray Green, owns Green Chevrolet, Inc., Danville, Ill., and her sister and brother-in-law manage Ray Green Chevrolet, Inc., Jacksonville, Ill.

Waldrep appointed

RED OAK, Ga. — Warren H. Waldrep has been appointed director of fleet services at the Atlanta Auto Auction. He has been with the auction for 11 years.

Production schedules call for 467,356 cars

September target lowest since 1961

U. S. auto makers have targeted production of 467,356 cars during September, the lowest forecast for that month in 20 years and an indication the companies don't expect a sales upswing in the near future.

The September forecast is the lowest for the month since September, 1961, when the companies built 355,202 cars. If it comes in as planned, September production will be the lowest monthly output since January of this year when the total was 462,284 cars.

The company breakdown for September output is General Motors, 253,000 cars; Ford Motor, 131,000; Chrysler Corp., 63,000; American Motors, 14,000; Volkswagen of America, 6,016, and Checker Motors, 340.

Both VW's and Ford's September targets are up from actual production during September, 1980 — increases of 121.42 percent for VW and 7.21 percent for Ford. GM is planning the largest drop for the month, down 25.93 percent from the 341,553 cars built during September, 1980.

Domestic auto production rose 2.36 percent last week, mainly because of a slight increase in GM output. The makers slated output of 107,071 cars, up from the 104,600 built the previous week and a 12.36-percent gain from the 95,288 of the comparable 1980 week.

GM's Leeds, Framingham, Doraville, Fremont, Van Nuys, Norwood, Linden and Janesville plants remained down last week for model changeover, but the Cadillac Detroit home plant reopened on a one-shift basis, helping boost the week-to-week GM tally.

Ford Motor's Dearborn plant was down last week for inventory adjustment. It will reopen Sept. 8.

American Motors reported all plants open last week. They will also be open this week, the company said.

All Chrysler plants were reported open last week. A spokesman said all plants would work this week, also.

The first production model 1982 Chrysler LeBarons and Dodge 400s will come off the St. Louis assembly line Sept. 9. Chairman Lee Iacocca will lead a parade of other dignitaries in driving one of the first models off the assembly line there. The plant will operate on one-shift, building two-door versions of the new front-drive cars. Chrysler spent more than $75 million converting the St. Louis assembly plant, which has been closed since July 31.

No overtime was reported last week. All plants will be closed today (Sept. 7) for the Labor Day holiday.

VW continued its combined model changeover/inventory adjustment downtime last week at the Westmoreland plant. The assembly point closed Aug. 28 and will remain down until Sept. 21.

Checker last week announced that it has cut production from 25 to 20 units per day and will suspend assembly operations this week (Sept. 8 to 11) to balance inventories.

Breakdown for last week's production was: GM, 58.16 percent; Ford, 24 87; Chrysler, 14.01; AMC, 2.94, and Checker, .02.

Year-to-date, the domestic makers have built 4,604,227 cars, up 1.42 percent from the 4,269,433 assembled during the equivalent period last year.

Truck production exceeds 25,000; GM Chrysler up

Despite six plant closures, a substantial rebound in both General Motors and Chrysler Corp. output boosted truck production 27.93 percent last week.

The makers planned output of 25,148 units last week, up from the 19,657 assembled the previous week and a whopping 36.90-percent boost from the 18,369 built during the comparable week last year.

Ford Motor's Norfolk and Twin Cities truck plants continued model-changeover downtime last week. Those plants closed Aug. 24. Volkswagen of America's Westmoreland (Pa.) plant closed Aug. 28 and will remain down until Sept. 21 for combined model changeover and inventory adjustment.

GM reopened its St. Louis assembly plant Aug. 31 after a month of model-changeover downtime. GM's Janesville plant also reopened after a month of changeover downtime but it, as well as plants No. 1 and No. 2 at Flint, were forced to close Sept. 3 because of a shortage of transmissions for '82 trucks. Janesville and the Flint lines will reopen Sept. 14, according to a GM spokesman.

GM also closed its Lordstown (O.) van plant last week for model changeover.

Chrysler Corp.'s Warren truck plant reopened last week after a one-week work stoppage to balance high inventories.

No overtime was scheduled last week.

Year-to-date, the truck builders have assembled 1,165,570 units, up 13.61 percent from the 1,025,889 built during the comparable period last year.

Dealer fined for high level of CO in shop

GREENSBORO, N.C.. — Bob Dunn Ford, Inc., of Greensboro, has been ordered to pay a $1,180 fine for allegedly exposing service workers to higher than allowable levels of carbon monoxide.

Dunn was cited by North Carolina Occupational, Safety and Health Administration inspectors in 1977, but appealed the finding.

The final decision was filed recently in Guilford County Superior Court.

The dealership was accused of failing to use feasible engineering controls to lower levels of carbon monoxide.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 5, 1981	Week Ended Sept. 6, 1980	Week Ended Aug. 29, 1981	Aug Est.	Jan. 1 to Sept. 6, 1980	Jan. 1 to Sept. 5, 1981
CHEVROLET	8,305	1,230	1,595	6,177	296,899	344,298
DODGE/PLYMOUTH	2,100	1,500	24	7,656	90,075	67,258
FORD	6,275	9,029	10,376	44,536	364,037	431,268
GMC	3,403	1,832	1,699	5,228	107,033	121,273
INTERNATIONAL	1,615	1,692	1,596	6,715	41,971	51,491
MACK	....	315	....	....	16,416	....
JEEP	2,000*	1,905*	2,000*	8,422	55,295*	70,188
AMC CORP.	50*	238*	50*	210	6,527*	2,836
VOLKSWAGEN	1,400*	628*	1,400*	5,880	27,453*	45,920
MISCELLANEOUS	....	....	917	3,869	20,183	31,038
Total Trucks, U. S.	25,148	18,369	19,657	88,693	1,025,889	1,165,570

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 5, 1981	Week Ended Sept. 6, 1980	Week Ended Aug. 29, 1981	Aug. Est.	Jan. 1 to Sept. 6, 1980	Jan. 1 to Sept. 5, 1981
CHRYSLER CORP.	2,000	1,280	2,105	9,190	30,885	57,067
FORD MOTOR	2,884	3,312	2,628	9,109	120,416	101,808
GENERAL MOTORS	6,320	4,392	5,311	12,189	163,327	191,787
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	380	266	1,056	11,590	7,928
MACK	....	40	....	....	1,551	....
Total Trucks, Canada	11,464	9,404	10,310	31,544	339,413	358,590
N. American Trucks	36,612	27,773	29,967	120,237	1,365,302	1,524,160

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

AM General will no longer be figured in with North American trucks.

Ford downtime cuts Canadian auto production

Canadian auto production dropped 21.25 percent last week as Ford Motor Co. began an inventory adjustment downtime period at its St. Thomas plant.

The Canadian manufacturers scheduled output of 12,620 cars, down 21.25 percent from the 16,026 assembled the previous week and a 4.86-percent dip from the 13,928 built during the comparable 1980 week.

Ford's St. Thomas plant closed Aug. 31 and will remain down until Sept. 14. It then will work one week and close the next week, returning Sept. 28. The plant builds EXP and LN7, and will begin building the five-door Escort/Lynx Oct. 13.

General Motors increased production slightly last week, a result of the reopening of Oshawa No. 1 car point, which had been down for changeover since July 16. Oshawa's No. 2 line, however, will remain down until Nov. 9 for extensive changeover to build front-wheel-drive cars.

American Motors announced that it will add a second shift Oct. 17 to its Brampton (Ont.) plant, boosting production from 720 to 960 units per week. The plant will hire an additional 500 workers.

Year-to-date, the Canadian auto makers have built 577,281 cars, up 3.42 percent from the 558,188 assembled during the equivalent period last year.

Canadian truck makers built 11,464 units last week, up 11.19 percent from the 10,310 assembled the previous week and a 21.90-percent increase from the 9,404 built during the comparable 1980 week.

U. S. CAR PRODUCTION

	Week Ended Sept. 5, 1981	Week Ended Sept. 6, 1980	Week Ended Aug. 29, 1981	Aug. Est.	Jan. 1 to Sept. 6, 1980	Jan. 1 to Sept. 5, 1981
AMERICAN MOTORS	3,150*	3,571*	3,150*	4,921	117,592*	92,722
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	15,000	10,535	14,673	40,877	399,257	557,692
Plymouth Total	8,700	4,485	7,730	21,131	181,435	290,111
Horizon	3,200	3,375	3,110	10,777	109,224	112,300
Reliant	5,500	860	4,620	10,354	2,489	168,224
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,521	2,139
Gran Fury	....	150	....	....	13,461	7,448
Chrysler Total	....	1,650	....	....	53,593	22,098
LeBaron	....	1,250	....	....	41,677	17,236
Chrysler	....	400	....	....	11,916	4,862
Dodge Total	6,300	4,400	6,943	19,746	164,229	245,483
Omni	2,600	2,700	2,770	10,723	936,689	96,984
Aspen	....	....	....	....	36,899	....
Aries	3,700	750	4,173	9,023	2,243	132,173
Diplomat	....	700	....	....	20,424	12,644
St. Regis	....	250	....	....	10,974	3,682
FORD MOTOR	26,624	21,425	26,493	110,450	825,666	957,462
Ford Division	17,732	14,036	17,806	74,899	599,297	653,196
Escort	8,149	2,768	9,135	31,656	6,321	248,491
Pinto	....	....	....	....	68,179	....
Fairmont	629	2,206	3,573	12,189	159,481	133,633
Must./Must. II	4,159	4,134	....	15,289	166,602	116,573
Granada	3,186	1,736	3,444	9,571	56,201	63,447
Thunderbird	1,609	1,846	1,654	6,194	81,478	50,166
Ford	....	1,346	....	....	61,035	40,886
L-M Division	8,892	7,389	8,687	35,551	226,369	304,266
Mercury Total	7,937	6,075	7,641	31,650	199,141	264,087
Bobcat	....	....	....	....	12,445	....
Lynx	2,835	958	2,865	11,407	2,028	86,547
Capri	1,293	1,421	....	4,412	49,535	40,048
Zephyr	132	766	1,034	3,373	51,755	40,508
Cougar/Monarch	1,507	....	1,283	3,859	16,409	31,312
XR-7	855	1,902	1,165	3,273	32,443	23,101
Mercury	1,315	1,028	1,294	5,326	34,526	42,571
Lincoln Total	955	1,314	1,046	3,901	27,228	40,179
Continental ('82)	136	....	232	423	....	615
Lincoln	409	593	402	1,664	11,144	19,301
Mark VI	410	721	412	1,814	14,223	20,263
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	62,272	59,670	56,794	227,499	2,782,747	2,873,019
Buick Division	13,280	9,674	13,599	64,970	533,811	623,315
Skylark	2,591	2,992	3,703	22,419	153,396	188,066
Skyhawk J	....	....	....	....	....	....
Century	....	1,812	....	....	114,435	86,881
Regal	5,483	2,106	5,643	27,375	137,328	185,251
Buick	3,934	2,084	3,833	14,430	99,598	115,562
Riviera	1,272	680	420	746	29,054	47,555
Cadillac Division	4,189	3,120	1,539	5,766	131,817	180,546
Cimarron	1,000	....	944	4,423	....	14,200
Seville	500	710	199	324	22,613	16,640
Eldorado	1,087	964	396	699	35,087	41,643
Cadillac	1,602	1,446	....	320	74,117	108,063
Chevrolet Division	23,000	30,138	22,801	100,303	1,200,987	1,075,575
Chevette	7,100	8,500	6,893	30,324	324,217	247,347
Cavalier	4,340	....	4,168	19,752	....	66,871
Monza ('80)	....	3,100	....	....	118,346	....
Camaro	....	1,873	....	....	84,371	87,694
Citation	5,800	8,200	6,008	24,664	322,116	256,237
Malibu	2,490	2,465	2,949	7,839	173,062	172,297
Monte Carlo	2,670	2,770	2,603	6,363	66,690	100,708
Chevrolet	....	2,430	....	9,491	81,621	122,590
Corvette	600	800	180	1,870	30,564	21,831
Oldsmobile Division	11,239	8,947	11,731	21,867	524,336	618,691
Omega	....	1,638	1,352	....	81,104	109,277
Cutlass	4,800	3,215	4,729	13,270	264,626	289,557
Oldsmobile	5,656	3,728	5,380	8,202	152,795	189,004
Toronado	783	366	270	395	25,811	30,853
Pontiac Division	10,564	7,791	7,124	34,593	391,796	374,892
Acadian†	250	120	513	1,399	14,929	15,479
J2000	2,745	....	1,060	11,307	....	46,418
Sunbird ('80)	....	....	....	....	100,412	....
T1000	2,363	....	2,487	9,845	....	59,828
Firebird	....	1,107	....	....	54,627	43,468
Phoenix	1,926	2,049	1,776	8,009	98,968	82,066
Grand Prix	1,640	2,466	729	1,620	427,766	72,159
LeMans	....	1,313	....	....	38,935	42,027
Pontiac	....	730	....	342	41,159	10,064
Bonneville G ('82)	1,640	....	559	2,071	....	3,383
VOLKSWAGEN	....	....	3,465	14,780	142,169	121,813
CHECKER	25*	87*	25*	130	2,002*	1,519
Total Cars, U. S.	107,071	95,288	104,600	398,657	4,269,433	4,604,227

CANADIAN CAR PRODUCTION

	Week Ended Sept. 5, 1981	Week Ended Sept. 6, 1980	Week Ended Aug. 29 1981	Aug. Est.	Jan. 1 to Sept. 6, 1980	Jan. 1 to Sept. 5, 1981
AMERICAN MOTORS	730	....	850	1,811	....	23,067
CHRYSLER CORP.	2,640	1,920	3,003	7,353	46,542	39,380
FORD MOTOR	3,832	4,928	6,964	22,236	177,096	159,690
GENERAL MOTORS	5,193	6,900	4,984	12,066	327,767	348,139
VOLVO	225	180	225	270	6,783	7,005
Total Cars, Canada	12,620	13,928	16,026	43,736	558,188	577,281
N. American Cars	119,691	109,216	120,626	442,393	4,827,621	5,181,508
N. American Trucks	36,612	27,773	29,967	120,237	1,365,302	1,524,160
North American Cars and Trucks	156,303	136,989	150,593	562,630	6,192,923	6,705,668

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Domestic stocks slashed to orderly 64-day supply

By Richard A. Wright
Assistant Managing Editor

Armed with factory rebates, sweetened finance deals and an assortment of special price packages, new-car dealers hacked away almost 200,000 units during August from the domestic new-car inventory which had been growing ominously for several months.

The result was a sharp decline in the cleanup stockpile to a 64-day supply Sept. 1 from a record 87½-day level on Aug. 1.

The domestic new-car inventory totaled 1,485,692 on Sept. 1, down substantially from 1,675,192 a month earlier. A year ago, the industry had 1,336,395 new cars in stock Sept. 1, a 69-day supply.

The multi-faceted sales effort transformed in a single month a blossoming burden of new cars into an orderly cleanup stock.

Approximately 519,000 of the 1,485,692 vehicles in stock as September opened were 1982 models.

Most of the inventory reduction during August was accomplished by General Motors, which opened September with a 60-day supply, down from 89 days a month earlier, by slashing its million-plus stockpile down to 882,000.

Ford Motor Co. had a 75-day supply Sept. 1, down from an 83-day stockpile on Aug. 1.

Combining a healthy cut in its unit count with an even healthier gain in its daily sales rate, Chrysler Corp. cut its stock from a 90-day supply to a 62-day stock Sept. 1.

Table on Page 57.

American Motors had a 79½-day supply Sept. 1, up from a 66-day stock, in part because short stocks of Concord held the lid on the selling rate. Volkswagen of America had a 76-day supply of U. S.-built Rabbits Sept. 1, down from 94 days.

The Sept. 1 domestic inventory was divided this day: GM, 59.65 percent; Ford Motor Co., 23.71 percent; Chrysler Corp., 11.61 percent; VWoA, 3.01 percent, and AMC, 2.02 percent.

A month earlier, the inventory was divided as follows: GM, 62.09 percent; Ford Motor Co., 20.77 percent; Chrysler Corp., 12.11 percent; VWoA, 3.12 percent, and AMC, 1.91 percent.

By size class, all segments were down in terms of days supply. The industry had a 66-day supply of subcompacts, down from 83 days a month earlier, and a 67-day supply of compacts, down from 93 days.

It had a 63-day stock of intermediates, down from 95 days, a 50-day supply of standards, down from 73 days, and a 56-day supply of luxury cars, off from 87½ days.

The Sept. 1 inventory was divided this way by size segment: Subcompact, 25.58 percent; compact, 31.08 percent; intermediate, 26.92 percent; standard, 10.93 percent, and luxury, 5.49 percent.

A month earlier, the inventory was divided as follows: Subcompact, 22.34 percent; compact, 30.55 percent; intermediate, 28.45 percent; standard, 12.39 percent, and luxury, 6.27 percent.

• The Sept. 1 days-supply figures by market class were:

Subcompact — Chevette, 37½; J-2000, 47; T-1000, 53½; Cavalier, 56; Escort, 73; Omni, 76; Rabbit, 76; Horizon, 85½; Spirit, 90; Lynx, 92; LN7, 99, and EXP, 154.

Compact — Camaro, 47; Reliant, 51; Firebird, 54; Aires, 57; Fairmont, 58; Concord, 63; Omega, 66; Skylark, 72; Capri, 74; Zephyr, 81; Mustang, 92; Eagle, 93; Citation, 110, and Phoenix, 111.

Intermediate — LeBaron, 31; Cutlass, 46; Supreme, 48½; Diplomat, 51; XR-7, 60; Century, 62; Grand Prix, 63; Regal, 66; Malibu, 67; Bonneville/LeMans, 67; Cougar, 73; Monte Carlo, 74½; Cordoba, 76½; Granada, 81; Thunderbird, 83, and Mirada, 92.

Standard — Gran Fury, 12; Olds 88, 28; Mercury, 38; Olds 98, 42; Pontiac, 46; St. Regis, 49; LeSabre, 53½; Ford, 55; Chrysler, 58; Chevrolet, 67, and Electra, 78.

Luxury — Toronado, 34½; Riviera, 36; Corvette, 44; Lincoln, 55; Cadillac, 56; Eldorado, 64; Cimarron, 75; Imperial, 78; Mark VI, 82, and Seville, 102½.

Special issue to mark GM's 75th anniversary

In commemoration of General Motors' diamond year, Automotive News will publish a special General Motors 75th Anniversary Issue on Friday, Sept. 16, 1983, official anniversary of the corporation's founding in 1908.

In announcing the special edition, Keith E. Crain, publisher and editorial director of Automotive News, said, "As an automotive company, GM helped change life in the Western world. As an industrial company, it has touched the lives of all Americans since the early part of the century."

Crain added: "Our goal is to present an overview of GM that's never been seen before in a business publication."

Roger B. Smith, chairman of GM, said, "Obviously, I'm delighted you think that General Motors merits an anniversary issue, and I trust you'll find enough to write about."

Overall theme of the special issue will be 75 years of GM history, although it will take a many-faceted look at the company's past, present and future.

Fully illustrated with photographs and artwork, the issue will pay particular attention to the far-ranging aspects of GM as an industrial enterprise, and how the company has conducted its business over three-quarters of a century.

According to Crain, editorial content will include interesting and perhaps long-forgotten aspects of GM's rich heritage — "its people, products and operations, and insights into events that have contributed to GM's impact on the U. S. and the world."

Automotive News is setting up a special editorial operation for the vast, two-year project, in which staff members and additional editorial specialists will participate. They will be under the direction of Al Fleming. The publication also will enlist the cooperation of GM and its divisions in providing access to historical information and materials.

"We believe this very special project will contribute a meaningful perspective not only to the history of General Motors, but to that of the entire industry," Crain said.

NEWSPAPER

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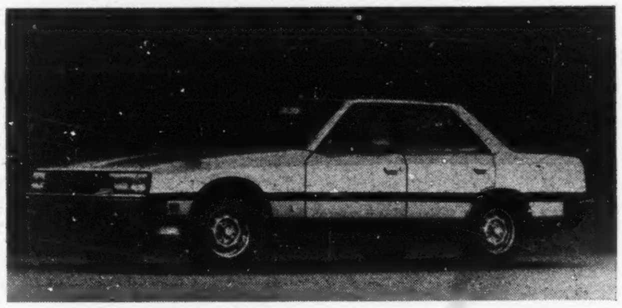
Japanese luxury



Nissan rebodies Skyline series

The Nissan Skyline, one of the better-selling large cars in Japan, has been rebodied with a crisp wedge shape and deep side windows. Wheelbase is 103 inches and overall length is 181 inches. Skyline is not sold in the U. S. Story, other pictures on Page 6.

Two-door Honda Civic spectacular winner in 35-MPH crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The 2-door 1981 Honda Civic has come out with spectacular results from continuing high-speed NHTSA crash tests, while the Toyota Starlet and the top-of-the-line, passive-belted Cressida did not.

Neither did the 1981 Audi 5000 nor the 1981 VW Jetta, both of which exceeded head injury criteria for both driver and front-seat passenger dummies. The Renault 18i also showed bad head results.

But a passenger in the 1981 Honda 4-door version of the Civic also did not fare nearly as well as in the 2-door version, where the belts are fastened further back. And the passenger dummy in the Ford EXP was clobbered.

In a separate development, the 1979 Volvo which earlier had some miserable results, sailed through with flying colors when NHTSA shortened the belts eight inches.

NHTSA Administrator Raymond A. Peck now has under consideration running multiple tests as a check on the repeatability of the test procedure. Auto makers have questioned results of the controversial 35-MPH tests started by his predecessor, Joan Claybrook, and included in her controversial best seller, The Car Book.

The test procedure is the same used for compliance with standards 208, 212, and 219 as well as 301, except that the test speed used is 30 MPH. (Testing at 35 MPH is about 36 percent tougher than at the lower speed, but it means that those cars which failed at 35 MPH and had passive belts — the Cressida and the Jetta — will have to be retested at 30 MPH for a compliance failure and possible civil penalties.)

• The problem with multiple testing is that the results may reflect either weaknesses in the procedure or merely variations among production models — a manufacture problem of quality control. Moreover, multiple testing is so expensive it also means fewer models can be tested.

In addition, there would always be arguments over what are minor variances expected of any even very good procedures and what is major—especially around those injury criteria set in concrete for compliance purposes.

The test is the same one challenged when the auto makers first took NHTSA unsuccessfully to court over air bags and which was remanded for repeatability many years ago.

Since that time, the dummies used are General Motors developments and the question of repeatability was not raised in any substantial way by the manufacturers until cars started to fail the high-speed tests.

The new test results were obtained by Automotive News under the Freedom of Information Act. But Peck had every in-

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breaking news

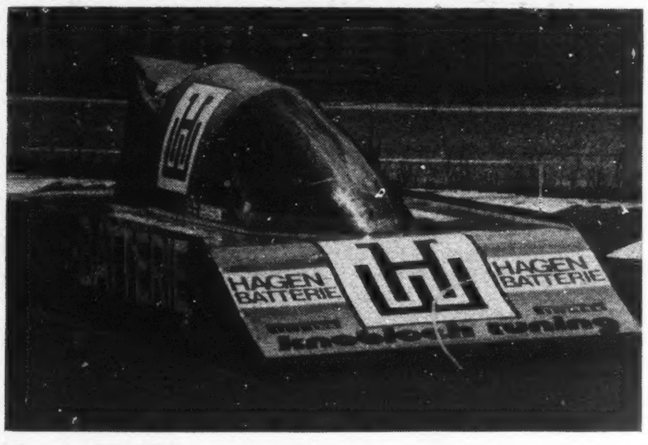
Page elected to Ford board

DEARBORN.—Thomas C. Page, 61, has been elected a director of Ford Motor Co. Page, a 29-year veteran at Ford, is currently executive vice president of the company's Diversified Products Operations. He previously had served in International and North American Automotive positions both here and abroad. He was elected a vice president in 1975.

No manual shift for '82 Corvette

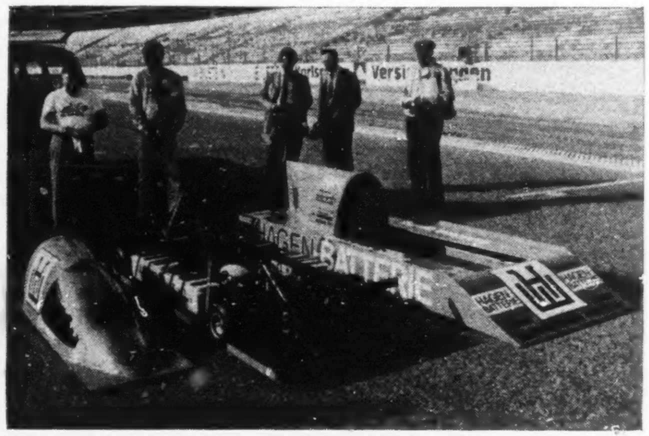
DETROIT.—The 1982 Chevrolet Corvette will be available with the new General Motors four-speed automatic transmission replacing the three-speed automatic. No manual transmission will be offered because the car with that equipment failed to pass government emission tests. The '82 Corvette will be the first since the '54 to be automatic only.

See BREAKING NEWS, Page 8, Col. 1



Hagen-Elobil is a speed demon

The Hagen-Elobil, developed by W. Knobloch, Kassel, West Germany, holds the world speed record for electric-powered vehicles. It is fitted with Hagen-sprint batteries from Wilhelm Hagen AG, Kassel. The record is 158.9 kilometers per hour. The Hagen-Elobil accelerated to 99.7 kilometers per hour in one kilometer.



Program retroactive to first '82 shipments

Chrysler offers help on floor-plan

By Edward Lapham
Financial Editor

Chrysler Corp., following a pattern established by General Motors and Ford, has instituted a "1982 model year supplemental floor-plan assistance" program retroactive to initial '82 model shipments.

The plan was announced in a letter to Chrysler dealers from John B. Naughton, sales and marketing executive vice president. It includes all domestic and imported cars and trucks.

Like the other plans, the Chrysler plan was termed "insurance" against high floor-plan interest rates.

Chrysler emphasized to dealers that its floor-plan assistance program "is much simpler to understand than competition's programs and does not affect either your 3 percent holdback or the existing 15 days free floor-plan currently received."

Like the other floor-plan assistance programs, Chrysler's includes a charge. It is $100 for cars and $105 for trucks, which was included in the tentative wholesale prices announced earlier.

In addition to the normal 15 days of free floor-planning, the supplemental program provides for a payment to the dealer of 10 percentage points of interest per day, up to 75 days for cars and 100 days for trucks.

The payment to the dealer will be made 30 days after the company receives the new-vehicle delivery report. The program will be reviewed every 90 days.

By way of an example, Chrysler said that an average car with an $8,000 invoice floor-planned for the maximum 90 days of "coverage" would receive 15 days free, worth $75, plus 75 days at $2.24 insurance per day (one-tenth the current floor-plan rate), worth $168, for a total of 90 days protection and $243 value of interest-rate protection. This total of $243 less the $100 invoice charge and the regular 15-day $75 value leaves real savings to the dealer of $68.

In another example, again of an $8,000 invoice, in inventory for 50 days, the dealer receives the $75 value for 15 free days plus 35 days protection at $2.24 per day for $76 in additional protection and a total of $153. That total less the $100 invoice charge and the normal $75 15-day value means a real cost of $22 to the dealer.

Raphael Cohen, executive vice president of the Independent Dealers Committee Dedicated to Action, agreed that the Chrysler plan is simpler than the GM and Ford plans but said it is the "kind of assistance" dealers "can well live without."

"These are not floor-plan assistance programs," Cohen said, "They are additional monies the factory is adding to the invoice which gives them the additional funds to use free for 30 days."

Cohen also said the program will "further erode profit". for dealers with "sold" orders or who turn over inventory quickly.

Naughton's letter said the purpose of the program is not only to give dealers relief from high interest charges but also to enable dealers "to stock vehicles in sufficient quantities" to offer potential customers "a wide selection."

"We believe that dealers who take advantage of this program will be able to carry an inventory of new vehicles that will help them increase their sales and profits during the 1982 model year," Naughton said.

Despite the difference of opinion over the real value of the program to Chrysler's dealers, two points were clear: While the program won't work any miracle with cash flow, it won't hurt cash flow. The program also may make it easier for the factory to convince dealers to build inventory, which will directly improve factory profitability.

Two ex-officials of Lada sentenced in parts fraud

TORONTO. — Two ex-managers of Lada Cars of Canada pleaded guilty in Ontario Provincal Court here to charges of accepting secret commissions through parts sales to their former employer.

John Dill, former vice president and general manager of Lada, and Bob Clifford, former Lada national service manager, were sentenced by Provincal Judge P. B. Parker to 60-day jail terms and ordered to pay $9,250 each in damages to Lada Cars of Canada.

Other charges of fraud, conspiracy and robbery stemming from the parts scam were withdrawn by the crown.

The managers were fired by Lada Cars of Canada and charges filed last November after it was discovered they had been purchasing plastic fender liners for Lada automobiles from the Quebec manufacturer, then selling them to Lada Cars of Canada through a secret company they had founded.

Dill and Clifford entered guilty pleas after a third man charged in the scheme, Bertrand Boisvert, an ex-Lada dealer in Montreal, pleaded guilty to accepting secret commissions. Boisvert was ordered to pay Lada Cars of Canada $18,500 in damages but received no jail sentence.

Data is inadequate, VW study finds

Emission rules called too strict

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Auto emission standards are far stricter than needed for air quality, according to an analysis of the last decade's major air quality studies done for Volkswagen of America by Environmental Research and Technology, Inc.

In fact, the CO standard — currently 3.4 gpm — could be somewhere between 9.0 and 15 gpm, and it would be enough for all cities to reach the needed ambient air quality level, the study concluded.

Moreover, 2.0 gpm for NOx— the level sought by the auto makers and endorsed by the new EPA — is adequate, the study found. Decreasing NOx too much will actually increase oxident levels in some situations, it said.

Even more surprising is the finding that the HC emission level for vehicles could rise from the current 0.41 gpm (which even the auto makers accept) to 1.0 gpm as far as ozone is concerned. But even if HC were lowered to zero, some U. S. cities would still not meet the ambient air quality level for ozone, the study said.

ERT scientists who reported these remarkable results are Indur M. Goklany, formerly the chief technical person at the National Commission on Air Quality; Alan C. Lloyd, formerly at the Statewide Air Pollution Research Center, University of California at Riverside, and once a visiting scientist at the Commerce Department, and Fred Lurmann, who has had specific experience in Santa Barbara, Calif., along with Eric Stork as a senior consultant. Stork was in charge of EPA's vehicles emissions program from 1970 to 1980.

The ERT conclusions derive from what was essentially a literature study — 11 major and 3 minor studies — that estimated the impact of vehicular emissions on ambient carbon monoxide, nitrogen dioxide and ozone.

Most used the "rollback" technique — assuming a linear relationship between rates of emissions and ambient levels.

While this is appropriate for nonreactive pollutants, it is less so for reactive ones because it ignores atmospheric chemistry and physics. Thus, for example, the finding for CO — nonreactive — is probably firm.

But NOx is reactive and influences both nitrogen dioxide and ozone levels. ERT's analysis said none of the studies was good enough to show exactly what level of NOx control for vehicles is needed to reach the adequate ambient level.

All studies except one tended to underestimate the impact of lower mobile-source NOx on nitrogen dioxide levels, the scien-

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57th year — No. 4880

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Toronto Automobile Centre opens

The Toronto Automobile Centre, new home of four dealerships and future home of more if all goes according to plan, is officially opened with a ribbon-cutting ceremony by, from left: Roy Poss, president, Roy Poss Pontiac-Buick, Ltd.; James R. Rinehart, president, General Motors of Canada Ltd.; F. Alan Smith, GM executive vice president, finance; Richard M. Colcomb, general manager, GM of Canada, and Noel Croxon, president, North York Chevrolet-Oldsmobile.

Dealer can refuse to refund deposit if buyer reneges

INWOOD, N. Y.—A state appellate court, in a two-to-one decision, upheld the right of a dealer to refuse to refund a deposit on a new car when the customer cancels the sales contract.

The court found that Mickey Kaiserman, of North Woodmere, N. Y., was not entitled to the refund of the $1,000 deposit he placed with Martin J. Ain, Ltd., a Jaguar-Rover-Triumph dealer here.

The court reversed a decision in the small claims section of the district court and said dealers are entitled to recover loss of profit when a customer cancels the contract.

This particular sales contract contained a liquidated damages clause which provided for 20 percent of the purchase price in damages against which the deposit was to be credited, according to court papers.

The court said no one has found the 20 percent damages unreasonable and since the deposit did not reach this level, the customer was not entitled to restitution.

The court also found that under recent decisions, a dealer is entitled to recover his loss of profit.

Data is inadequate, VW study finds

Emission rules called too strict

Continued from Page 3

tists said. Literature so far shows no difference between 1.0 gpm — the current level — and 2.0 gpm — the one being asked by makers, they said.

As for reactive HC, ERT said little confidence can be placed in any of the studies because the data from smokestacks (the largest component) is poor, and atmospheric chemistry — which was ignored in the studies — is of "critical importance."

Even so, the studies indicate that even if the standard were changed one hundred percent in either direction, there would be only a negligible impact on ambient ozone. Further, a shift from a total-HC standard to a nonreactive-HC standard would make no perceptible difference in ozone levels.

Whatever happens to HC, there would still be a few areas with ozone problems, ERT concluded.

The last 10 years of studies, ERT found, are not really good enough for a clear choice among various standards. But the scientists speculated that if the studies were repeated using better data and better modeling techniques, HC levels could be more than doubled, CO could be tripled or quadrupled and NOx could be doubled.

- In short, this means that controlling these emissions is not cost effective. The scientists recommended a number of new studies.

(Among the papers studied was one used by the Senate Public Words Subcommittee in writing the original standards for automobiles. Not surprisingly, ERT found its methodology "seriously flawed" — a point which the auto companies through former Senator Robert Griffin, Michigan Republican, pointed out at the time of passage of the 1970 act. Nonetheless, ERT called the effort "pioneering" in its attempts.

Although the ERT paper is only an analysis of existing and inadequate studies and not a recommendation for change, it is expected to be taken seriously. It may influence Congressional decisions about new standards.

Even though the findings suggest much looser control of automobile emissions, control would still have to exist. An EPA study in the '70's showed emissions from an uncontrolled vehicle equal approximately 8.7 gpm HC/87 gpm CO/3.5 gpm NOx.

What would it mean if standards were changed to 1 HC/9 CO or 15 CO/2 NOx instead of the current 0.41 HC/3.4 CO/1 NOx or the 0.41 HC/7 CO/2 NOx asked by the auto makers?

One expert in the field said that 1/9 or 15/2 could do away with electronic feedback control, the three-way catalyst, the air pump and a complex EGR although still proportional.

The oxidizing catalyst would stay, he said, because it would cost too much in fuel economy to retard spark as much as would be needed. (General Motors went across the board to an oxidizing catalyst in 1975 when the standards were 1.5/15/3.1. Ford and Chrysler followed as they could because of fuel savings.)

But another expert felt that with the advanced state of electronics, companies could scrub all catalysts.

NEW-CAR STOCKS

	Sept. 1, 1981	Aug. 1, 1981	Sept.1, 1980
Spirit	90	117	91
Concord	63	37	85
Eagle	93	124	106
AMERICAN MTS.	79½	66	91
Horizon	85½	93	72
Reliant	51	89	—
Gran Fury	12	30½	33
Plymouth	62	90	76
Imperial	78	123	—
LeBaron	31	55	112
Cordoba	76½	79	142
Chrysler	58	63	93
Chrysler	50	62	119
Omni	76	111	72
Aries	57	100½	—
Diplomat	51	45	145
Mirada	92	92½	154
St. Regis	49	76	50
Dodge	64	97	92
CHRYSLER CORP.	62	90	91
Escort	73	78	—
EXP	154	—	—
Mustang	92	100	74
Fairmont	58	92	94
Granada	81	110	70
Thunderbird	83	112	81
Ford	55	66	52
Ford	76	84	81
Lynx	92	80	—
LN7	99	—	—
Capri	74	91	93
Zephyr	81	77	109
Cougar/Monarch	73	74	85
XR-7	60	98	77
Mercury	38	58	58
Mercury	74	78	83
Lincoln	55	95	51
Mark VI	82	109	60
Lincoln	66	104	56
FORD MOTOR CO.	75	83	81
Skylark	72	93	44
Century	62	68½	60
Regal	66	116	57
LeSabre	53½	72½	62½
Electra	78	79	62
Riviera	36	79	47
Buick	64	91½	55
Cimarron	75	58	—
Seville	102½	141	88
Cadillac	56	86	46
Eldorado	64	100	46
Cadillac	59	89	52
Chevette	37½	84	74
Cavalier/Monza	56	87½	50
Citation	110	100	47
Camaro	47	88½	61½
Malibu	67	89	77
Monte Carlo	74½	130	68
Chevrolet	67	93	84
Corvette	44	80	61
Chevrolet	65	91	66
Omega	66	107	42
Cutlass	46	66	61
Supreme	48½	90	47
Olds 88	28	57	43
Olds 98	42	54	54
Toronado	34½	81	48
Oldsmobile	45	76½	50
T-1000	53½	83	—
J-2000/Sunbird	47	87	49½
Phoenix	111	135	52
Firebird	54	85	69
Bonneville/LeMans	67	102½	96½
Grand Prix	63	124	80
Pontiac	46	86	61½
Pontiac	61	98	64½
GENERAL MOTORS	60	89	60
VOLKSWAGEN	76	113	45
TOTAL	64	87½	69

Materials tower shows role of steel in autos

CHICAGO. — An "ultra-compact car," in the form of a eight-foot tower of materials in modern automobiles, has been added to the steel exhibit at the Chicago Museum of Science and Industry.

The tower dramatizes the variety of materials in today's autos and highlights the importance of steel for strength, safety and styling.

Steel accounts for 60 percent of the materials in the typical car, whether a six-passenger, full-size model or a two-passenger subcompact.

Current models weighing 2,400 pounds use about 1,440 pounds of steel, which is more than all other materials combined. By contrast, less than 200 pounds each of aluminum and plastics are used in these models, according to the American Iron & Steel Institute.

California 'lemon bill' moved to back burner

SACRAMENTO.—The so-called "lemon bill" introduced by Los Angeles Democrat Assemblywoman Sally Tanner to "protect California buyers of new automobiles" has been lobbied by the state's new-car dealer associations onto the Legislature's back burners.

Committee hearings scheduled to act on the Tanner proposal adjourned before even bringing up the "lemon bill" without amendments. The measure thus will be held over until Jan. 1 when the second half of this legislative session is scheduled to begin.

New Buick dealership in Denver

Buick Division and dealership officials joined for the groundbreaking of a new dealership in Denver for Kerr Buick, Inc. From left are: Joe Jennings, Denver zone manager; J. D. Duffy, Buick general sales manager; David R. Kerr Jr., Kerr Buick; W. E. Edgar, Buick assistant general sales manager-West, and David G. Kerr, the dealer's son.

KERR BUICK
GM
BUICK
OPENING THIS FALL

Boost appears smallest for Big Three

Ford price hike averages $430

Continued from Page 2

$2 less than last year's $6,421. The Mercury Zephyr Z-7 coupe is $6,319, up $8.

The base Ford Escort and Mercury Lynx models are up $360. Prices are $5,518 for Escort and $5,559 for Lynx. The Escort L two-door hatchback is $6,046, up $297. Ford noted that the Escort L is more than $900 less than the lowest-priced Chevrolet Cavalier subcompact J-car. Equipment variations are a major factor, however.

Ford said it was holding the line on the sporty Escort EXP and Lynx LN7 "except for equipment upgrades." The EXP is $7,387, up $134, and the LN7 is $7,787, up $37.

An example of the equipment additions is the Mustang two-door notchback, designated GL for '82. New standard features include left-hand remote rearview mirror, black window frames, sport steering wheel, black rocker-panel molding, interior accent group, accent paint stripes and turbine wheel covers.

The '82 price is $6,844, up $481 from '81, but Ford said the extra equipment accounted for $330 of that amount.

The increases are greater on Ford Motor's larger cars than on the smaller ones, in keeping with Benton's comments on limiting its hikes in the "particularly price-sensitive segments of the market."

Thunderbird has a sticker of $8,492, up $560 from the 1981 tag of $7,916, and the Mercury Marquis four-door sedan is $8,674, up $564.

In the luxury segment, the Lincoln four-door sedan is $16,100, up $1,115 from the final 1981 sticker, and the Mark VI two-door is $19,452, up $1,513. Ford said that additional standard equipment accounted for $228 of the increase on the Lincoln and $451 of the increase on the Mark VI.

As announced earlier, the new Continental from Lincoln-Mercury will have a sticker price of $21,302.

A few examples of hikes on optional equipment for 1982 are: Air conditioning for Granada, $676, up $52; power steering for Fairmont and Granada, $195, up $15, and power brakes for Mustang, $93, up $6.

Police endorse full-size cars

FARMINGTON, Conn.—Some 25 police officers of this Hartford suburb, nearly all of them off-duty, attended a special session of the Town Council to endorse acquisition of six new large-size cruisers for the Police Department.

The councilmen unanimously approved purchase of the Ford LTDs from Stephen Ford, Bristol, Conn., for $47,167, the price including tradein value for six cruisers in use.

Police Chief LeRoy Bangham said he prefers the larger cars because their mileage is as good or better than mid-size cars and because a cruiser, considered to be an office - on - wheels, should be comfortable.

Court overturns FTC ruling in Francis Ford repo case

Continued from Page 2

would create a national interpretation of the Uniform Commercial Code," the court said.

"Under these circumstances, the FTC has exceeded its authority by proceeding to create a new law by adjudication rather than by rulemaking."

NADA President Wendell H. Miller hailed the court decision as a "significant victory" for dealers and some "good news" at a time when dealers are being pressed on all sides by high interest rates and slow sales.

No doubt it also pleases the NADA because — unlike Ford Motor Co. and its financing subsidiary and General Motors and its financing subsidiary, plus one GM dealer who all settled with FTC early in the case—NADA and Francis Ford saw the matter through.

Under the consent agreements reached between the FTC and Ford and GM, the companies are required only to attempt to impose on dealers a formula that does not allow a charge for indirect expenses.

Chrysler and its credit company were also party to the case but action against them has been suspended since December, 1978.

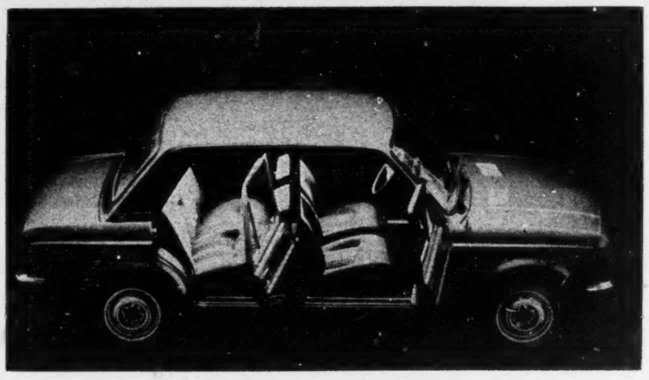
NADA intervened in the Francis Ford case and related cases against the auto companies to oppose the FTC's attempt to impose the new accounting system for repossessions.

NADA's Legal Defense Fund gave Francis Ford a large amount of financial support in its appeal and submitted a "friend of the court" brief on behalf of all NADA members. The court relied heavily on NADA's arguments in overturning the FTC order.

The court decision is not yet final and the FTC may seek a rehearing before the entire panel of the Ninth Circuit. Because the decision has wide implications for all federal agencies, there is a strong likelihood the FTC may ask the Supreme Court to review the decision should its rehearing request, if one is made, be denied.

Bailey adds Peugeot

SPARTANBURG, S.C. — Vic Bailey Lincoln Mercury, Inc., has added a Peugeot franchise.



Argentina's 68-million-peso Fiat

This Argentine-produced Fiat Europa 1300, was priced at 68,839,028 pesos as of mid-August. That was up from 48,689,230 pesos in June. With inflation running at 10 percent a month, even more astronomical price figures can be expected.

Domestics gain, imports slip; total new-car sales up 17 pct.

By Jenny L. King
Staff Writer

Domestic new-car dealers took advantage of the many incentive programs available to them and their customers during August to reduce their year-end inventories and set the stage for the '82s.

Domestic sales leaped nearly 24 percent while the imports held steady with year-ago levels and slipped to 24.85 percent of the total. It was the lowest penetration for the imports this year and was down from 28.98 percent for the month in 1980.

Domestic sales were up 23.71 percent in August, to 601,741 from 486,420 last year. Sales of imported new cars totaled 198,984, up 0.56 percent from 197,869 the preceding year. Combined sales reached 800,725, up 17.02 percent over 684,289.

Domestic year-to-date sales were 4,407,361, down 0.47 percent from 4,427,959 last year. Sales of new imported cars for the first eight months were up 0.14 percent, to 1,682,573 from 1,680,269. Combined year-to-date sales numbered 6,089,934, off 0.30 percent from 6,108,228.

Of the five major U. S. auto makers, the biggest—GM, Ford and Chrysler — were up substantially in August. Volkswagen of America squeezed past its year-ago sales by 0.01 percent, and American Motors was down.

General Motors sales climbed 21.70 percent, to 384,755 from 316,142 in 1980. Ford Motor Co. was up 28.07 percent, to 119,804 from 93,544. Chrysler Corp. reported a 43.45-percent sales increase, going to 72,216 from 50,344.

VWoA sales totaled 15,183, up slightly from 15,085, and American Motors dropped 13.46 percent. to 9,783 from 11,305.

- GM earned 63.94 percent of the domestic market in August, down from 65.00 percent. Ford Motor Co. sales accounted for 19.91 percent, up from 19.23 percent. Chrysler Corp. cornered 12.00 percent, up from 10.35 percent. VWoA dropped to 2.52 percent from 3.10 percent, and AMC stood at 1.63 percent, down from 2.32 percent.

Chrysler and AMC were the only domestic makers that did meet or surpass their year-ago

Continued on Page 18, Col. 1

Where Auto Market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	149,067	18.62
COMPACT	165,751	20.70
INTERMEDIATE	165,047	20.61
STANDARD	84,286	10.53
LUXURY	37,590	4.69
IMPORT	198,984	24.85
TOTAL	800,725	100.00

New AMC rebate pays $500 to Concord buyers

SOUTHFIELD, Mich.—American Motors launched a new consumer rebate on '81 Concords, paying $500. Contributions of $200 from dealers are included in that amount.

In Ohio and Texas, states that don't allow dealer-contributed rebates, AMC has lowered the amount of the Concord rebate to $300.

The rebate program runs from Sept. 4 to 23. A car must be sold and delivered by that date to qualify, putting the emphasis on out-of-stock sales, rather than orders for future vehicles.

In tandem with the rebates, the company is still offering dealer cash incentives of $100 to $450 on Spirit, Eagle SX/4 and Kammback; $300 to $600 on CJ-5, CJ-7 and Scrambler models, and $100 to $1,000 on Renault 18i.

The cash incentives on Spirit/Eagle and CJ/Scrambler models run to Sept. 23 and on R-18i to Sept. 30. This program goes back to Aug. 1, and represents no change.

AMC has repriced the '81 Le Car in line with reductions for '82 on that line.

The company is promoting its latest rebate, including incentives and price reduction of Le Car, in a special radio campaign running in the top 100 markets.

Dealer assocaitions will further promote the program in print.

Philadelphia taxi firm orders 150 Peugeots

LYNDHURST, N. J. — The Yellow Cab Assn. in Philadelphia has ordered 150 Peugeot taxis for delivery in October, according to Peugeot Motors of America.

Peugeot said there are some 900 Peugeot diesel taxis in service in New York City.

Inflation plays havoc with sales

Argentine auto industry mired down

By Megan O'Reilly
Special Correspondent

BUENOS AIRES. — Argentina's automotive industry, reeling from the impact of successive monetary devaluations which began in April, is using the crisis to overcome structural flaws in the industry.

It is pressing the government for another phase of overprotective measures.

Car sales have fallen off drastically, down 45 percent in May from April, and 20 percent in June with respect to May. Light truck sales fell 28 percent and heavy truck sales dropped 50 percent in the second quarter.

Vehicle sales—59,000 units in the second quarter, down 30 percent from the same period last year — highlight the recessionary trend.

The devaluation's impact on the automotive industry can be found mainly in the inflation which followed the successive measures, in which the peso plummeted from 3,200 against the dollar on April 2, to 7,200 pesos by the first week of June, and the corresponding increase in the cost of imported components.

- Overall economic stagnation; annual interest rates of 120 percent, which have thwarted buying on credit, and the enormous increase in the cost of imported cars have turned usually noisy dealers' showrooms into mausoleums.

Said one car importer, "Undoubtedly, one year of production in stock is a situation which requires drastic measures."

In real value terms, domestic car prices fell by 20 percent during the last year. While inflation raged at 150 percent during the period, car prices rose between 81 and 94.5 percent. This may have been responsible for high car sales in 1980 and overly high expectations for 1981, which have led to high inventories.

During the second quarter, all of the automotive manufacturers moved to reduce production and this has affected 5,000 to 10,000 auto workers in Greater Buenos Aires and in the interior city of Cordoba. These workers have lost their jobs and source of income, as Argentina has no unemployment insurance.

- However, the auto makers are operating their own private welfare system. Ford is paying its suspended personnel full wages, while Renault is paying 70 percent and handing out interest-free loans to its workers.

Industry layoffs have made the military government extremely jumpy at a time when a mass civilian movement is making progress and gaining popularity. Hence, several weeks ago, the major auto makers and auto importers were invited to breakfast with the president, General Roberto Viola, to discuss industry needs and policy.

The automotive industry, over the last two decades, has been reduced to Mercedes-Benz, which makes heavy trucks, and four passenger-car makers: Renault; Ford, which also makes light trucks; Sevel (Fiat and Peugeot), and Volkswagen, which bought out Chrysler recently, and plans to manufacture its own cars at the end of this year.

During this period, the industry has gone through three successive and equally unsuccessful policy phases: National integration in local manufacturing; overprotection (which built up the national auto parts industry), and opening up to imports since 1979, with the latter grabbing a 28-percent share of the market.

- None of these policies, however, achieved the intended result of reducing costs to worldwide levels, which industry executives have determined to be their major goal in current industry restructuring.

The Fiat Europa 1300 CL, an average-sized and average-priced car here, sells for 68,839,428 pesos. That is about one-and-a-half times the average annual middle class salary of about 48 million pesos, according to reports, although hard statistics are not available from the government.

However, the imported Toyota Celica L/B-ST sells for 110,987,254 pesos, which puts it out of reach of most consumers.

With wages and purchasing power so low, having a new car in Argentina is a luxury, and the domestic industry is betting its future—and about one billion dollars of investments through 1982 — that a lower-priced car will increase the market from its current 350,000 units annually (imports and domestics) to a minimum 500,000 units annually and climb from there.

- With this in mind, domestic industry executives handed the president a list of demands which included a definition of import taxes; subsidies and reimbursements for re-industrializing plants with new equipment; scratching a forthcoming law which establishes a national highway fund and accompanying taxes on auto sales; the adoption of measures to promote exports, and extended terms on payment of other taxes.

Argentina's auto industry is among the highest-taxed in the world, with the government taking 41 percent of the sale price of each domestic car, and 300 percent above the real value of an imported car.

Thus, importers, who have suffered the greatest losses since the devaluation (especially the Japanese, who are heavily investing in Argentine development projects now), are demanding that the government reduce import taxes proportionate to the devaluation and end "discrimination" based on an internal tax scaled to fuel efficiency, in which imported cars are taxed at the maximum value, while domestic cars are taxed on the car's actual fuel efficiency.

Importers also want the government to extend the term of payment on imported cars, which now sits at 180 days, an "absurdly short term," snorted one importer.

"The only way to keep domestic car prices down is through competition with imports," he said.

- The government, however, is beset by demands from the parts manufacturers, who want to have policies which restrict imported cars and components, and a law which would establish that a set percentage of each car be locally manufactured, in addition to special credits, tax benefits and financing to aid industry development.

However, importers are unlikely to be winners, as economic experts predict that the devaluation will have long and lasting effects, introducing yet another phase of industrial overprotection, reducing imports to a marginal volume in the future.

"Right now we aren't importing anything," said Toyota's Argentine general manager, Sebastian Impelluso, who also heads the Argentine Chamber of Official Auto Importers and Distributors.

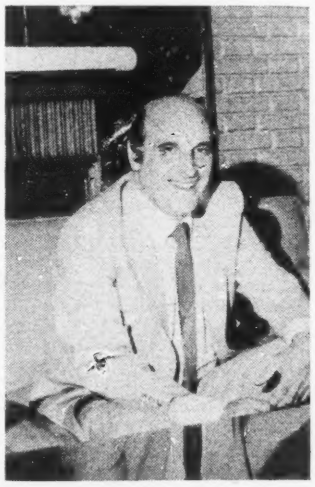
"The majority of dealers are selling at a dollar valued at 3,600 pesos. If they didn't, it would be impossible to sell off stocks," he said.

- Meanwhile, with the advantage clearly to export, the government boosted the morale of local manufacturers last week, when the foreign trade ministry announced that it is studying the promotion of auto exports to Ecuador, Guatemala and African countries.

For the time being, however, local manufacturers are concentrating on price cutting, which they believe can be achieved by reducing costs and increasing production.

A modern auto industry, however, requires at least 100,000 units for each model annually, and Argentina, at present, is nowhere near that figure.

Despite the industry's newborn approach and high hopes, the paralysis which accompanies 150 percent inflation, sky-high interest rates, and economic recession continues to take its toll on auto and truck sales. And the auto industry will continue to be dependent on government aid and special concessions to achieve its objectives.



No imports

Sebastian Impelluso, Toyota's general manager in Argentina and president of the importers' organization, says, "Right now we aren't importing anything."

C-P deal moves

ST. LOUIS. — After 31 years in Jennings, Goddard Motor Co. (Chrysler-Plymouth) has moved to suburban Florissant. The site was previously occupied by Paddock Chrysler-Plymouth.

Total new-car market climbs 17 pct.

Domestic sales rise, imports slide

Continued from Page 4

sales levels: AMC was down 13.46 percent, Chrysler was down 41.69 percent.

Leading the gainers was Plymouth, with a 68.81-percent sales increase. It was followed by Dodge, up 56.29 percent; Mercury, up 55.49 percent; Oldsmobile, up 40.68 percent; Pontiac, up 34.48 percent, and Lincoln, up 33.35 percent.

Cadillac was up 30.96 percent, Ford was up 20.16 percent, Buick was up 18.90 percent, Chevrolet was up 8.91 percent and VWoA was up 0.01 percent.

Top domestic nameplate for the month was Chevrolet Chevette with sales of 36,169 units. It was followed by Oldsmobile Cutlass Supreme at 29,097, Chevrolet Citation at 25,218, Buick Regal at 23,102 and Plymouth Reliant at 22,438. It was the first time Reliant made its way into the top five based on a full month of sales.

The domestic daily selling rate in August was 23,144, up 23.71 percent from 18,708 last year. There were 26 selling days both years.

- Import sales in August were a mixed bag. Top-seller Toyota was up 3.78 percent from 1980, while number-two Datsun was down 2.88 percent and third-place Honda was down 6.26 percent. Fourteen of the makes were up from their year-ago levels, 12 were down.

The European-built imports remained strong, with Volvo and Peugeot reporting record sales in August. Chrysler's four Mitsubishi makes were up, Volkswagen imports were up and Mercedes-Benz was down less than one percent — its first sales drop since February.

Considering the stiff competition offered by rebates, low-interest rates and special prices on so many of the U. S. makes, the fact the imports stayed at their year-ago level attests to their continuing popularity.

Although imports slipped to 24.85 percent of the market in August, they still accounted for the largest segment of the total. U. S. subcompacts were 18.62 percent of all sales, compacts were 20.70 percent, intermediates were 20.61 percent, standards were 10.53 percent and luxury models were 4.69 percent.

Of the domestics alone, 24.77 percent were subcompact, 27.54 percent were compacts, 27.43 percent were intermediates, 14.01 percent were standards and 6.25 percent were luxury cars.

Third-period domestic sales were up 25.66 percent, to 245,608 from 195,454 last year. The daily selling rate for the final 10 days in August was a healthy 27,290, up 25.66 percent from 21,717. There were nine selling days both years. This was the strongest 10-day selling rate since mid-March when it was 36,233.

Sales were up each period in August, and promise to continue at least as long as the domestic auto makers continue their sales incentives programs.

DOMESTIC CAR SALES

	Aug. 21 to Aug.31, 1981	Same Period, 1980	August, 1981	Same Month, 1980	Jan. 1 to Aug. 31, 1981	Same Period, 1980
Spirit	....	....	2,958	4,285	25,470	36,450
Concord	....	....	4,191	4,567	43,237	43,270
Pacer	....	....	....	103	111	1,883
Eagle	....	....	2,634	2,350	28,761	18,939
AMERICAN MOTORS*	4,000†	3,700†	9,783	11,305	97,579	100,542
Horizon	2,320	3,147	5,637	7,540	57,261	51,184
TC3	2,273	2,099	5,463	5,197	39,882	40,172
Reliant	10,670	....	22,438	....	134,186	....
Volare	127	2,703	334	6,296	6,839	57,076
Plymouth	210	287	328	1,227	7,742	12,236
Total Plymouth	15,600	8,236	34,200	20,260	245,910	160,668
LeBaron	1,624	1,999	3,665	4,577	32,839	41,992
Cordoba	609	1,282	1,609	3,155	18,289	30,718
Chrysler	104	745	313	1,850	8,476	21,374
Total Chrysler	2,337	4,026	5,587	9,582	59,604	94,084
Total Imperial	167	....	386	....	3,669	....
Omni	2,041	2,455	4,900	5,823	41,550	41,177
024	2,854	1,778	6,658	4,498	37,151	34,273
Aries	8,214	....	16,909	....	109,477	....
Aspen	90	1,932	265	4,616	6,034	43,289
Diplomat	564	914	2,099	2,151	21,046	21,716
Mirada/Magnum	388	820	973	1,944	10,813	19,162
Dodge	99	512	239	1,470	5,187	14,230
Total Dodge	14,250	8,411	32,043	20,502	222,258	173,847
CHRYSLER CORP	32,354	20,673	72,216	50,344	531,441	428,599
Pinto	....	5,928	....	13,460	10,037	108,420
EXP	2,214	....	6,082	....	35,257	....
Escort	9,155	....	21,393	....	205,016	....
Mustang	4,788	6,330	11,585	16,103	113,860	164,105
Fairmont	10,761	5,578	19,290	15,377	134,540	199,663
Granada	4,739	2,723	9,453	6,520	69,590	54,674
LTD II	....	66	....	302	....	3,012
Thunderbird	2,792	3,264	6,856	8,763	51,272	95,574
Ford	3,718	3,109	9,903	9,850	80,085	104,742
Ford Division	38,167	26,998	84,562	70,375	699,657	730,190
Bobcat	....	1,137	....	2,434	2,169	20,511
LN7	1,142	....	2,873	....	11,932	....
Lynx	2,772	....	6,801	....	66,247	....
Zephyr	1,780	1,810	3,772	4,535	37,969	55,726
Cougar/Monarch	1,426	674	3,726	1,651	29,404	18,911
XR-7	1,623	1,315	3,852	3,502	21,376	38,348
Capri	1,859	1,662	4,442	3,982	35,416	44,132
Mercury	2,005	1,403	5,062	3,530	34,281	35,648
Total Mercury	12,607	8,001	30,528	19,634	238,794	213,276
Versailles	....	85	....	243	....	3,694
Lincoln	1,024	567	2,447	1,578	20,050	19,788
Mark VI	936	605	2,267	1,714	21,285	22,941
Total Lincoln	1,960	1,257	4,714	3,535	41,335	46,423
L-M Division	14,567	9,258	35,242	23,169	280,129	259,699
FORD MOTOR	52,734	36,256	119,804	93,544	979,786	989,889
Skyhawk	....	68	....	242	....	4,923
Skylark	7,102	6,350	18,923	14,168	139,691	115,285
Century	2,970	4,496	8,793	10,537	90,596	95,520
Regal	8,577	7,417	23,102	17,094	144,521	125,839
Le Sabre	2,910	3,098	7,728	7,373	52,738	61,406
Electra	1,668	1,936	4,873	4,824	35,358	38,521
Riviera	1,850	1,385	5,094	3,382	31,819	27,064
Buick Division	25,077	24,750	68,513	57,620	494,723	468,558
Cimarron	981	....	2,453	....	6,333	....
Seville	637	783	1,491	1,966	15,001	22,221
Cadillac	4,581	3,356	11,285	9,196	91,164	83,997
Eldorado	2,000	1,504	4,485	3,892	34,686	32,425
Cadillac Division	8,199	5,643	19,714	15,054	147,184	138,643
Chevette	14,337	13,181	36,169	29,110	266,578	259,224
Cavalier/Monza	6,133	6,164	14,605	14,105	42,880	102,586
Citation/Nova	10,388	11,211	25,218	28,872	215,022	263,770
Camaro	3,988	4,170	11,205	10,074	79,219	84,423
Malibu	7,017	7,829	18,572	19,807	158,625	178,591
Monte Carlo	6,964	5,154	17,372	12,677	114,840	106,252
Chevrolet	8,801	7,223	20,811	17,723	140,516	185,746
Corvette	1,134	1,210	3,331	2,867	22,331	24,522
Chevrolet Division	58,762	56,142	147,283	135,235	1,040,011	1,205,114
Starfire	....	67	....	180	....	5,005
Omega	4,578	2,494	11,824	6,644	78,649	59,125
Cutlass	5,196	5,822	14,540	14,492	139,478	139,064
Supreme	10,855	8,331	29,097	21,154	191,632	175,180
Olds 88	6,268	3,752	17,782	10,342	113,186	102,393
Olds 98	2,006	1,449	6,225	3,939	53,077	45,055
Toronto	1,586	1,083	4,351	2,757	26,667	24,910
Oldsmobile Division	30,489	22,998	83,719	59,508	602,689	550,732
T-1000	4,100	....	9,686	....	35,779	....
J-2000/Sunbird	4,511	5,299	10,759	12,870	50,837	89,772
Phoenix	2,919	2,994	6,954	8,162	59,908	66,427
Firebird	2,160	2,392	5,767	6,321	43,578	61,127
LeMans	2,617	1,793	6,470	4,819	51,674	51,688
Grand Prix	6,045	3,435	14,868	9,001	92,656	73,290
Pontiac	4,116	2,698	11,022	7,552	67,227	73,309
Pontiac Division	26,468	18,611	65,526	48,725	401,659	415,613
GENERAL MOTORS	148,995	128,144	384,755	316,142	2,686,266	2,778,660
VOLKSWAGEN	7,525	6,681	15,183	15,085	112,289	130,269
DOMESTIC TOTAL	245,608	195,454	601,741	486,420	4,407,361	4,427,959
IMPORT TOTAL	....	....	198,984	197,869	1,682,573	1,680,269
INDUSTRY TOTAL	....	....	800,725	684,289	6,089,934	6,108,228

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

Jerome-Duncan's 25th

Ford dealer Richard J. Duncan, left, receives a plaque honoring the 25th anniversary of Jerome-Duncan, Inc., Sterling Heights, Mich., from C. S. (Bud) Kortler, sales manager of Ford Division's Detroit district.

Proctor plaque

Rexford Proctor, right, owner of Proctor Chevrolet, Findley Lake, N. Y., receives his 25-year dealer plaque award from Donald D. Campbell, Buffalo zone manager.

GMAC promotes Barrett

NEW YORK. — Jack R. Barrett Jr. has been promoted to control branch manager of the General Motors Acceptance Corp. office in Nashville. Barrett had been a member of the staff administration department in the company's headquarters here.

Mitsubishi hires California firm to design auto logo

PLAYA DEL REY, Calif. — Mitsubishi Motors continues paving the way for its future automotive marketing efforts and a separate distribution system with the selection of a logo designer.

Robert Miles Runyan & Associates here was commissioned to create a new corporate logo or trademark for the Automotive Division of Mitsubishi.

Robert Runyan, president of the agency, said he was contracted for the work by officials in Japan. He will make presentations of the new logo to officials there in mid October.

Runyan had no idea of Mitsubishi's plans, but said, "It's only the automotive division I'm working for . . . I have to make the assumption the (logo) will have to do with whatever their plans are in the U. S."

Normally, the design of such corporate logos, which can involve several thousand drawings, costs from $25,000 to $100,000, Runyan said. He did not reveal how much his fee from the Japanese car and truck importer would run.

IMPORTED CAR SALES

	Aug., 1981	Aug., 1980	Jan. 1- Aug. 31, 1981	Jan. 1- Aug. 31, 1980
Alfa Romeo	244	298	1,458	2,415
Audi	4,782	3,481	34,667	28,402
BMW	4,165	3,335	28,883	24,554
Challenger	1,474	1,134	9,029	9,661
Champ	4,846	3,805	29,540	43,383
Colt	4,772	3,312	29,841	39,501
Datsun	39,288	40,452	329,836	376,993
DeLorean	229	....	529	....
Ferrari	57	76	633	504
Fiat	3,159	2,382	25,221	27,324
Fiesta	1,560	6,141	32,856	48,066
Honda	29,415	31,378	262,919	251,518
Isuzu	2,209	....	11,747	....
Jaguar	469	242	2,926	1,890
Lancia	99	136	804	1,543
Mazda	11,812	12,928	118,679	101,984
Mercedes-Benz	4,595	4,630	42,940	35,643
MG	276	2,267	3,269	9,419
Peugeot	1,892	1,049	11,740	8,794
Porsche	840	878	7,584	7,566
Renault	2,213	2,316	20,854	16,965
Rover	56	33	556	149
Saab	1,135	1,239	9,579	9,312
Sapporo	1,770	962	9,703	7,713
Subaru	13,797	11,887	105,774	94,678
Toyota	49,688	47,878	427,371	422,752
Triumph	718	2,735	8,544	10,465
Volkswagen	7,821	7,405	60,452	60,028
Volvo	5,603	5,490	49,639	39,047
TOTAL	198,984	197,869	1,682,573	1,680,269

U. S. CAR SALES BY MARKETING UNITS

	Aug., 1981	Aug., 1980	8 mos., 1981	8 mos., 1980
Chevrolet	147,283	135,235	1,040,011	1,205,114
Ford	86,122	76,516	732,513	778,256
Oldsmobile	83,719	59,508	602,689	550,732
Buick	68,513	57,620	494,723	468,558
Toyota	49,688	47,878	427,371	422,752
Pontiac	65,526	48,725	401,659	415,613
Datsun	39,288	40,452	329,836	376,993
Honda	29,415	31,378	262,919	251,518
Mercury	30,528	19,634	238,794	213,276
Plymouth	40,816	25,027	285,153	211,764
Dodge	38,289	24,948	286,076	223,009
VW of America	28,626	26,849	214,992	226,265
Cadillac	19,714	15,054	147,184	138,643
Mazda	11,812	12,928	118,679	101,984
Chrysler	5,973	9,582	63,273	94,084
AMC-Renault	11,996	13,621	118,433	117,507
Subaru	13,797	11,887	105,774	94,678
Lincoln	4,714	3,535	41,335	46,423
Mercedes-Benz	4,595	4,630	42,940	35,643
Volvo	5,603	5,490	49,639	39,047
BMW	4,165	3,335	28,883	24,554
Fiat	3,315	2,594	26,658	29,371
Isuzu	2,209	....	11,747	....
JRT Inc	1,519	5,277	15,295	21,923
Peugeot	1,892	1,049	11,740	8,794
Saab	1,135	1,239	9,579	9,312
Alfa Romeo	244	298	1,458	2,415
DeLorean	229	....	529	....
TOTAL	800,725	684,289	6,089,934	6,108,228

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia and Ferrari.

Service contracts overlooked . . .

By Marc Stern
Staff Correspondent

The pressure for profitability has never been greater on the auto dealer. With interest rates holding at alltime highs, slow car sales and a profit margin that has stayed the same over the last few years, even though car prices have risen, a dealer has to look to every possible source of increasing revenue and profit.

Dealers have had to maximize the rate of return from their service and parts departments and have generally had to streamline their operations to keep profits up and the operation in business.

Try as they may, though, many dealers have still been unable to cope and have been forced out of business. Yet, one area of business that could possibly help dealers increase their profitability, service contracts, seems to have been overlooked by many.

Granted, this is not a subject without its share of controversy, but, with the proper precautions a dealer stands to make extra point-of-sale profit with very little effort.

"Look at the new-car (dealership) profit picture, it's interesting that F & I income contributes 25 percent, while new cars contribute 23 percent and the risk is greater," said Jerry Farrar, president of the recently founded General Warranty Corp., based in Marina del Ray, Calif.

With this picture in mind, he said that areas such as service contracts can contribute a great deal "at every little increase in overhead."

The reason the overhead increase is low is because a dealer already has the personnel on his staff or at hand and it can be made part of a new-car closing.

Of all dealer profit potentials, Farrar asserted, "service contracts lead the way. They have consumer acceptance and they impact the dealer in four profit areas — new cars, used cars, parts and service."

With new cars, he said, the dealer has the chance of generating plus profits; on used cars, one with a service contract becomes more valuable because that contract can be transferred; also on used cars, those that have been tended according to the contract are also in good mechanical shape and worth more, and the dealer also has the chance of a contract on that used vehicle.

On parts and service, Farrar said, the customer has to bring his car back to the dealership for further work and the dealer is paid at retail for the service and parts.

• Farrar is experienced in the service contract business. He was a co-founder of the Los Angeles-based American Warranty Corp. and served as its president until his controversial departure from that firm in March. He then formed General Warranty.

With his experience in this business, he is able to make some observations on how contracts can help a dealer and he had this to add on how there could be a further profit for a dealer:

"With dealer followup programs, the dealer retains the customer for service work and there is also the possibility of selling him his next new car." So, there are many potentials in a properly administered service contract program.

Depending on how a dealer positions the program, industry observers acknowledged, a dealer stands to make between 40 and 70 percent of gross on the service contract.

Jere Maudsley, recently appointed president of American Warranty, put this into figures: "Although you can't put this into retail rates, on the standard core program, it's (gross profit) 40 percent of the core rate of $300. The dealer makes $120."

On sales of 1,000 cars per year, a dealer can put an extra $120,000 into his pocket, he emphasized.

Both service contract executives were quite frank in acknowledging the failures and troubles that have plagued the service contract industry over the last couple of years. They both acknowledged the black marks those failures have put on the industry, too.

"It's the thing about this business," said Maudsley, "it's subject to people getting in and making quick bucks. But there are others who have been in business for a long time and I think they're going to be around."

Said Farrar: "This is a dynamic industry and sales will hit $800 million in 1982 and between 1982 and 1986 will hit $3 billion. But the industry will go through a shakeout. It's typical of a fast-growth industry" such as service contracts.

At present, there are 250 independent regional and national companies writing service policies and Farrar expects that number to drop. Of course, the factory-sponsored programs will survive and he expects the current "Big Three" independents — American, Minnihoma and General — to survive this shakeout.

However, for the dealer it's a confusing situation. And both executives had caveats for dealers who are considering adding service contracts. They and other observers agreed on all the essential points.

First, a dealer should look for a company backed by an insurance company, one that is backed also by the particular state's insurance department.

Second, a dealer should also look at the administrator of the program quite closely. This look should include closely checking into the track record and reputation of the administrator.

The key point, though, is the financial condition of the company. A dealer should look at not only the profitability of the company, but also its financial reserves. This will ensure that the company has enough money to cover its policies in force.

• At this time, American Warwanty is the largest independent with nearly 800,000 policies in force. It is about the same size as the General Motors Continuous Protection Plan, but smaller than the 1.5 million-policy-issued Ford program.

Once the dealer has established with whom he would like to do business, Maudsley had this advice: Look into the company's references. Check with any state organizations and then ask for some third-party references and check with those references.

One last warning comes from Farrar who advises dealers to avoid programs with a structured service contract program involving stop-loss. Dealers should consider only fully insured programs. "This means a dealer will receive first dealer benefits," he emphasized.

Both executives and other knowledgeable observers agreed there is a great deal of profit potential in this field.

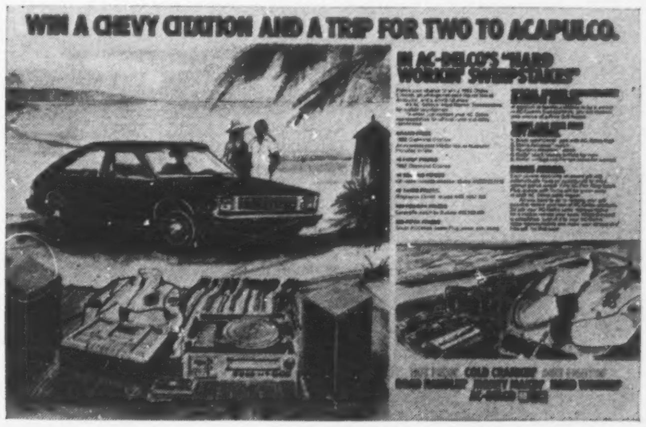
It is estimated that only 12 percent of car owners are now buying service contracts. However, this figure is likely to rise, observers note, especially as people decide to keep their cars longer. And as cars age, they tend to break down more often and require more repairs.

This fact alone can be one of the selling points during a new-car sale. It can be pointed out, both Farrar and Maudsley said, that the service contract is a bargain as a percentage of the car's sale price.

Comparing this situation to the appliance industry, both observed that a service contract may run as much as 25 percent of the price of the item, while an automotive service contract makes up only 5 or 6 percent. This percentage they expect, is likely to remain flat over the next few years, an attractive selling point.

Maudsely believes the auto

Continued on Page E-38, Col. 1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A trip to Acapulco and a new Chevrolet Citation are the grand prize in AC-Delco's 'Hard-workin' " sweepsakes for jobber/counter sales people. There will be drawings for more than 1,000 prizes, worth $200,000. GM employes and immediate families are excluded from the contest which ends Jan. 8.

Estimates of size of Service Contract Industry

Year	Total Unit Sales	Average Selling Price	Industry Sales (dollars)	Independently Administered Programs (a) Pct. of Market	Independently Administered Programs (a) Unit Sales
1976	250,000	$220	$ 55 million	95%	238,000
1977	450,000	240	108 million	90%	405,000
1978	650,000	270	175 million	90%	585,000
1979	1,200,000	300	315 million	65%	780,000
1980	1,700,000	340	578 million	50%	850,000
1981	1,900,000	380	722 million	45%	855,000
1982	2,400,000	410	1.1 billion	40%	960,000
1983	3,200,000	430	1.5 billion	45%	1,440,000
1984	4,000,000	450	1.8 billion	50%	2,000,000
1985	4,600,000	480	2.2 billion	52%	2,400,000
1986	5,200,000	510	2.7 billion	55%	2,900,000

Source: Jerry R. Farrar, president, General Warranty Corp., July, 1981.
(a) Independently administered programs are non-manufacturer programs.

. . . but it's a big, growing industry

By Marc Stern
Staff Correspondent

The service contract industry is fairly young and unregulated. It had its birth in the late 1960s as the auto makers moved away from their extended warranties plans and began supplying limited coverage.

It is also a fast-growth industry. According to a recent study of the industry, it has been estimated that from 1976 to 1986, sales of contracts would grow from 250,000 to 5.2 million. Industry sales in 1976 were $55 million, while in 1986 it is estimated they will rise to $2.7 billion. Private insurer penetration, though, is likely to drop, the study estimates.

In 1976, private insurers had 95 percent of the market to themselves. However, this is expected to shrink to 55 percent by 1986.

The average price of a policy is expected to climb to about $510 by 1986, but the percentage of the total price of a vehicle is expected to remain rather flat in the 5 to 6 percent range.

Growth in this industry has been marked by both success and dramatic failures and has been marked by different types of service contracts.

There are basically three types of coverage. First is the factory-backed program, where the factory offers coverage for a specified period. These programs can range from a 12-month/12,000-mile plan, to the 5-year/50,000-mile plan. Longer plans tend to come under a factory's special service contract coverage.

The second type of program is the self-administered plan that is both run and financed by the dealership itself. Thus, the dealership bears all the risks.

The third type of program is the insurance-backed program, such as those run by American Warranty Corp. and General Warranty Corp.

In these, the dealer acts as the middleman in providing the customer with the opportunity to purchase the insurance. The general agent and his insurance company then bear all the risk.

• A dealer considering any type of insurance or warranty program, should also be familiar with the Magnuson-Moss Act and its implications on implied and full warranties and the requirements of the act.

There are different forms of coverage in service contracts, too. One is mechanical breakdown insurance, which is a policy of insurance between both the insurance company and the insurer, according to background information supplied by American Warranty.

This type of protection eliminates the dealer's liability in connection with implied warranties of fitness and merchantability. But, there are several faults which limit its acceptability, the material claims. Specifically, the problems of licensing, diminished return and excessive state regulation are cited.

A service contract, on the other hand, provides higher compensation levels and can be sold without licensing requirements because it is considered a collateral sale in connection with the sale of the automobile.

The final form of extended coverage is the limited extended warranty. This type of insurance must be made available to all vehicles purchased as opposed to a consumer option and the price must not be disclosed.

"In other words," American Warranty says, "it cannot be added as an option."

One note on the self-administered plan: Both General Warranty and American Warranty note that banks are making it increasingly difficult for a dealer to begin one.

And there are other considerations, too. There are the possible tax consequences, the possibility of future loss of revenue and holder-in-due course regulations.

Also, dealers might be subject to mingling the money generated by the insurance program with regular dealer funds. Also, with the high interest rates, many banks have been rejecting self-administered programs and have demanded that, in order to approve financing, service contracts must be backed by insurance.

The service contract industry is one marked with both potential profits and pitfalls. It is one that looks as if it has barely been tapped. And, with the proper safeguards, it looks like one that can be highly profitable for the dealer.

Dealers overlooking profit in service contracts

Continued from Page E-4

industry, as a whole, has only touched on the surface of the service-contract phenomenon.

"The market is not even tapped with only 10 to 12 percent of the buyers," he said." If consumers were exposed to it at the time of the sale, they would buy."

He said that dealers should point out the many benefits that can come from a service contract.

"Show him he can buy 'major medical insurance' for his car for only $275 with only a $25 deductible," he said. Compare this with the rapidly accelerating cost of repairs to help convince the customer.

Farrar pointed to the added value of the vehicle at the time of a tradein, saying it can add as much as $200 or $300 to the value. This can also prove attractive to a customer because of the built-in value is also adds to the car.

But who would sell this type of contract — the salesman, the finance and insurance manager or a specialist? Farrar has some very definite ideas about this.

First, he believes that everyone on a dealer's staff should have a knowledge of the service contract plan the dealer offers. This is so a salesperson can talk intelligently with a potential customer about the benefits of the contract.

Once the deal heads toward closing, the emphasis should shift to a specialist in the service contract field. This could be either a specially trained manager of a representative of the contract's general agent in the area.

Farrar urged dealers to make use of this feature. This way a dealer can add a specialist, more or less, to his staff, but doesn't have to worry about the extra expense of another employe. This specialist can talk with the customer in depth about the advantages of a service contract. If the specialist is to be on the staff, the F & I man can handle it, too, at closing.

• The very nature of the service contract business makes it advantageous to the car dealer. Granted, these entrepreneurs—Farrar and Maudsely — are trying to sell their own particular lines of service insurance, but, as are most companies in this business, theirs are set up along similar lines.

Generally, the way the business works is that a company will set up a liaison with a major insurer and act as the general agent. The insuring companies usually guarantee that the policies will be paid.

The general agent then sets up a network of subsidiary agents across the country, whose job is to work with the dealers that have signed up for the program.

The dealer's job is to act as the middleman, signing up the clients for the service contract agent. The dealer reaps the profit of that deal and subsequent deals and he knows he is going to be paid at retail rates. He also knows that service contract customers will be returning at specified intervals for routine service and so he gains profit from this work, too.

It's the general agent, his representatives and their insurer that take the risk in this.

In reality, this scenario doesn't always work out. It is fair to say that while there are many attractive parts to these plans, there is also the possibility a service contract supplier can go out of business, as happened with North American Dealers Group.

According to reports, when this happened, some dealers thought they had valid contracts, but those contracts were never submitted to the insurer. The insurer, for its part, has tried to honor the contracts it has.

This is the crux of the controversy in the service contract market. Failures have been dramatic and have touched many dealers.

In fact, to try and bring more credibility to the industry, American Warranty recently chose to take over responsibility for the 16,500 extended service contracts that were issued by Warranty Management Corp. of Florida. Warranty Management had earlier gone into receivership.

Paying out $220,000 in claims, Maudsely, at the time of the liability takeover said, "The failure of Warranty Management could have severely affected the whole image of the extended vehicle service contract industry. As a responsible company within this industry, we decided to assume the outstanding liabilities in order to reduce the impact of this failure.

"We realized at the time if consumers were left with scraps of paper that mean absolutely nothing to them, the industry would suffer a tremendous setback. On the other hand, we also felt if a . . . company like American Warranty were to step in and prove the industry was secure, we could bolster confidence at the consumer level with new cars. So we decided to go ahead."

Not altogether an altruistic act, this move was apparently made to help protect the image of an industry that had been tarnished by failures over the last several years.

Neither American Warranty nor General Warranty are lightweights in this industry.

American, which was launched in 1974, became a wholly owned subsidiary of United Equitable Corp. in 1976. United Equitable now has assets in excess of $80 million. American has 6,000 dealers signed up for its program and is available in 46 states.

General, on the other hand, is the "new kid on the block." Formed earlier this year by Farrar, it has the insurance backing of Imperial Insurance, a subsidiary of Standard Oil of Indiana, a $20 billion company.

A slow, controlled growth had been planned, but dealer interest has been such that it has moved its expansion timetable ahead. And, as a result, it has been moving quickly around the country establishing its agents network.

Dealer interest has been such, Farrar said, that upwards of 200 California dealers signed on with General in the first 30 days the firm was in business.

William J. Wink Jr., right, owner of Wink Chevrolet Co., Dearborn, receives Chevrolet's 25-year dealer award from Richard P. Loughman, Chevrolet's Detroit zone manager.

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Aftermarket, factory radio makers battle for big autosound market

By Marjorie Sorge

Aftermarket and factory radio manufacturers continue to do battle for the $1.3 billion a year autosound market, with Detroit still winning the way.

Aftermarket manufacturers have charged factories with using aggressive promotional and marketing programs and techniques that tie radio sales to new cars.

In 1979, the Custom Automotive Sound Assn. (CASA) filed a lawsuit against General Motors, charging that standard radios in cars violated antitrust laws. The suit, settled out of court, required GM to make radios delete options in nine models. That expanded to 13 with introduction of J-cars and the Pontiac T-1000.

CASA also filed lawsuits against Toyota and Volkswagen, while Chrysler Corp. and Subaru voluntarily changed their radio standardization status. Ford Motor Co., American Honda Motor Co. and American Isuzu Motor Co. also offer radios as delete options.

Jack Doyle, president, Pioneer Electronics of America, said CASA has helped the aftermarket industry by keeping the market steady, although its share of sales remains the same as it was before the lawsuits. He said without CASA, the market would have shifted the other way.

Jack Doyle: CASA helps keep the market steady.

The aftermarket is most worried about GM's tough advertising push, which it characterized as "well planned" and "reaching an enormous audience through a very effective print and radio advertising campaign."

James E. Cain, assistant general sales manager, marketing, Delco Electronics, said the GM division does not plan to change its advertising campaign for the 1982 model year. He said the 1981 campaign proved successful and sales are improving.

James E. Cain: No advertising changes for GM radios.

- The 1981 program differentiated car sound from home sound and was used for both print and radio campaigns. According to Cain, it is directed at the high end of the product line and the 18-45 age group.

He said the CASA decision requiring delete options did not affect Delco sales and they are "as good as they have been in years and will accelerate."

A study by the aftermarket seems to back up Cain's forecast. It said GM had radios installed in 89.7 percent of its cars in the 1980 model year; Ford, 73.5 percent; Chrysler, 75.5 percent, and AMC/Renault, 74.7 percent, giving the domestic industry 85.2 percent factory installation. Imports had factory-installed radios in 44 percent of their vehicles in the 1980 model year.

In 1971 model year, GM had 98.3 percent installation; Ford, 100 percent; Chrysler, 92.4 percent, and AMC 60.8 percent, giving the domestic industry 96.3 percent factory installation.

By 1976 the trend had changed. GM was installing radios in only 85 percent of its vehicles; Ford, 72.7 percent; Chrysler, 89.5 percent and AMC, 73.4 percent. Total domestic factory installation was 81.8 percent.

Once again, however, the trend is reversing and more cars are leaving dealerships with factory-installed radios. The study said if the move continues, 94 percent of the domestic cars and 87 percent of the imports will have factory installed equipment by 1990.

To counter the move, some aftermarketers will have to present a more professional image and introduce more sophisticated sales techniques, according to Ned Grant, Texas-Oklahoma Auto Sound. He said one problem is that some dealers don't believe in the viability of aftermarket companies "due to the type of products and abuses of some, which have tarnished the industry's reputation in the eyes of some dealers."

- Original-equipment manufacturers also have upgraded their equipment over the past five or six years and are making it more difficult for the aftermarket to sell to automobile dealers.

"Detroit has shown by introduction of the new J-body radios that it is attempting to upgrade the quality of factory sound systems, because the auto makers recognize the profitability of sound equipment sales and are aware that the industry represents over $1 billion in value to them," Grant said.

"Profits that accrue to the manufacturer through accessory sales represent a significant amount of money to vehicle manufacturers, which Detroit does not intend to relinquish."

He said Detroit's desire to retain its market results in dealer coercion, and allocation threats employed by some field personnel to influence dealers to purchase factory sound equipment. OEM manufacturers emphatically deny this.

Grant said lower factory-pricing also can entice new-car dealers to purchase factory equipment.

GM's new J-car radio is causing a great deal of commotion among aftermarket manufacturers, who say its size presents challenges to the custom sector of the market.

"GM has reduced the radio chassis size by approximately one-third compared with its other radios, and the new equipment is designed to mount in any number of configurations," said John Badiali, Audiovox Corp.

Judy Steele, center, Jim Weston Pontiac-GMC, Inc., Gresham, Ore., has been named honorary president of Pontiac's Northwest Zone Sales Guild Silver Chapter, and is presented an award for her achievement as a top performing zone salesperson in 1980. With her are, from left: Dave Kleine, Pontiac district manager; Bob Hawley, Pontiac's Northwest zone assistant manager, and Larry Poe and Don Forni, sales managers for the dealership.

"The most formidable challenge faces the retail aftermarket which must fit existing radios to the new J-bodies. On the average, existing aftermarket chassis protrude from the dashboard by about 2½ inches and in some cases by 3½ inches including the knobs. We don't know whether consumers will accept the appearance of existing aftermarket radios on the new cars."

Cain said the J-car radio will be used in other future models. That means the aftermarket will have to retool to design a radio to fit the J-bodies, because 12 new models are expected to be introduced this fall with the new radio design.

According to some reports, by 1983 or 1984, 100 percent of GM's vehicles will use the J-body radio design.

In the near term, Badiali said, a new supply of kit materials will be needed to accommodate existing equipment on the J-cars. Retail suppliers also may find those materials necessary.

"Without careful attention to installation, existing aftermarket radios may experience inferior sound reproduction because of the design of the front dash speakers included in the J-body cars," Badiali said, emphasizing that the new radios will put demands on the installation sector of the market. Also, materials installed in certain models could inhibit high-frequency speaker performance, reducing performance of coaxial and triaxial aftermarket speakers.

While some aftermarket manufacturers see the J-car as an in-road to improved sales, others, such as David Robin, Jensen Sound Laboratories, see it as presenting the kind of competition the aftermarket had not experienced before.

Robin said that throughout the OEM industry it is difficult for the aftermarket to exercise delete-option policies, often because dealers and customers are not aware of the possibility.

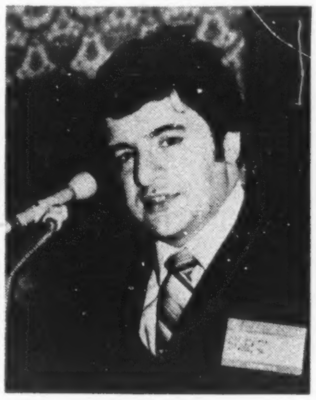
Also, he said, because it is easier to finance an entire package, radio and car, customers may favor factory radios.

Since the OEM manufacturers seem to have the upper hand with their advertising campaigns, CASA has decided to counter their media attack with ads of its own.

According to Cheryl Hollins, CASA executive director, the organization is looking for a public relations firm to help with the ad campaign. She said

Continued on Page E-22, Col. 3

Ned Grant: Aftermarket needs more professional image.



John Badiali: Fitting radios in J-cars a challenge.

David Robin: J-car may improve aftermarket sales.

FACTORY INSTALLED AUDIO EQUIPMENT

	1971 MODEL YEAR						1976 MODEL YEAR					
	AM	AM/FM MONO	AM/FM STEREO	RADIO/ TAPE	RADIO CB	TOTAL %	AM	AM/FM MONO	AM/FM STEREO	RADIO/ TAPE	RADIO CB	TOTAL %
General Motors	75.6%	10.1%	-	12.6%	-	98.3%	38.8%	15.4%	16.5%	14.3%	-	85.0%
Ford Motor Co.	79.6%	17.7%	-	2.7%	-	100 %	43.9%	2.9%	16.1%	9.8%	-	72.7%
Chrysler	84.6%	1.4%	-	6.4%	-	92.4%	51.6%	17.0%	6.0%	14.9%	-	89.5%
AMC	58.4%	1.8%	-	.6%	-	60.8%	58.0%	-	12.8%	2.6%	-	73.4%
Total Domestic Industry	77.5%	10.6%	-	8.2%	-	96.3%	42.4%	11.7%	14.9%	12.8%	-	81.8%

	1980 MODEL YEAR						1990 MODEL YEAR					
General Motors	37.2%	12.2%	23.7%	14.7%	1.9%	89.7%	-	-	-	-	-	-
Ford Motor Co.	34.3%	6.7%	18.5%	11.6%	2.4%	73.5%	-	-	-	-	-	-
Chrysler	29.8%	23.0%	16.8%	5.4%	.5%	75.5%	-	-	-	-	-	-
AMC	47.2%	-	21.3%	2.8%	3.4%	74.7%	-	-	-	-	-	-
Total Domestic Industry	36.1%	12.6%	21.8%	12.6%	2.1%	85.2%	20.0%	4.0%	40.0%	23.0%	7.0%	94.0%
Imports	8.5%	3.8%	26.5%	5.2%	-	44.0%	17.0%	12.0%	43.0%	20.0%	5.0%	87.0%

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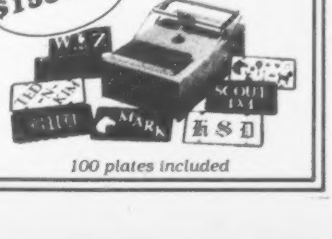

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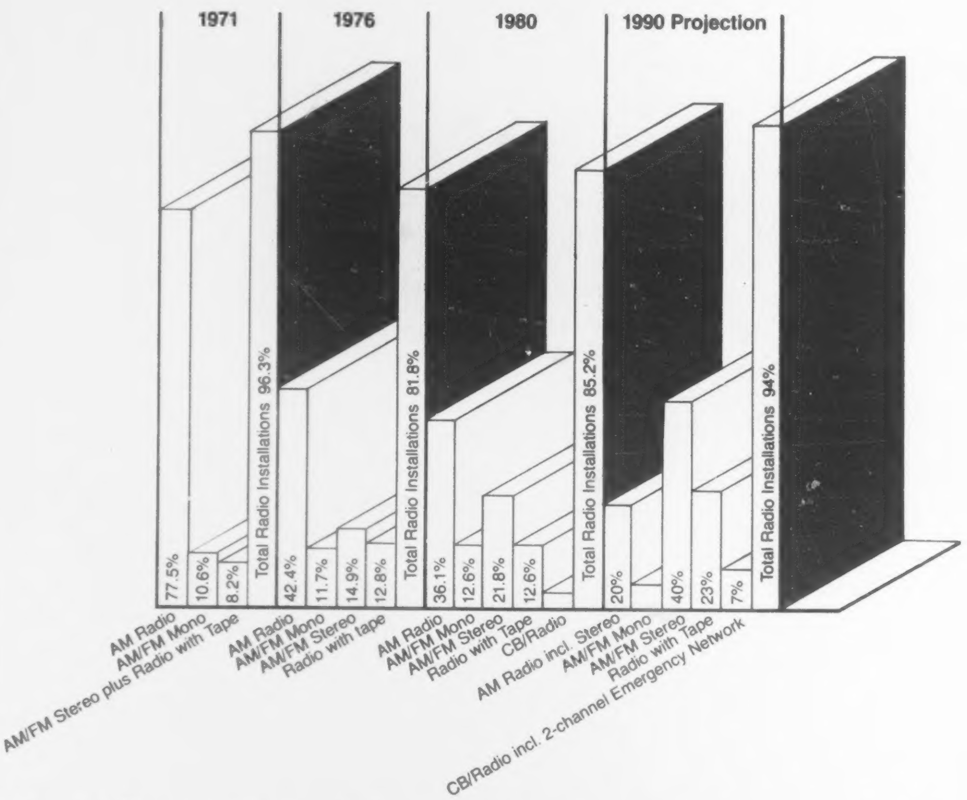


Battling for big autosound market

Continued from Page E-16

it will include drop-in ads for use in aftermarket manufacturers' ads which refer to delete-option possibilities. Those ads will be available sometime in the 1982 model year, she said.

Also being considered are CASA ads pushing delete options which would appear in major consumer and trade magazines and newspapers. These ads may or may not be part of the '82 campaign.

In addition, CASA is making an effort to inform members of the consumer press about delete options and what they mean to consumers. The program is underway and Hollins said it will pick up speed as the model year progresses.

"We want to get the idea to the consumer that they have the choice of equipment to match their tastes," she said.

• The battle between the aftermarket and factories is not limited to GM. Ford Motor Co. also has developed new techniques to improve its radio market.

While most of Ford's 1982 programs are awaiting official approval, Don Duncan, planning manager, Electrical and Electronics Division, said the company has set up a new exchange plan for its dealers.

Ford is working with a distributor, General Mobil Electronics, Los Angeles, which sells factory radios to its local Ford dealers. According to Duncan, it gives dealers flexibility if they exxchange a radio when customers change their minds or the wrong radio is ordered. He said using the distributors is solely for the purpose of changing a radio, not for distribution of all factory equipment.

"The bottom line is to offer the dealer greater flexibility and service to match the aftermarket," he said.

One complaint by dealers over the years has been that it takes longer to get a replacement radio from the factory, than from aftermarket retail shops.

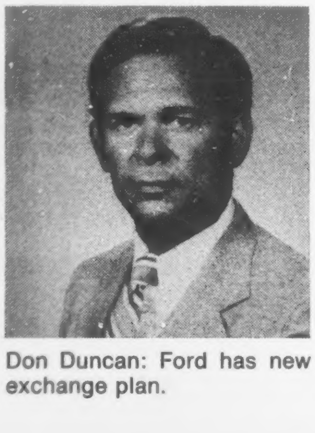
Dealers trading radios through the distributor will pay a slight premium, Duncan said.

GM introduced a similar program about three years ago, called Sound Selling.

Ford may increase the program after test results are in, Duncan said. Future programs would be used in high-volume vehicle markets with substantial radio installation rates, he said.

Ford also is using incentive programs, giving prizes to dealers who improve their radio sales. Duncan said he hopes to continue this program in 1982, but plans are not yet firm. There already is a 10 percent year-to-date improvement in car radio sales, he said.

Cheryl Hollins: CASA will begin an ad campaign.



Don Duncan: Ford has new exchange plan.

Beuhrig backs replica of original Cord he designed

LARGO, Fla. — Southeastern Replicars, Inc., announced that Gordon Beuhrig, designer of the 1936 and 1937 810 and 812 Cord autos, has been signed as an associate for a low-volume edition of Cord replicas.

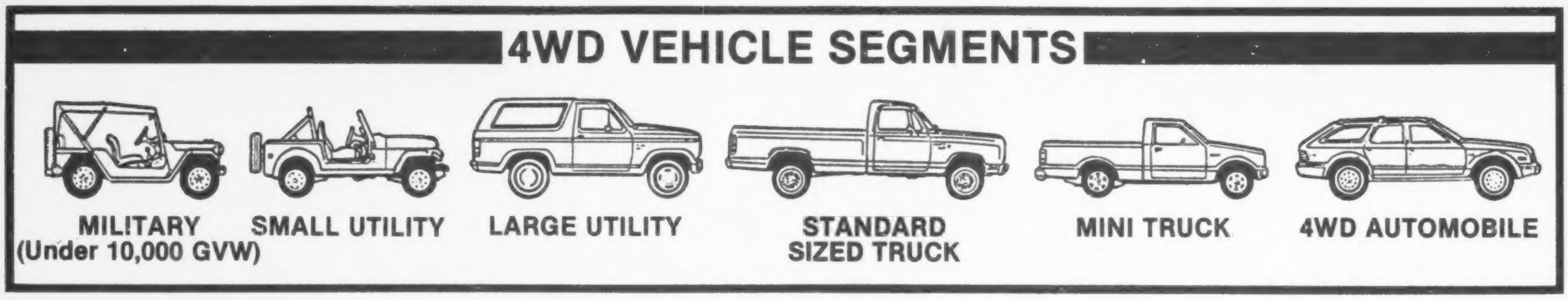
Each Gordon Beuhrig Signature Series Cord 815 SE Replica is to include an engraved dashboard plaque with Beuhrig's signature, the owner's name and vehicle serial number.

Annual production of the fiberglass-bodied convertible is anticipated to be 24 units. Retail price is $65,000, including automatic transmission, power accessories, air conditioning, full instrumentation and Connelley leather interior.

Buehrig is considered to be the father of the 1935-36 Auburn Boattail Speedster and is credited with more than half the classic-era Duesenberg body designs.

The SAE recently included him among the 30 most influential men in automotive history. He lives in Grosse Pointe, Mich.

Southeastern Replicars is a major producer of Auburn Speedster replicas. It introduced its 815 SE Replica in September, 1980, inspired by the 1937 Cord 812. It is powered by a 350-CID Oldsmobile engine.



Can 4WD market get unstuck, return to profit highroad?

The evolution of four-wheel-drive (4WD) goes back to the early part of the century when unpaved roads generated the need for traction. The newly invented automobiles churned those early streets into seas of mud whenever there was moisture in the ground.

Like those early cars stuck up to their axles in mud, modern 4WD vehicles have been spinning their wheels since 1978, when petroleum prices turned the U. S. market to mush.

From a world production peak of 1.44 million 4WD vehicles in 1978 (including about 1.0 million units built in the U. S.), annual volume has dropped to approximately 1.1 million units worldwide. The entire decline is in the U. S. market, since sales outside the U. S. have increased the past three years.

What about the future of 4WD?

Roy C. Lunn, vice president of product engineering for American Motors, considered that question at this year's Automotive News World Congress.

His qualifications to tackle the subject are considerable. Since joining AMC in 1971, he's been responsible for substantial innovation of the company's product lines, particularly three important new vehicles: Jeep Cherokee and CJ-7 models in the 1970s and the Eagle, first U. S.-produced 4WD automobile, introduced in the '80 model year.

"Where's the market going?" mused Lunn. There is no single 4WD market, he said, but it is comprised of segments — military, small utility, large utility, standard-size truck, mini-truck and automobile.

- The military segment, with its many unique requirements, has played a major role in the evolution of 4WD and will continue to be a major user.

"However, it's likely that strategic vehicles will become more complex and specialized," Lunn said, "While general transport vehicles may become derivatives of commercially available models. Unless something terrible happens, the volume of vehicles produced for military application will remain relatively low."

The small utility vehicle will continue as a major volume segment of the non-U. S. market, although there will be some competition from mini trucks, according to Lunn: "A new segment of the downsized large utility vehicles has yet to emerge. This usage will be mainly utilitarian.

"In the U. S.," Lunn added, "there are the ongoing utilitarian applications, including snowbelt usage, and demand for a go-anywhere vehicle for recreational enjoyment is likely to continue. There will be ongoing development to make these vehicles more energy efficient."

Large utility vehicles continue to play a major role in the 4WD market, even though they originally were created in a period of different priorities: Functional capabilities were the top requirement and fuel-efficiency was secondary before the mid-1970s.

Large utility vehicles have become quite sophisticated in recent years, and have undergone weight reduction and other steps to improve fuel-efficiency.

"However, this segment will progressively be supplanted by smaller, more efficient vehicles which are more in keeping with current priorities," said Lunn. "New downsized vehicles are likely to find a wide range of acceptance both in the U. S. and elsewhere."

The standard-size truck has been the largest single volume segment of the 4WD market. Its use is essentially utilitarian in the international market and a mixture of utilitarian, recreational and general transportation in the U. S.

"These vehicles will continue to be a segment of the market, but at reduced volumes as mini-truck penetration continues," Lunn said. "The eventual residue market for standard-size trucks will be for users requiring large space and carrying capacity that these trucks provide.

"This type of truck has been the workhorse for transporting light-duty goods and equipment. Farmers, plumbers, electricians and the construction industry have been traditional users. If they can scale their payload requirements down below 1,500 pounds, they now may elect for a mini-truck," Lunn added.

Lunn: 'Volume can be substantially increased.'

Mini-trucks, mainly Japanese, are one of the new segments of the 4WD market. They are growing rapidly in popularity as a fuel-efficient alternative to larger trucks for light-utilitarian users. Although mainly imported until now, mini trucks will be produced by major U. S. companies starting with 1982 models.

- Automobiles that offer full-time 4WD capability and respond to situations automatically, are a potential key to the 4WD market's future, according to Lunn, "because their driveline principles are the basis for true multi-purpose vehicle usage."

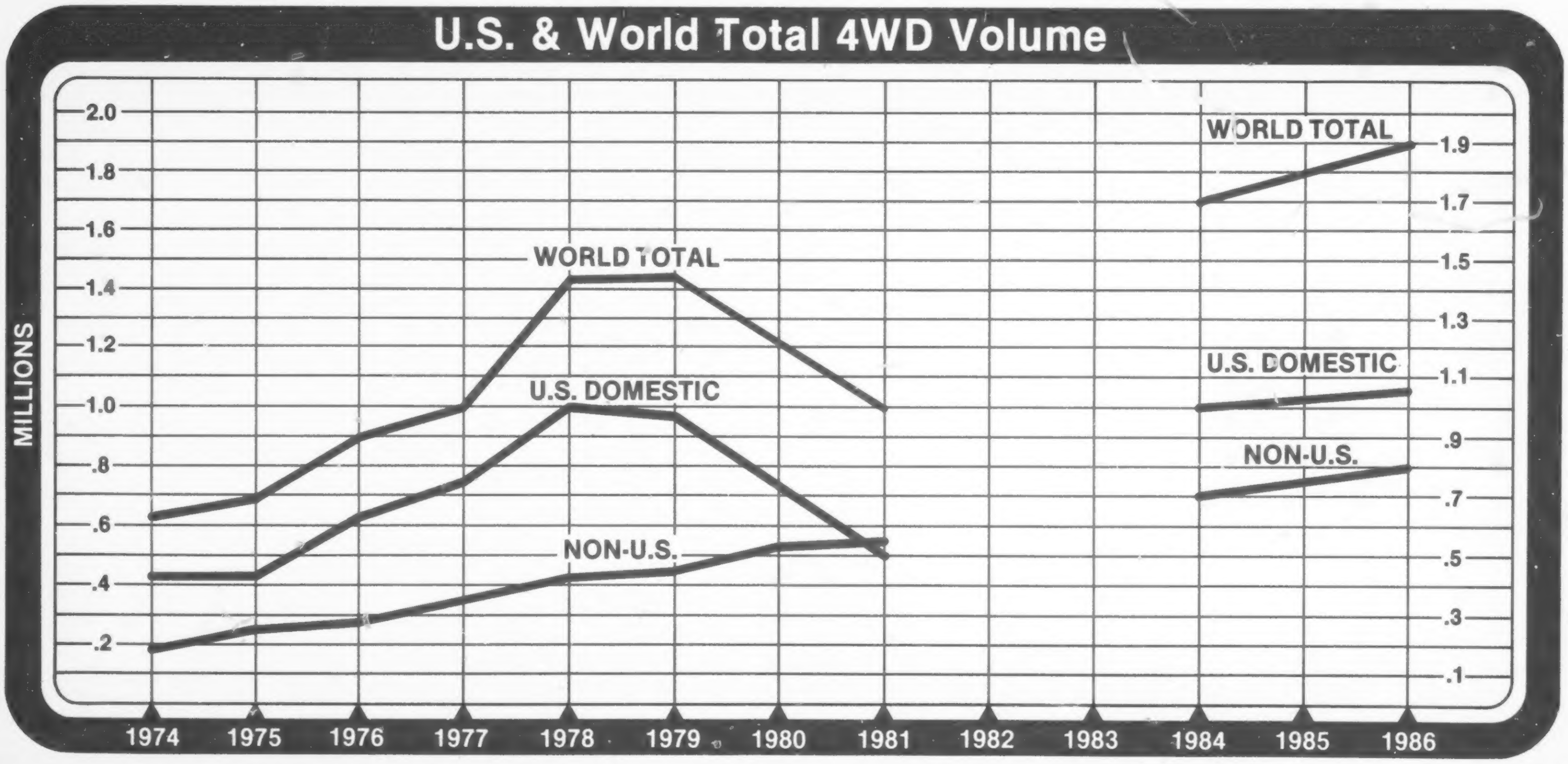
"They are passenger-car-body derivatives, and as their 2WD counterparts improve in efficiency, they should also gain. It is also important to note that, as passenger cars are downsized, the need for 4WD to meet adverse situations will increase," Lunn said.

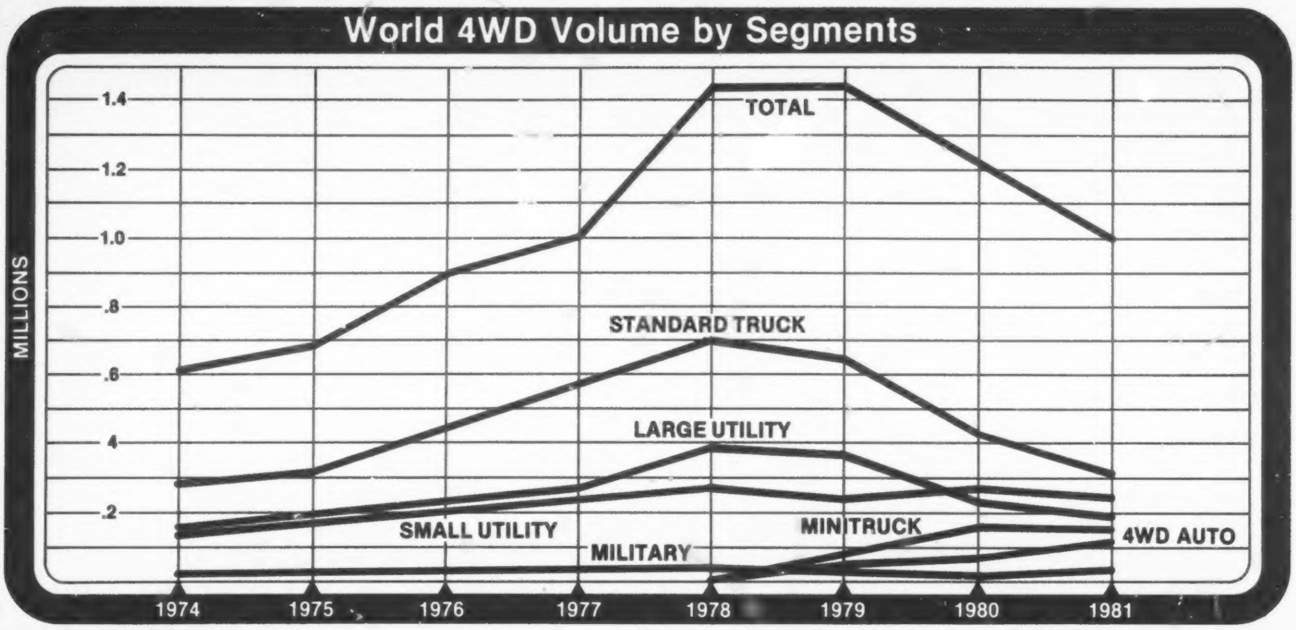
Because 4WD vehicles are now going through a product transition period similar to that of passenger cars, with design responding to fuel economy, Lunn sees new segments emerging, with some segments progressively replaced by downsized units, such as mini-trucks.

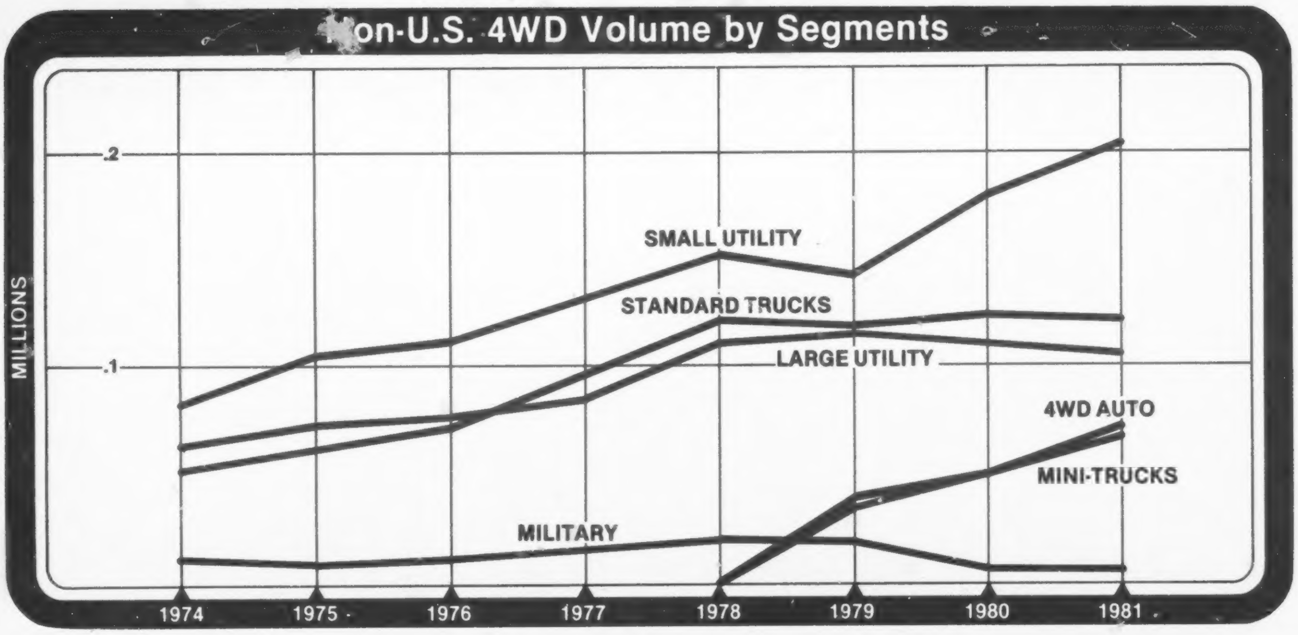
The AMC official said the U. S. market for 4WD will continue as predominantly multipurpose, varying between utilitarian, recreational and general transportation, while non-U. S. will be highly utilitarian and an essential form of transportation.

The multipurpose aspects of

Continued on Page E-46, Col. 1







Can 4WD market stop spinning its wheels?

Continued from Page E-42

4WD, he added, are also likely to find expanding appeal in the international market.

"Fundamentally, the success of 4WD in the future will depend largely on product creativity," he said. "4WD vehicles are more complex, heavier, less fuel-efficient and more expensive than their 2WD counterparts, so to be competitive, they need outstanding functional capabilities."

The new vehicles that are emerging have to offer a wide range of capabilities and options to be an attractive choice to the purchaser, Lunn said.

"Marketing will be most important in re-establishing the U. S. 4WD market," he said. "Understanding these advantages and application in a simple form is vital from the level of the manufacturer right through to the salesman on the showroom floor."

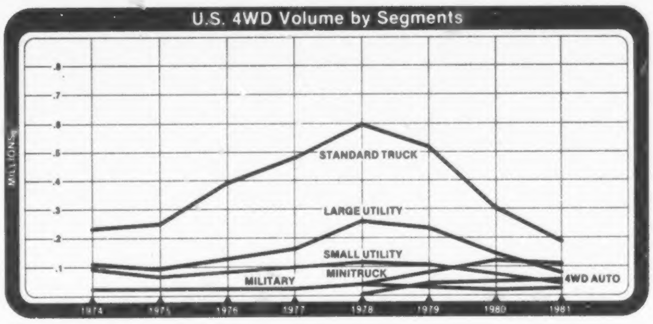
In predicting future markets, Lunn said that "short of a major happening, it can be assumed that the non-U.S. volumes will steadily increase.'

"The U. S. market is somewhat more difficult to predict," he said. "The drastic reduction in volume in the last two years, a result of economic and energy factors, has diminished the 'drive-a-truck' fad and caused many people to choose alternative products. It is anticipated that as more-efficient models emerge, the market will be re-established. If the U. S. market can be re-established at the 1978 level by 1984, a total market of between 1.5 and 2.0 million vehicles is possible by the mid to late '80s."

Tansky expands, adds Ford line

LOGAN, O.—John P. Tansky, owner of Tansky Motors, Inc., has added a Ford Division franchise to his dealership. Tansky already handles Toyota, Chrysler, Plymouth, Dodge and Dodge Truck here.

Tansky owns a Toyota-Honda-Chrysler-Plymouth outlet in Zanesville, O., and a Toyota operation in Columbus. His first dealership was a Chrysler facility established in Logan in 1946.



DANDY deadline Nov. 25

BIRMINGHAM, Mich.—Entry deadline for the 9th annual Dealer Automotive Newspaper Display Advertising competition (DANDY) awards is Nov. 25, 1981, according to the Newspaper Advertising Bureau.

The DANDY awards are designed to recognize outstanding newspaper advertising by dealers and dealer associations.

Awards for the best campaign and best single ad will be given in three categories: For dealer associations, for individual dealers in large metropolitan markets and for individual dealers in smaller markets.

In addition, there are special awards for the best use of color and for the best ad or campaign by a dealer trade association or multi-line group.

Val Corradi, the bureau's vice president for automotive sales, said the special color award has attracted great interest recently because many dealers now use color on a regular basis.

"Our color entries doubled last year," he reported. Overall, Corradi expects more than 1,000 DANDY entries.

Entries may be on any phase of the dealer's business—new or used cars and trucks, leasing, service, dealer image, special promotions, or model cleanup—and must have run in any section of a daily or Sunday newspaper from Jan. 1 through Dec. 31, 1981. This includes 1982 announcement advertising.

The DANDY awards will be presented at the NADA convention in Atlanta, Feb. 20-23, 1982.

Women buyers should be sold as men are

Continued from Page E-8

views about women buyers, which are complicated and reinforced by the fact that women bring to the showroom their own self-doubts about buying, pricing and financing.

In interviewing women, the majority express a feeling that it's more difficult for a woman to buy a new car, that dealers treat women differently than they do men. Strangely enough, 76 percent of dealers say women are treated the same, although only 52 percent of women perceive it to be the case. Obviously, men aren't even aware of how they treat women customers. Research also shows that salesmen who treat women as serious buyers are more likely to make the sale.

Are there other dealer misconceptions about women buyers?

While dealers estimate that a mere 9 percent of single women shopping alone have a household income over $20,000, the truth is that 35 percent of these women have such household incomes, and more. In general, dealers appear to underestimate the influence of women on the car purchase decision.

Dealers say that 52 percent of purchases involve women and men shopping together. But women claim involvement in 85 percent of new-car purchases, a wide discrepancy.

This attitude also is reflected by comments from 37 percent of the women shopping with men: That dealers spend most of the time speaking to the male half of the buying team. Women deeply resent this.

Dealers, for the most part, still try to sell women on looks, color and comfort. When speaking to men, salesmen emphasize resale value, quality and mileage—things never mentioned to women.

The fact is that women buy cars for the same basic reasons men do. Durability, reliability, gas mileage, quality and price are the most important considerations. Things ranked much higher by women include dealer service, warranty and safety features.

Are showrooms themselves inviting to women?

A basic problem is that the showroom always has been a very male place; men's magazines lie around, calendars frequently have pictures of sexy women on them and all sorts of things are clearly directed to men.

What is being done to improve the art of selling to women?

Educational programs, including films on the subject, are starting for salespeople. Above all, the showroom image must change so women don't feel shut out by the obsessive masculinity that often permeates the place.

The important clue is to treat women as serious customers, which they are, and with the same degree of respect, helpfulness and common sense that would be applied to a male prospect. The best advice is: Don't be patronizing, don't assume her ignorance about cars, which is probably a false assumption. In a single sentence: Sell to women as you sell to men.

Virginia suit names Toyota

WASHINGTON.—Virginia has joined four other East Coast states and the District of Columbia in filing its own class-action suit aimed at forcing eastern Toyota dealers and Mid-Atlantic Toyota to reimburse Toyota buyers allegedly "forced" to pay for "protective packages" they did not necessarily want.

The suit names all the Toyota automobile dealers in Virginia and seeks restitution for about 12,000 Virginians who paid about $6 million for the undercoating package.

As in the suits filed by the Attorneys General of Pennsylvania, Delaware, Maryland, West Virginia and the District of Columbia, the Virginia suit alleges that as a result of a series of meetings between Mid-Atlantic Toyota, the distributor, and East Coast Toyota dealers, special rustproofing, soundproofing and a special exterior protective finish was applied on "substantially all" Toyotas handled by the distributor and dealers.

Customers were thereby forced to accept the $500 package even though they might not want it, the suit alleges.

The Virginia suit is expected to be consolidated with the others.

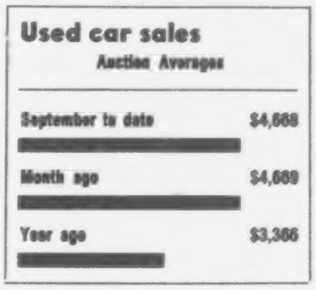
Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1981	$8,511	$8,434	$7,619
1980	6,312	6,130	6,008
1979	5,222	5,122	5,000
1978	4,328	4,031	3,872
1977	3,179	3,160	3,142
1976	2,387	2,413	2,291
1975	1,546	1,567	1,686
1974	1,258	1,248	1,314
Overall Average	$4,668	$4,548	$4,398

Used car sales

Auction Averages



factories list auction dates

American Motors

Sept. 8—Ohio Auto Auction, Grove City, O.; Metro Auto Auction of Kansas City, Inc., Lees Summit, Mo.

Sept. 9—Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.

Sept. 10—Fredericksburg Auto Auction, Fredericksburg, Va.

Sept. 11—Concord Auto Auction, Acton, Mass.

Sept. 15—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 17—Todd Auto Auction, Telford, Pa.

Sept. 18—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 22—Ohio Auto Auction, Grove City, O.; Metro Auto Auction of Kansas City, Inc., Lees Summit, Mo.

Sept. 23—Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.; South Seattle Auto Auction, Kent, Wash.

Sept. 24—Fredericksburg Auto Auction, Fredericksburg, Va.

Sept. 25—Concord Auto Auction, Acton, Mass.

Sept. 29—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 30—Central States Auto Auction, Mason City, Ia. (tentative).

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Use Automotive News Classified Section

Domestic makers build 396,393

August car output tops year-ago

By Patricia Hoffman
Staff Writer

With several assembly points down for model changeover last month, U. S. auto production in August was the lowest for any month since the comparable period last year.

Domestic auto production in August was 396,393 units, up 26.74 percent above the 312,758 units completed in the comparable month last year. It was, however, well below the 445,349 cars built in August, 1979.

The shortened work week last week due to the Labor Day holiday brought production down 27.60 percent from the 125,699 units completed in the previous week to 91,002. The total was also 27.61 percent below the 125,716 cars built in the comparable 1980 week.

Breakdown for August by company is: General Motors, 56.82 percent; Ford Motor, 27.86 percent; Chrysler Corp., 10.32 percent; Volkswagen of America, 3.73 percent; American Motors, 1.24 percent and Checker Motor, 0.03 percent.

Year-to-date output for the auto manufacturers is 4,713,857 units, up 7.38 percent from 4,389,977 in the comparable period last year.

Cadillac's Detroit home plant returned to two-shift operations last week (Sept. 8).

Ford's Dearborn assembly point, down one week for inventory adjustment, resumed work last week.

VW's Westmoreland facility, down for changeover/inventory adjustment since Aug. 28, will remain down this week with operations resuming Sept. 21.

Saturday overtime was scheduled last week (Sept. 12) at Fords Metuchen point.

GM's Janesville facility resumed operations last week (Sept. 8) following model changeover. The point closed Aug. 7.

Chrysler's Jefferson assembly point has scheduled downtime beginning today (Sept. 14). The plant is slated to resume operations Sept. 21, with production of the Plymouth Reliant, Dodge Aries and the new front-wheel-drive Chrysler LeBaron.

Truck production tops 1980 with 88,693 for month

Domestic truck production in August exceeded that of last year, but the total was the lowest for any month since August of 1980.

The truck makers completed 88,693 units in August, a 13.04 percent gain over the 78,464 trucks completed in the comparable 1980 month, and the most for the month since 138,846 units were completed in August, 1979. The total, however, feeling the affects of the 1982 model changeover period, was the lowest for any month in the past 12.

Despite the shortened work week due to the Labor Day holiday, truck production last week rose slightly above the previous week's output.

Truck production last week was targeted at 27,328 units, up 1.16 percent above the 27,014 trucks in the previous week, but down 12.75 percent from the 31,322 units in the comparable week last year.

Year-to-date output for the truck makers is 1,194,764 units, up 13.21 percent from 1,055,374 in the comparable period last year.

GM's Flint facility (lines one and two) resume today (Sept. 14) after being down Sept. 2 due to a parts shortage.

Chrysler's Warren truck facility will close today (Sept. 14) for inventory adjustment. The plant is scheduled to resume operations Sept. 21.

August a month of contrasts for Canadian makers

Canadian auto production in August was the highest for the month since 1978, but it was also the lowest for any month since January of this year.

The Canadian manufacturers produced 48,056 cars in August, a gain of 33.32 percent from the 36,046 assembled in the comparable month last year, and the most for the month since 67,354 in August of 1978.

Auto production last week was scheduled at 11,958 units, up 15.28 percent from 10,373 the previous week, due to the reopening of General Motors' Oshawa No. 1 car facility.

The total for the week, however, fell 20.16 percent below the 14,977 units in the comparable week last year.

Year-to-date output for the auto manufacturers is 586,992 units, up 2.68 percent above 571,657 units in the comparable period last year.

Canadian truck production in August was 31,319 units, the most for the month since 31,930 in 1976, and the total was 18.53 percent above the 26,422 built in the comparable month last year.

Last week, the truck makers scheduled 9,757 units, down 3.04 percent from 10,063 the previous week, and down 5.97 percent from 10,377 in the comparable week last year.

Year-to-date output for the makers was 366,946 units, a gain of 4.76 percent over the 350,288 units in the comparable period last year.

General Motors again delays on-again-off-again P-car

Continued from Page 2

are a painful step for GM. "Once they plant the flag, they like to go," he said.

Arthur Davis, Prescott, Ball & Turben auto analyst, agreed that GM is moving to conserve capital and cash-flow in the face of lagging sales, but also said he believes GM is re-evaluating its market strategy.

"The X-car is dead, the J-car is dying and I think GM is looking to play it safe," Davis said. "GM must find profitability in big numbers," he said referring to high-volume models.

Davis, who believes the 1983 U. S. auto market will be a "shootout" among domestic and imported small cars, said GM may be more inclined to put a little into the Camaro/Firebird line rather than a lot into a new line which will face overwhelming competition.

"It looks like the P-car would have to be priced at $12,000, particularly if they put a little engine technology into it to give it performance," he said.

Davis said the EXP/LN7 cars from Ford are in the same "econobox - sports car" market segment and have probably given GM a little education because they are underpowered and have not sold as well as originally anticiapted.

General Motors said it does not discuss product plans that far in advance and had no comment.

MacDonald named

DEARBORN. — Malcolm S. MacDonald has been named an assistant treasurer for Ford Motor Co., succeeding Ben H. Vanden Belt Jr., who has retired. MacDonald formerly was assistant controller of Ford International Automotive Operations financial analysis.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 12, 1981	Week Ended Sept. 13, 1980	Week Ended Sept. 5, 1981	Aug. Total	Jan. 1 to Sept. 13, 1980	Jan. 1 to Sept. 12, 1981
CHEVROLET	4,748	6,710	5,507	6,177	307,002	346,248
DODGE/PLYMOUTH	1,700	2,600	2,120	7,656	93,275	68,978
FORD	12,488	14,427	11,386	44,536	378,481	448,867
GMC	3,342	2,429	2,951	5,228	109,239	124,163
INTERNATIONAL	1,600*	1,985	1,600*	6,715	43,944	53,076*
MACK	...	400	...	...	16,834	...
JEEP	2,000*	1,905*	2,000*	8,422	53,265*	72,188
AMC CORP.	50*	238*	50*	210	5,198*	2,886
VOLKSWAGEN	1,400*	628*	1,400*	5,880	27,953	47,320
MISCELLANEOUS	...	...	...	3,869	20,183	31,038
Total Trucks, U. S.	27,328	31,322	27,014	88,693	1,055,374	1,194,764

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 12, 1981	Week Ended Sept. 13, 1980	Week Ended Sept. 5, 1981	Aug. Total	Jan. 1 to Sept. 13, 1980	Jan. 1 to Sept. 12, 1981
CHRYSLER CORP.	1,600	1,600	2,003	9,190	32,472	58,670
FORD MOTOR	3,135	4,152	2,792	8,884	126,951	104,851
GENERAL MOTORS	4,814	4,110	5,002	12,189	165,569	195,283
AMERICAN MOTORS	...	...	...	...	11,644	...
INTERNATIONAL	208	475	266	1,056	12,069	8,142
MACK	...	40	...	...	1,583	...
Total Trucks, Canada	9,757	10,377	10,063	31,319	350,288	366,946
N. American Trucks	37,085	41,699	37,077	120,012	1,405,662	1,561,710

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended Sept. 12, 1981	Week Ended Sept. 13, 1980	Week Ended Sept. 5, 1981	Aug. Total	Jan. 1 to Sept. 13, 1980	Jan. 1 to Sept. 12, 1981
AMERICAN MOTORS	2,000*	3,571*	2,000*	4,921	121,226*	93,572*
AMX	...	...	...	...	...	...
Spirit	...	...	...	...	...	...
Concord	...	...	...	...	...	...
Eagle	...	...	...	...	...	...
Pacer	...	...	...	...	...	...
CHRYSLER CORP.	11,900	11,850	15,168	40,877	409,105	569,760
Plymouth Total	6,400	5,400	9,025	21,131	186,319	296,836
Horizon	2,400	3,300	3,378	10,777	111,911	114,878
Reliant	4,000	2,000	5,647	10,354	4,772	172,371
Volare	...	...	...	...	51,740	...
Caravelle	...	100	...	...	4,585	2,13[illegible]
Gran Fury	...	...	...	...	13,311	7,448
Chrysler Total	350	1,300	...	...	54,366	22,448
LeBaron	350	1,300	...	...	42,850	17,586
Chrysler	...	...	...	...	11,516	4,862
Dodge Total	5,150	5,150	6,143	19,746	168,420	250,476
Omni	2,100	2,800	2,502	10,723	95,923	98,986
Aspen	...	...	...	...	36,899	...
Aries	2,800	1,650	3,641	9,023	3,922	134,914
Diplomat	...	700	...	...	20,952	12,644
Dodge 400	250	...	...	...	...	250
St. Regis	...	...	...	...	10,724	3,682
FORD MOTOR	27,371	29,215	26,425	110,450	855,246	984,634
Ford Division	18,719	19,585	17,920	74,899	619,282	672,103
Escort	8,038	3,919	9,199	31,656	10,039	257,579
Pinto	...	...	...	...	68,179	...
Fairmont	2,665	2,834	3,672	12,189	162,414	139,541
Must./Must. II	3,361	5,310	...	15,289	172,003	115,775
Granada	3,035	2,899	3,396	9,571	59,310	66,692
Thunderbird	1,420	2,939	1,653	6,194	84,614	51,630
Ford	...	1,684	...	...	62,723	40,886
L-M Division	8,652	9,630	8,505	35,551	235,964	312,531
Mercury Total	7,720	7,973	7,447	31,650	207,068	271,317
Bobcat	...	...	...	...	12,445	...
Lynx	2,536	1,282	2,639	11,407	3,298	88,887
Capri	896	1,746	...	4,412	51,199	39,651
Zephyr	806	1,017	951	3,373	52,731	42,133
Cougar/Monarch	1,117	...	1,352	3,859	16,409	32,274
XR-7	1,100	2,636	1,191	3,273	35,144	24,537
EXP	22	...	...	...	...	22
Mercury	1,223	1,292	1,314	5,326	35,842	43,793
LN7	20	...	...	...	...	20
Lincoln Total	932	1,657	1,058	3,901	28,896	41,214
Continental ('82)	275	...	234	423	...	988
Lincoln	342	751	417	1,664	11,903	19,651
Mark VI	315	906	407	1,814	15,132	20,575
Versailles	...	...	...	...	1,861	...
GENERAL MOTORS	49,706	80,993	82,081	225,235	2,860,157	2,942,534
Buick Division	8,862	14,842	34,632	59,177	547,794	653,529
Skylark	...	3,735	23,801	22,548	156,858	209,276
Skyhawk J	...	...	...	...	...	...
Century	...	3,372	...	...	117,800	86,881
Regal	4,384	4,210	5,555	21,496	141,572	189,707
Buick	3,229	2,605	4,055	14,423	101,938	118,912
Riviera	1,249	920	1,221	710	29,626	48,753
Cadillac Division	4,867	4,385	3,771	5,408	135,411	184,995
Cimarron	800	...	1,016	4,425	...	15,016
Seville	496	960	465	266	23,210	17,101
Eldorado	1,076	1,305	1,030	561	35,888	42,662
Cadillac	2,495	2,120	1,260	156	76,313	110,216
Chevrolet Division	19,102	37,180	21,619	100,303	1,234,524	1,093,296
Chevette	5,581	6,935	6,716	30,324	329,598	252,544
Cavalier	3,395	...	4,329	19,752	...	70,255
Monza ('80)	...	3,135	...	...	120,836	...
Camaro	...	2,420	...	...	86,640	87,694
Citation	...	9,890	5,497	24,664	328,263	255,934
Malibu	2,639	7,065	2,507	7,839	183,020	174,953
Monte Carlo	4,127	4,535	2,508	6,363	71,493	104,673
Chevrolet	2,760	2,400	...	9,491	83,471	125,350
Corvette	600	800	62	1,870	31,203	21,893
Oldsmobile Division	9,880	11,961	11,210	21,867	535,810	628,542
Omega	...	1,905	...	...	82,706	109,277
Cutlass	3,840	4,901	4,804	13,270	269,482	293,401
Oldsmobile	5,276	4,660	5,645	8,202	157,476	194,269
Toronado	764	495	761	395	26,146	31,595
Pontiac Division	6,995	12,625	10,849	38,480	406,618	382,172
Acadian†	250	490	684	1,399	15,787	16,163
J2000	2,205	...	2,679	13,517	...	48,557
Sunbird ('80)	...	3,265	...	...	106,285	...
T1000	1,916	...	2,515	9,887	...	61,896
Firebird	...	1,490	...	...	56,135	43,468
Phoenix	...	2,455	1,672	7,995	100,753	81,812
Grand Prix	1,312	2,555	1,606	2,605	45,272	73,437
Bonneville G ('82)	1,312	...	1,693	3,077	...	4,748
LeMans	...	1,430	...	...	40,294	42,027
Pontiac	...	940	...	...	42,092	10,064
VOLKSWAGEN	...	...	...	14,780	142,169	121,813
CHECKER	25*	87*	25*	130	2,074	1,544
Total Cars, U. S.	91,002	125,716	125,699	396,393	4,389,977	4,713,857

CANADIAN CAR PRODUCTION

	Week Ended Sept. 12, 1981	Week Ended Sept. 13, 1980	Week Ended Sept. 5, 1981	Aug. Total	Jan. 1 to Sept. 13, 1980	Jan. 1 to Sept. 12, 1981
AMERICAN MOTORS	690	...	705	1,811	...	23,732
CHRYSLER CORP.	2,232	2,400	2,699	7,353	48,900	41,671
FORD MOTOR	2,522	1,520	2,173	26,586	178,388	160,553
GENERAL MOTORS	6,514	10,832	4,571	12,066	337,361	354,031
VOLVO	...	225	225	240	7,008	7,005
Total Cars, Canada	11,958	14,977	10,373	48,056	571,657	586,992
N. American Cars	102,960	140,693	136,072	444,449	4,961,634	5,300,849
N. American Trucks	37,085	41,699	37,077	120,012	1,405,662	1,561,710
North American Cars and Trucks	140,045	182,392	173,149	564,461	6,367,296	6,862,559

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Ford of the future

Frankfurt preview

Ford of Europe unveiled this dream car, the Probe, at the Frankfurt Auto Show. Insiders say it is actually the prototype of a car that will be put into production in 1982. It will be named Ford Sierra and will replace the Taunus on the Continent and the Cortina in Great Britain.

The sleek shape of the Ford Sierra is expected to touch off a new wave of styling as other cars are changed in the early 1980s. It is seen succeeding the two and three-box school of auto design.

Job guarantees, possible shorter contract listed

Fraser maps '82 auto-talk issues

By Marjorie Sorge
Labor Editor

One year before contracts with the auto makers expire, UAW President Douglas A. Fraser has labeled job guarantees and the possibility of a shorter contract as major issues in the 1982 auto talks.

"I believe the UAW will seek a guaranteed right of employment in the 1982 contract," Fraser told the Economic Club of Detroit last week.

While declining to elaborate on ways of guaranteeing jobs, he said the UAW "has some notions, but I don't think we're quite ready to publicize them." He did, however, mention the "Golden Handshake" used in Germany to reduce the workforce. That program pays people to retire and has a lot of takers in Europe, he said.

The union was willing to publicize its desire for a shorter contract because "the economy is so volatile no one wants to get locked into three years," Fraser said.

He said the union is not willing to agree to another three-year pact unless it has some "reasonable assurance on certain subjects."

The auto makers have indicated a desire to move to a longer contract in 1982.

In the past the union has pushed for changes in the economic structure of the contract, or for issues like the four-day workweek, leaving job security as a secondary issue. While Fraser still maintains the four-day workweek is just a matter of time, he placed job security ahead of all other issues.

"Perhaps in the past we should have taken guaranteed jobs rather than guaranteed pay," he said.

The push toward job security has grown out of the union's experience in the last two years with heavy layoffs in the auto industry. Fraser said this "depression" is "child's play" compared to the 1974-75 slump and noted this is the 21st consecutive month there have been 150,000 people laid off in the industry.

- Off-shore sourcing, too, has been a problem for the union as both Ford Motor Co. and General Motors have threatened to send jobs overseas unless labor costs are cut. At Ford, decisions involving 17,000 people, or 14 percent of the workforce, will be made before negotiations begin next year.

According to Donald F. Ephlin, UAW vice president and director of the Ford Department, the major decisions have not yet been made and the union is doing everything in its power to keep the jobs in the U. S.

Fraser sees the threat of off-shore sourcing as a bargaining ploy the auto makers have hanging over the union's head for 1982 negotiations. He said the union must now analyze how much is factual and how much is threat.

"GM and Ford will be hard pressed to explain to the American people why they are abandoning these shores in these economic times," he said.

While heavy layoffs and off-shore sourcing are major reasons for the drive toward guaranteed jobs, another may be new technology. According to Fraser, the U. S. auto industry is "on the threshold of a technological breakthrough."

While the UAW has always supported new technology, the mold seems to be changing. A year ago, Raymond Majerus, UAW secretary-treasurer, issued the first warning to the auto companies that the union might not support technological ad-

Continued on Page 42, Col. 3

Import stockpile cut to skeleton; good for 43 days

By Richard A. Wright
Assistant Managing Editor

New imported-car inventories dropped to bare-pantry levels during August and dealer, importer and port stocks amounted to only a 43-day supply on Sept. 1. This compared with a domestic stockpile good for 64 days.

The inventory of new imported cars and pickup trucks Sept. 1 totaled 380,600 units, down from 414,700 a month earlier.

The effects of the continuing shortage can be seen in the fact that the days-supply level fell only one day — it was 44 days Aug. 1 — while the unit count was off 34,100, a reflection of the decreasing daily selling rate caused by the shortage-riddled stock situation.

Toyota opened September with an emaciated 16-day supply of new cars and pickup trucks, down from 18 days a month earlier. The leading importer had fewer imported cars in stock than Chrysler Corp., which had a 94-day supply of Mitsubishi-built vehicles.

Not much better off than Toyota was Honda, which had a 21-day supply Sept. 1. Adding to Honda's woes was the going up in smoke of a potential 4½-day supply of cars when a boatload of 5,100 Hondas burned in the Pacific 600 miles off San Francisco.

Honda put the loss at $30 million. The car-carrying ship Blue Hawk, under contract to Honda, caught fire en route from Japan to the eastern U. S. Its first port of call was Jacksonville, Fla. It was also to unload cars at Portsmouth, Va., and New York.

- Since a 60-day supply is considered normal in the import business, both Toyota and Honda were perilously close to being out of cars as September opened.

Datsun's supply of new cars and pickups was also on the lean side at 49 days, off from 51 a month earlier. Mazda had a 51-day supply, up slightly from 47 days a month ago and Subaru had a 43½-day supply Sept. 1, up from 42 days. Isuzu had a 70-day supply Sept. 1, down from 75 days. (Mazda and Isuzu inventory figures include pickups.)

The total inventory of Japanese cars and pickup trucks was good for 37 days, compared with a 64-day supply of German cars and a 94-day stock from other countries.

Volkswagen had a 75-day supply of imported cars, down from 92 days a month earlier and almost the same as its 76-day stock of U. S.-built cars. Audi was in 60-day supply and Porsche, 69 days.

Mercedes-Benz had an estimated 52½-day supply, while BMW's estimated stock was 59 days.

Other estimates of European line stockpiles were, Volvo, 65 days; Peugeot, 82; Jaguar Rover Triumph, 86; Renault, 106; Saab, 114, and Fiat, 131.

breaking news

Ford to import Toyo Kogyo minicar

SOUTHFIELD, Mich. — Ford Motor Co. will import a Toyo Kogyo-built minicar with 50-MPG capability in 1984 to be sold as a 1985 model. The four-passenger, front-wheel-drive, 1.2-liter car will be a bit smaller than a Fiesta. A source inside the company told AUTOMOTIVE NEWS that 125,000 to 150,000 of the minicars will be brought in by Ford the first year. Ford believes the total mini market in the U. S. could rise to 500,000 or 600,000 a year, depending on fuel price and availability.

Convertible Mustang due for '83

SOUTHFIELD, Mich. — Ford Motor Co. plans to introduce convertible versions of its 1983-model Mustang (and possibly the '83 Capri) as early as December, 1982. Both Cars & Concepts and American Sunroof are submitting proposals, according to sources at Ford. These sources say that targa-topped versions of the EXP and LN7 are scheduled to bow during the 1983 model year and that convertible versions of those two-seaters are also under consideration.

See BREAKING NEWS, Page 8, Col. 1

Peck rules out 'pass' and 'fail'

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The words "pass" and "fail" are no longer to be used by the government when it releases data on high-speed crash tests. Multiple tests will be run on the models that are tested, and the test procedures themselves will be scrutinized to be sure of their validity.

NHTSA Chief Raymond A. Peck made these decisions after discovering that one of two pieces of tape failed to come loose during the 35-MPH test on the Ford EXP and data on the passenger dummy registered 2668 — well above the head injury criteria (HIC) of 1,000 believed to protect the head from serious injury or fatality.

The tape is used to hold the belt load sensor to the roof liner at the start of the test. It weighs about two pounds and the belt loads register about 2,200 pounds. Some companies use tape and some do not.

The weekend after the data became public, Peck was viewing the three-month-old film on the Escort for the first time and noticed the piece of tape.

He thereupon invalidated the Escort results as published in last week's AUTOMOTIVE NEWS.

Later, he also invalidated the

Continued on Page 41, Col. 4

NEWSPAPER

Keys to be sent congressmen

NADA details program to 'unlock economy'

WASHINGTON. — The nation's auto dealers, home builders and realtors, representatives of the three sectors of the U. S. economy hit hardest by continuing high interest rates, think it's high time for lower interest rates and have decided to join together and see if they can't do something about it.

Billed as a program to "unlock the U. S. economy," their joint effort will center on convincing Congress and the Administration that something must be done to ease the dramatic effects high interest rates are having on the auto and home-building industries.

NADA President Wendell Miller gave details of the program last week at the dealers' annual Washington Conference.

Miller said symbolic keys will be sent out to every Congressman on Oct. 6, along with details of a four-point economic program the dealers, homebuilders and realtors believe will bring down interest rates.

It calls for:

1. The President and Congress to take whatever steps necessary to hold the budget deficit to $42.5 billion in fiscal 1982, and to balance the budget in fiscal year 1984.
2. The President to urge the Federal Reserve Board not to let the restraint of money supply become its exclusive goal.
3. The Fed to consider the need for a general economic recovery and financial marketplace stability in a consistent program of monetary growth within the target ranges reported to Congress for 1981.
4. The President to appoint a non-banking, small-business representative to the Federal Reserve Board.

Miller said it is the group's feeling that Congress will be receptive to the interest-rate pitch once they are convinced of the effect high interest rates are having. It is critical to dealers that rates come down, he said, especially in light of the higher 1982 model prices.

A lot of dealers are just hanging on, he said. If interest rates stay high for another six months, a lot of them will be going out of business, he added.

Miller said the dealers could live with a 15-percent interest rate, but not with anything higher.

More than 2,500 dealers have gone out of business over the last 30 months, largely due to high interest rates which have not only dampened consumer demand for new automobiles, but have added significantly to dealer operating and floor-planning costs.

NADA estimates that floor-planning costs for all dealers are averaging about $400 million per month at this time.

Through cost cutting, layoffs and trimmed inventories, dealer attrition over the last couple of months has been stemmed, Miller said, but if high interest rates keep up much longer, shops will again be closing at a fast rate.

Just what the dealers, realtors and home builders will be able to do about interest rates — when no one else has managed to do anything — is open to speculation.

But it is a sure thing that they will be listened to when they come to call ~~on~~ Congressmen over the Columbus Day recess. The auto dealers and the realtors run two of the top three top-spending political action committees in the country.

Sleight-of-hand at NHTSA

Petitions on rule that doesn't exist

WASHINGTON. — What is surely the most magical trick in the short annals of NHTSA is now taking place.

NHTSA is allowing petitions for reconsideration for a standard that does not exist and even allowing an extra period of time for comments on those comments. It is like disinterring a body, but without a chance of breathing life into it. The real money says that Standard 128 — fields of direct view — is an absolute goner.

After an 11-year gestation period, the standard was born on Jan. 2, 1981 — over the vigorous protests of industry. Nine petitions were filed, including strongly worded opposition by General Motors, Ford, Chrysler, Volkswagen and American Motors.

The idea had been to prevent overly large A and C pillars and overly low inside rear-view mirrors. But the companies claimed that the standard would interfere outrageously with design of their aerodynamic and more fuel efficient 1985 models and cost a mint — $100 million for GM alone and some $40 million for Ford.

On April 6, when the famous Reagan Administration Bluebook described the proposed deregulation of the auto industry, Standard 128 was one of the items. Due date for the slaughter was given as "on or about July 1." Reason and explanation: No significant safety problem and auto makers might have lead-time and costly redesign problems.

On June 17, NHTSA revoked the standard, effective upon printing in the Federal Register June 22. The explanation was that costs far outweighed benefits. To deal with any problem of rear view, perhaps NHTSA would consider suggesting in another standard the use of convex right-hand rear-view mirrors.

But, on Aug. 13, the Center for Auto Safety petitioned the U. S. Court of Appeals for the District of Columbia to review the revocation of the standard on the procedural grounds that NHTSA failed to provide the public with notice and an opportunity to comment on the intent to revoke the standard.

Although NHTSA still thinks it gave actual notice of the issues when it extended the time for petitions on Feb. 5, it has chosen to use its "administrative discretion" rather than battle it out in court.

But since there have been already 11 years of comments, NHTSA is not about to start another rulemaking. But even though the center has not participated, its knowledge and notice "should not lightly be presumed," and therefore a period is being allowed for it to participate.

The center has 30 days to file its comments and interested parties have 15 days to respond to it. This time — shortly after Nov. 5, 1981 — when NHTSA buries that body a second time, there will be no resurrection.

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57th year — No. 4881

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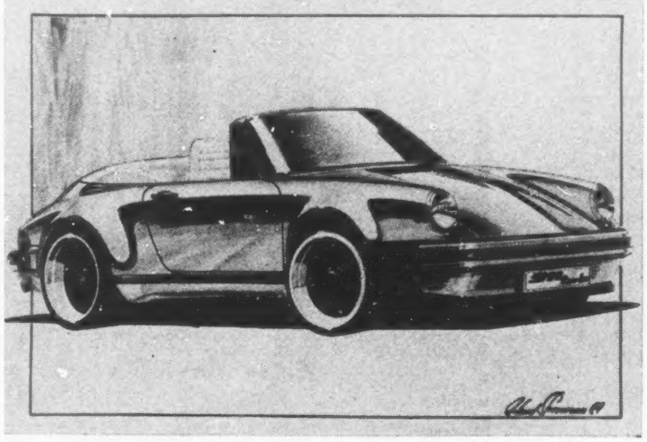


Porsche's Frankfurt surprise

A preliminary drawing of the design study Porsche showed at the Frankfurt auto show. The roadster features four-wheel drive and turbocharged power. The company is noncommittal about possible production, preferring to wait for public reaction. It does say, though, that each feature is feasible.

Frankfurt stage for VW's Polo

The new Volkswagen Polo is one of the stars at the International Motor Show at Frankfurt, West Germany. Styled like a wagon rather than a hatchback, the Polo features better aerodynamics and a new high-compression engine. The car goes on sale in Europe immediately, followed in early '82 by a sedan version known as Derby.

54 brand-name tires ranked for efficiency

WASHINGTON. — A ranking of 54 brand-name tires by their fuel efficiency has been made by the Environmental Policy Institute.

It was done by William U. Chandler for EPI, using data acquired under a Freedom of Information request to EPA, which measured the rolling resistance of 106 passenger-car tires. EPA's technical report is dated August, 1981.

EPI's analysis of the EPA tests reveal that a consumer's choice of replacement tires can save him — or cost him — as much as $60 per year in gasoline. Put another way, his choice can save him — over the life of the tires — enough to completely pay for two to three tires.

Fuel efficiency, says EPI, bears no direct relationship to price, safety or tread wear. Tires should be labeled for fuel efficiency, Chandler concludes, as well as for the three requirements under Uniform Tire Quality Grading.

Although Chandler and EPI are making the case primarily for the best consumer choice in replacement tires, the point could also be made for vehicle makers equipping their tires not only with radials — admittedly the ones with the least rolling resistance, hence most fuel efficiency — but with the particular radials with the greatest efficiency.

The OE tires — more than 90 percent radials — have much higher efficiency than replacement tires since only six out of 10 buy radials as replacements. But gasoline savings could be even higher if vehicle makers chose only the most efficient radials and a single informational program — perhaps with advertising — could get the aftermarket to follow.

Chandler figures the cost for mandatory labeling for fuel efficiency of tires would be modest — perhaps only $25,000 per company using EPA's test procedures. The government's role would be only random sampling to "assure compliance and prevent cheating."

Using letter grades — perhaps A through F — would make the program comprehensible to buyers.

EPI's analysis of the EPA data shows the manufacturers (or marketers) having the highest average fuel efficiency ratings are Goodyear, Michelin, Delta, Uniroyal and Montgomery Ward. (EPA, like NHTSA, uses marketers as manufacturers of record even though some of these are private brands of tire makers.) But, Chandler warns, buying one of these brands does not necessarily mean the consumer will be getting an efficient tire. (One of Montgomery Ward's tires is 32nd on the list and the maker of the second most efficient tire — B.F. Goodrich — is not even on the list of five.)

- Instead, EPI lists the ten most fuel efficient tires by using EPA's rolling resistance numbers and converting a set of four with its price into annual savings and showing the MPG improvement for a 25-MPG car.

The winners are:

Goodyear Arriva — $62.60 annual savings — 2.9-MPG gain.

B.F. Goodrich Lifesaver XLM — $57.40 annual savings — 2.7-MPG gain.

Goodyear Viva — $56.40 annual savings — 2.6-MPG gain.

Sears Guardsman (Armstrong) — $56.10 annual savings — 2.4-MPG gain.

Firestone Deluxe Champion Radial — $49.20 annual savings — 2.3-MPG gain.

Uniroyal Royal Seal — $47.10 annual savings — 2.2-MPG gain.

Delta Sierra GBR (Armstrong) — $45.00 annual savings — 2.1-MPG gain.

Discount Arizonian (Goodrich) — $45.00 annual savings— 2.1-MPG gain.

Montgomery Ward Gas Miser (Firestone) — $45.00 annual savings — 2.1-MPG gain.

Michelin XZX — $43.90 annual savings — 2.0-MPG gain.

The annual savings are relative to the least efficient bias ply tire. The improvement in fuel economy also strongly depends on the fuel economy of the car used and the estimate is used for reference only. But the annual savings apply to the average U. S. auto.

She's 21 and head of Buick dealership

COLLINSVILLE, Ill. — Laura Beuckman, 21, has taken over McMackin Buick. She is believed to be the youngest woman in the U. S. to head a dealership.

Her father, Fred J. (Bo) Beuckman, owns a Ford dealership nearby.

Depreciation lower on economy cars

Good MPG can boost value of used car

There's evidence that the value of fuel economy is being reflected in the used-car market.

The accompanying table lists 20 popular cars ranked according to EPA combined city/highway fuel economy ratings. Also shown are their 1977 purchase prices, according to AUTOMOTIVE NEWS, and their September, 1980, average retail values, according to the NADA Official Used Car Guide.

The table indicates a close correlation between price depreciation and fuel consumption rates, ranging from a $76, or 2.2 percent, three-year appreciation for a 34-MPG Volkswagen Rabbit to declines of 57.6 percent for Ford and $4,810 for Cadillac Coupe deVille.

In terms of absolute dollar depreciation (excluding Cadillac, which is way out of line), the data show that every 0.01 improvement in gallons per mile (GPM) is accompanied by a $737.28 decrease in three-year depreciation. Over a remaining average life of 60,000 miles, an improvement of 0.01 GPM would net a gasoline savings of 600 gallons.

Perhaps not so curiously, when that $737.28 is divided by 600 gallons, the result comes to $1.23 per gallon, which is close to today's average gasoline price.

As for percentage of depreciation, the data indicates that the three-year depreciation is 14 percentage points less for every 0.01 GPM improvement in fuel consumption.

Another example helps illustrate that the market is putting a fairly rational value on fuel economy. Here's a comparison of two cars with average statistics, but differing in fuel economy.

	Car A	Car B
Purchase price	$8,000	$8,000
MPG (GPM)	20 (.05)	25 (.04)
3-year mileage	40,000	40,000
Lifetime mileage	100,000	100,000

Using the derived relationship between depreciation and fuel consumption, it should be expected that Car B will be worth $1,133 more than Car A after three years (i.e., 1.417 percent depreciation per GPM, times 0.01 GPM, times $8,000).

Alternatively, if Car A depreciated 40 percent, or $3,200, in three years, Car B would be expected to depreciate 25.8 percent or $2,067, a difference of $1,133.

The difference in market valuation of the two cars compares favorably to the anticipated fuel cost savings to be realized by Car B, assuming an average lifetime gas price of $1.50 per gallon. Lifetime gas cost would be $4,500 for Car A, or $900 more than Car B's $3,600 fuel bill.

FUEL ECONOMY AND PRICE DATA ON 20 POPULAR VEHICLES

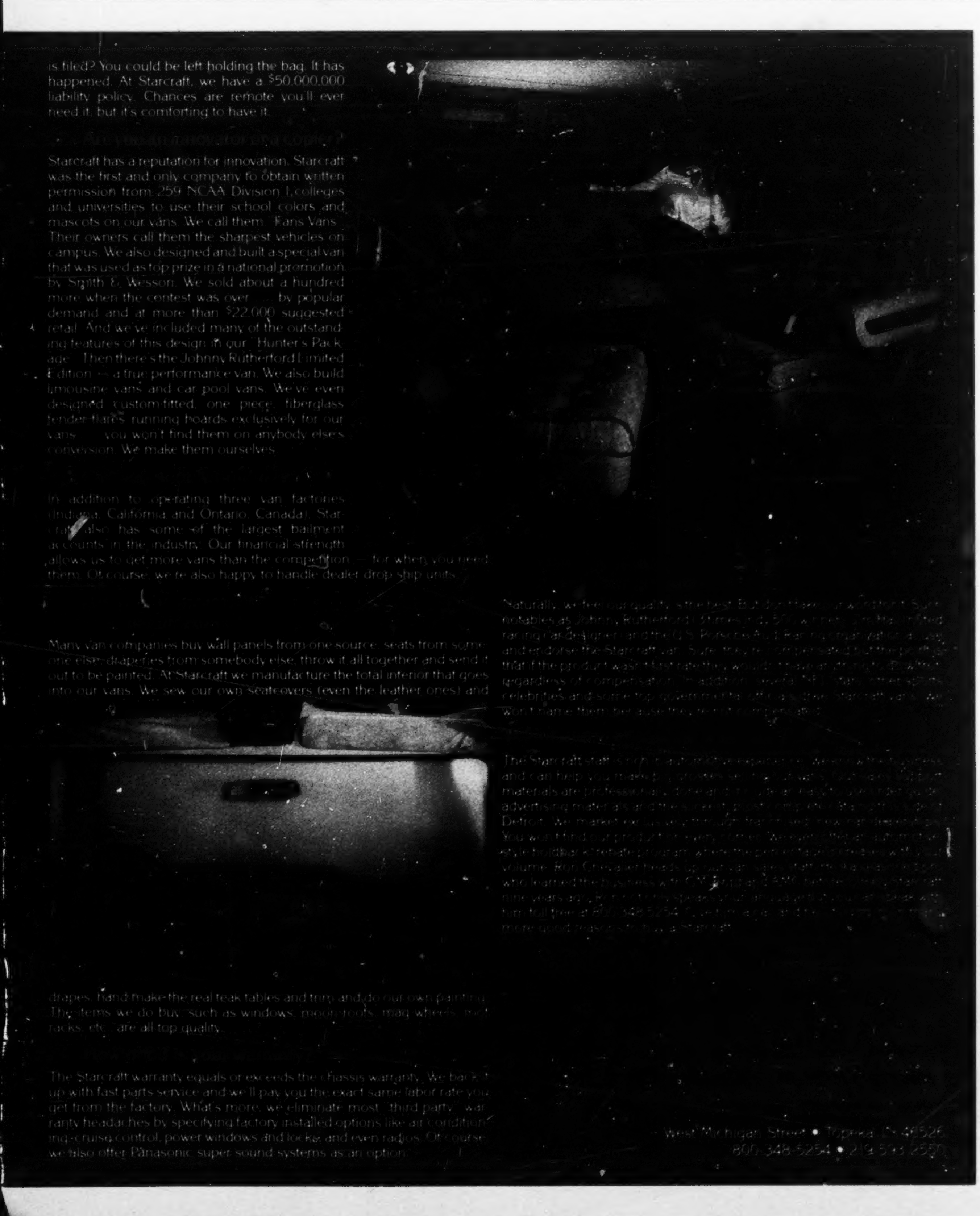
Model	Combined city/highway MPG (GPM)		1977 $ purchase	1980 $ avg. retail	3-year $ depreciation	3-year % depreciation
Honda Civic CVCC	44	(.023)	3,599	3,325	274	7.6
Datsun B-210	42	(.024)	2,959	2,925	34	1.1
Toyota Corolla	41	(.024)	3,208	3,000	208	6.5
Chevette	36	(.028)	3,225	2,900	325	10.1
Dodge Colt	35	(.029)	3,352	2,900	452	13.5
VW Rabbit	34	(.029)	3,499	3,575	(76)	(2.2)
Subaru	32	(.031)	3,499	3,025	474	13.5
Ford Pinto	30	(.033)	3,214	2,650	564	17.5
Ford Mustang II	26	(.038)	3,678	3,250	428	11.6
Ford Granada	24	(.042)	3,960	2,575	1,385	35.0
Chevrolet Nova	22	(.045)	3,482	2,875	607	17.4
Olds Cutlass Supreme	20	(.050)	4,670	2,815	1,855	39.7
Chevrolet Malibu	20	(.050)	4,125	2,500	1,625	39.4
Olds Delta 88	20	(.050)	5,145	2,900	2,245	43.6
Chevrolet Impala	19	(.053)	4,876	2,650	2,226	45.7
Plymouth Fury	19	(.053)	4,341	2,050	2,291	52.8
Ford LTD II	17	(.059)	4,528	2,025	2,503	55.3
Ford	17	(.059)	5,128	2,175	2,953	57.6
Cadillac Coupe deVille	16	(.063)	9,810	5,000	4,810	49.0

Chrysler plans more clear coats

DETROIT. — Owner response to Chrysler Corp.'s clear-coat paint process applied to some 1981 cars has been enthusiastic. The process will be used on more cars in the '82 model year.

A larger number of Imperials and Miradas plus Dodge 400s and some Aries and Reliant models get the paint in '82.

Chrysler describes the process this way: The clear-coat technique involves first applying a color coat. Then an additional clear top coat is painted on while the base coat is still wet.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The Starcraft staff is rich in automotive experience [illegible] and can help you make [illegible] materials are professionally done [illegible] advertising materials [illegible] Detroit. We market [illegible] You won't find our product [illegible] style holdback rebate program [illegible] volume. Ron Chevalier heads up our van sales staff [illegible] who learned the business with GM [illegible] nine years ago. [illegible] him toll free at 800-348-5254 [illegible] more good reasons to buy a Starcraft.

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Owner faithful to corporation for 53 years

Iacocca cites 50-Chrysler buyer

ORLANDO, Fla. — John H. Schrieffer, 81, Eustis, Fla., bought his first Chrysler, one of the first manufactured, in 1928 and has continued to buy Chrysler cars for himself and his family for the last 53 years.

He recently purchased his 50th Chrysler (his ninth Imperial), this one from Clark Chrysler-Plymouth, Casselberry, Fla.

"I know of no one else in the country who has bought 50 Chrysler products . . . your continuing loyalty and support is deeply appreciated," stated Chrysler Corp. Chairman Lee Iacocca in a recent letter to Schrieffer.

Schrieffer has written Iacocca on several occasions, expressing satisfaction with his Chryslers.

He is listed in "The First Three Thousand," a Chrysler Corp. register containing the names of the first 3,000 Chrysler Airflow owners.

"Your 50 years of loyalty . . . is wonderful testimony to the efforts of our Chrysler personnel to design, engineer, manufacture and distribute fine automobiles," Iacocca said.

• Schrieffer said the 1981 Imperial is his favorite. He said his first Chrysler, a four-door sedan, had 83,000 miles on it when he traded it for a new Chrysler.

"I believe in being faithful—I find something I like and I stick with it," said Schrieffer, who has been married to his wife, Louise, for 55 years.

Schrieffer, a realtor specializing in citrus groves, continuously purchases Chrysler cars for himself, his children and his six grandchildren.

When their son Bob was awarded the Nobel Prize for Physics in 1972, the Schrieffers bought him a Chrysler Imperial to congratulate him. Also, each time one of his grandchildren passes the driving test at age 16, Schrieffer gives them a Chrysler. Sometimes his cars are traded in for new Chryslers and sometimes they are passed along to another family member.

Schrieffer has kept records of the cars he has bought over the years and says he hopes to live long enough to have great-grandchildren and give them Chrysler cars, too.

Schrieffer co-founded the Golden Gem Citrus Co-op in Umatilla, Fla., the largest nonprofit grower-owned citrus co-op in the world, operating since 1947. He is vice president and director for the co-op.

Prior to his "retirement," Schrieffer worked in the drug and cosmetic business on Long Island, N.Y., with sales throughout the United States.

Used car sales

Auction Averages

September to date	$4,27[illegible]
Month ago	$4,611
Year ago	$3,458

Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1981	$7,812	$8,434	$7,619
1980	5,966	6,130	6,008
1979	5,040	5,122	5,000
1978	3,964	4,031	3,872
1977	3,026	3,160	3,142
1976	2,091	2,413	2,291
1975	1,589	1,567	1,686
1974	1,168	1,248	1,314
Overall AVERAGE	$4,276	$4,548	$4,398

New student

Cindy McDonald, Greenville, S. C., gets ready to learn auctioneering from the Mendenhall professionals. She is the 16-year-old granddaughter of Tom Bruce Sr., owner of P. I. Bruce Auto Auction in Greenville. Mendenhall School of Auctioneering is in High Point, N. C.

New name, new lines

ATLANTA. — Plaza Pontiac has become McNamara Pontiac and will also handle GMC, Isuzu and DeLorean.

factories list auction dates

American Motors

Sept. 22—Ohio Auto Auction, Grove City, O.; Metro Auto Auction of Kansas City, Inc., Lees Summit, Mo.

Sept. 23—Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.; South Seattle Auto Auction, Kent, Wash.

Sept. 24—Fredericksburg Auto Auction, Fredericksburg, Va.

Sept. 25—Concord Auto Auction, Acton, Mass.

Sept. 29—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 30—Central States Auto Auction, Mason City, Ia. (tentative).

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 22—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; D-A Auto Auction, New Stanton, Pa.

Sept. 24—Clanton's Auto Auction, Darlington, S. C.

Sept. 29—Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

Chrysler sales are limited to Chrysler Corp. dealers.

used-car auction directory

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auto personnel

Oldsmobile

Oldsmobile has appointed new managers for two of its sales regions.

Fred J. Hauswirth has been named Pacific regional manager, and **Ted J. Madzia** has succeeded him as manager of the Central region. Hauswirth replaces **Robert R. Neville,** who has retired after 31 years with Oldsmobile.

Hauswirth joined the division in 1955 and was zone manager in Jacksonville, Washington, New York and Houston before becoming Central regional manager.

Madzia returns to Oldsmobile after serving as director of dealer organization for the General Motors Marketing Staff since last October. Prior to that, he had been with Oldsmobile 20 years. His assignments included advertising manager and manager of the Pittsburgh and Chicago zones.

Fred J. Hauswirth

Ted J. Madzia

Chrysler Corp.

Thomas R. Gibson has been appointed general manager of Import Operations for Chrysler Corp.

He succeeds **John K. Givins,** who had held the post since it was established early this summer. Givens recently was named executive director of marketing for Chrysler Corp.

Thomas R. Gibson

Gibson, 39, has been director of sales operations since joining Chrysler in November, 1980. Prior to that, he was with Ford Motor Co. for 14 years.

In his new post, Gibson is responsible for import sales planning, distribution, market planning and port operations and for coordinating California marketing programs related to import and domestic sales.

General Motors

General Motors has announced five appointments to its Quality and Reliability Staff. They are:

Richard H. Roden, former director of quality control at Buick, as director, corporate quality audit.

Robert E. Drake, former director of quality control for the GM Assembly Division, as director of corporate quality and reliability.

Thomas J. Hosea, former director of research and development for Fisher Body, as director of corporate quality and reliability.

Richard A. Monkaba, former director of reliability engineering at Oldsmobile, as director of corporate quality and reliability.

Oskar Reitz, former manager of production planning/press at Opel, as director of corporate quality and reliability.

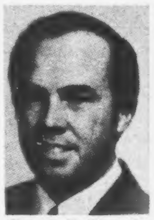
Drake, Hosea, Monkaba and Reitz will be responsible for working with GM's divisions and staffs to develop systems, procedures, policies and measurements to improve the quality and reliability of GM products. They will report to C. R. Davis, general director of quality and reliability.

Edwin R. Carbin has been appointed director of dealer organization on the General Motors Sales and Marketing Staff. He replaces **Ted J. Madzia,** who has been named Central Regional manager for Oldsmobile.

Carbin has been Tarrytown (N.Y.) zone manager for Chevrolet since April, 1980, and before that was national merchandising manager—passenger cars for Chevrolet. He joined Chevrolet in 1950.

Ford Division

Thomas B. Ryan Jr. has been appointed manager of Ford Division's Houston district sales office. He previously was assistant district manager-general operations for the division's Jacksonville (Fla.) district.


Thomas B. Ryan Jr.

Ryan joined Lincoln - Mercury in 1966 and moved to Ford Division in 1976 as general field manager in the Seattle district sales office. He held merchandising and advertising positions in the division's general sales office before being assigned to Jacksonville.

U.S. truck sales in August climb 5 percent from '80

Continued from Page 12

119,735 units, a decline of 26.2 percent from the year-ago 162,134.

For the seven-month period, industry sales were off in all three market segments.

The light-truck count was down 9.2 percent through August, from 1,583,304 in 1980 to 1,438,141. Sales of the imported compacts totaled 336,485 units, off 8.4 percent from last year's 367,387.

Medium-truck sales for the seven months were down 15.6 percent from last year, 54,782 versus 64,888. Heavies totaled 105,280 units, a decline of 14.4 percent from the 122,916 retailed in 1980.

Going into September, the number of unsold trucks in retailers' inventories was approximately the same as a year ago. The total this year was 480,306, compared with 479,298 in 1980.

There were 418,571 light trucks on hand at the start of the month, an increase of 5.4 percent over last year's 397,123 units.

Stocks of medium and heavy trucks showed significant declines. On Sept. 1, there were 21,973 unsold mediums, down 30 percent from last year's 31,314. Heavies were off 21.8 percent, from 50,861 units a year ago to 39,762.

Big Three August, year-to-date truck sales

	August		Year to date	
	1981	1980	1981	1980
Ford				
Vans	10,316	8,698	74,871	72,650
Club Wagon	1,682	2,162	16,986	17,731
Courier	5,169	7,817	44,519	54,610
Bronco	3,667	2,273	23,910	28,612
Conventional Pickups	43,831	34,606	315,892	332,8[illegible]0
Mediums	3,796	5,953	29,309	39,901
Heavies	869	1,524	6,492	10,781
Chevrolet				
Vans	9,076	6,556	63,178	[illegible],349
Sportvan	1,043	1,144	9,773	12,630
LUV	5,684	8,052	49,024	62,354
El Camino	3,367	3,377	24,229	28,428
Blazer	2,071	1,358	15,302	20,340
Suburban	1,628	1,330	14,845	16,240
Conventional Pickups	37,600	29,342	291,502	312,208
Mediums	2,417	3,039	16,355	21,722
Heavies	—	227	77	1,704
Chrysler				
Vans	4,351	6,041	34,544	50,533
Voyager	262	545	3,323	5,021
Ram Wagon	1,409	1,466	13,958	15,975
Arrow	803	1,672	6,692	13,747
Ram D-50	1,899	4,789	19,500	31,423
Trail Duster	163	286	1,200	2,578
Ramcharger	346	612	3,564	5,664
Conventional Pickups	6,660	7,430	50,486	59,313
GMC				
Vans	1,819	1,439	16,192	16,043
Caballero	277	325	3,037	3,074
Jimmy	431	253	3,327	4,196
Suburban	426	259	3,361	3,332
Conventional Pickups	7,639	6,972	70,194	73,217
P models	307	306	2,475	2,832
Mediums	1,861	1,735	14,390	17,899
Heavies	1,099	1,274	8,975	14,213
Motor homes	Not available			

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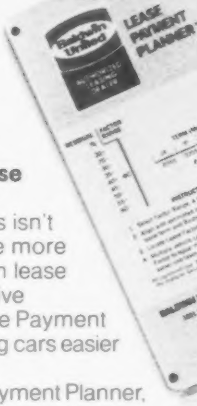

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But top last year at 151,281

Early-month car sales lose some momentum

By Jenny L. King
Staff Writer

Domestic new-car sales in early September lost some of their August momentum in spite of the fact that incentives, rebates and special interest rates continued.

The five major U. S. auto makers reported sales of 151,281 units, up 8.29 percent from 139,703 for the period Sept. 1-10, 1980.

There were eight selling days in the period both years, so the daily selling rate likewise was up 8.29 percent, to 18,910 from 17,463. It was the lowest daily rate since the 16,052 average July 1-10.

General Motors, Ford Motor Co. and Chrysler Corp. reported early-September sales gains, while Volkswagen of America and American Motors were down. GM sales were 94,505, up 6.03 percent from 89,134 last year. Ford enjoyed a 26.59-percent increase, to 33,081 from 26,133. Chrysler was up 2.00 percent, to 18,321 from 17,961.

VWoA Rabbit sedan sales totaled 2,974, down 9.19 percent from 3,275 in 1980, while estimated sales of American Motors passenger cars were 2,400, down 25.00 percent from 3,200.

Ford Motor Co. was the only auto maker to increase its share of the market compared with a year ago. Ford earned 21.87 percent, up from 18.71 percent. GM dipped to 62.47 percent from 63.80 percent. Chrysler stood at 12.11 percent, down from 12.86 percent. VWoA earned 1.96 percent, down from 2.34 percent, and AMC captured an estimated 1.59 percent, down from 2.29 percent.

Nine makes enjoyed sales increases in early September, compared with a year ago. Cadillac was up 49.48 percent; Mercury was up 45.18 percent; Lincoln was up 27.26 percent; Ford was up 21.55 percent; Buick was up 20.49 percent; Plymouth was up 16.89 percent; Oldsmobile was up 10.53 percent; Dodge was up 5.79 percent, and Pontiac was up 1.40 percent.

In addition to AMC and VW, sales declines were reported by Chrysler, down 35.88 percent, and Chevrolet, down 5.99 percent.

Chevrolet's Chevette was the best-selling nameplate in early September, with sales of 8,302 units. Second was Oldsmobile Cutlass Supreme at 7,165, followed by Buick Regal at 6,892, Chevrolet Citation at 5,895 and Ford Fairmont at 5,682.

A year ago the top five were: Chevette, Cutlass Supreme, Citation, Chevrolet Malibu and standard Chevrolet.

Year-to-date sales totaled 4,558,642, down 0.20 percent from 4,567,662 in 1980.

DOMESTIC SALES

	Sept. 1-10, 1981	Sept. 1-10, 1980
AMERICAN MOTORS	2,400†	3,200†
Chrysler	2,286	3,565
Imperial	39	....
Plymouth	8,068	6,902
Dodge	7,928	7,494
CHRYSLER CORP.	18,321	17,961
Ford	23,976	19,726
Mercury	7,709	5,310
Lincoln	1,396	1,097
FORD MOTOR	33,081	26,133
Buick	19,696	16,346
Cadillac	6,003	4,016
Chevrolet	33,657	35,802
Oldsmobile	20,781	18,801
Pontiac	14,368	14,169
GENERAL MOTORS	94,505	89,134
VOLKSWAGEN	2,974	3,275
INDUSTRY TOTAL	151,281	139,703

† Estimate

Toyota's price boost on '82s averages $499 or 7.5 pct.

TORRANCE, Calif. — Toyota's car prices in the U. S. will rise considerably for the 1982 model year. The company has announced an increase averaging $499, or 7.5 percent.

On a percentage basis, Toyota's hike is more than General Motors' 5.8 percent and about the same as Chrysler Corp.'s 7.7 percent. From a dollar standpoint, Toyota's $499 is less than GM's $617 and Chrysler's $622.

Ford Motor Co., which figures its prices on a different basis (AUTOMOTIVE NEWS, Sept. 14), has announced a boost of $430, or 4.8 percent, on 1982 models.

Toyota is the top-selling imported car in the U. S. It attributed its '82 increase to "continuing upward cost pressures and increased product content in some models."

Not mentioned was the dollar-yen relationship, which has often been cited in Japanese price hikes in recent years. Since March, when Toyota last raised prices, the value of the yen has declined 12 percent against the dollar.

In an editorial in the Sept. 7 issue, AUTOMOTIVE NEWS called on all auto importers to reflect the strengthened dollar in their pricing practices. "If you raise prices when the currency hurts, you should lower prices when the currency helps," the editorial said.

Some observers see Toyota's price hike as an effort to make more profit on fewer cars, following the voluntary restrictions on exports to the U. S. which the Japanese makers agreed to earlier this year.

- Toyota said the Celica line accounts for a good portion of the increase. Celica models have been "completely re-engineered" for 1982, Toyota said, and have an increased level of standard equipment.

The company said that, excluding Celica, its price hike averages $407, or 6.4 percent.

Toyota truck prices are up an average of $268, or 3.9 percent, for 1982. The combined car-truck boost averages $451, or 6.8 percent.

On its '81 cars, Toyota had three price increases totaling $738. The $499 on the '82s means that Toyota car prices have jumped an average of $1,237 since the end of the 1980 model year.

Destination charges also have risen for 1982. They're up $10 in the East and Midwest and $15 in the West. The new figures are $172 in the East and Midwest and $157 in the West.

This is less than the Big Three boosts which averaged $28 for Chrysler, $39 for Ford and $45 for GM.

Toyota's lowest-priced car, the Corolla Tercel front-wheel-drive two-door sedan, has an '82 sticker of $4,998, up $250. The Starlet liftback with five-speed transmission is $5,578, up $430.

In the regular Corolla line, the price leader is the four-speed two-door at $5,448, a hike of $270. The Corolla Deluxe two-door (five-speed) is $6,018, a rise of $330, and that model with automatic transmission is $6,318, up $340.

Increases were greater on the new Celica. The ST coupe (five-speed) is $7,159, up $460, and the GT liftback, also a five-speed model, is $8,389, an increase of $730. The top-of-the-line Celica, the Supra liftback (five-speed), is $13,598, up $2,300 from last year's $11,298.

The Cressida four-door sedan is $12,649 for '82, a boost of $650.

Pickup truck prices start at $6,298 for the short-bed model with four-speed transmission. It's up $150. The increase is $340 on SR-5 standard-bed (five-speed) pickup, which is tagged at $7,458.

Toyota's diesel pickup is $7,478 for '82, an increase of $260.

Optional equipment prices also are up. A few examples: Air conditioning for the Corolla is $610, a boost of $20; aluminum wheels for the Tercel are $255, up $10, and cruise control for the Corona is $120, up $5.

HQ of Mardikian in Newport Beach

WASHINGTON. — In a story appearing in the Sept. 14 issue of AUTOMOTIVE NEWS, Al Mardikian, of Trend Imports Sales, Inc., was incorrectly reported as being located in Hermosa Beach, Calif.

Mardikian did operate there at one time, but now runs Trend Import Sales, Inc., and Albert Mardikian Engineering in Newport Beach, Calif.

obituaries

Chris E. Andrews

LEONIA, N. J.—Chris E. Andrews, 64, administration vice president of Jaguar Rover Triumph, Inc., died Sept. 9. Mr. Andrews had been associated with the auto industry all his life, having joined Daimler Co. in 1933 and moving to Standard-Triumph in 1947. He came to the U. S. in 1954 to set up U. S. headquarters of Standard-Triumph. After serving as president of Standard-Triumph Motors, Inc., and executive vice-president of Leyland Motor Corp. of North America, he was made a director of British Leyland Motors, Inc. (later JRT, Inc.).

Bernard Weinstock

DETROIT.—Bernard Weinstock, 63, manager of the chemistry department of Ford Motor Co.'s Engineering and Research Staff, died Sept. 12. He had been with Ford 21 years. During World War II, he worked with the scientific team that developed the first atomic bomb.

Chester F. Schwall Jr.

GUILFORD, Conn. — Chester F. Schwall Jr., 61, vice president, research and development for Armstrong Rubber Co., and president-elect of the Tire and Rim Assn. died Aug. 29. He joined Armstrong in 1966 after 26 years with General Tire & Rubber Co.

Robert N. Falge

ANDERSON, Ind.—Robert N. Falge, chief engineer for Guide Division of General Motors from 1936 until he retired in 1957, died Aug. 7. He was 88.

VOLVO
OWNER'S PICNIC

Land-cruising Volvo

Jaffarian Services President Richard Jaffarian helps Tom Dube, a customer of the Haverhill (Mass.) dealership, pull his 1976 Volvo (the drive train is from a 1971 Toyota Land Cruiser) into the parking area at the Volvo Owner's Picnic in North Conway, N. H., in conjunction with the opening of the Volvo International Tennis Tournament. Nearly 1,000 Volvo owners attended the picnic.

Peck rules out 'pass,' 'fail' in high-speed crash tests

Continued from Page 1

test made on an Audi 5000 which showed HIC values of 1288 and 1583 for driver and passenger dummies. Currently, films of other high-speed crash tests are being examined for telltale signs of tape adhesion.

Roger Maugh, director of Ford Motor Co.'s Automotive Safety Office, told AUTOMOTIVE NEWS he could not say whether the tape affected the results, although "it's not the kind of thing you want to see."

He said he was 'not convinced" the tape was the problem, but he was convinced there was something wrong with the test because of the wide difference between results for the driver dummy and the passenger dummy. Maugh said Ford tests run at 30 MPH—for compliance with Standard 208—had readings on both sides well below the critical 1000.

Maugh added that the cursory look at the film he had over the weekend showed good vehicle integrity and good performance of the driver belt. There should not have been so great a difference with the passenger side, he said.

Some NHTSA engineers said the failure of a piece of tape to loosen is common and irrelevant to head impact ratings. One indicated the tests would have been rerun if compliance matters were involved.

Peck, however, feels the tape was an important consideration. He said he could "see no alternative but to invalidate the results of that aspect of the test" and study the entire series of tests.

- The position taken by Ford, Volkswagen of America and, in fact, all companies, is that single high-speed crash tests are meaningless.

VWoA has said testing one car produces irrelevant results; two — and maybe more — should be tested so they can be averaged and used to develop some degree of certainty to project results.

Likewise, Ford has said the high-speed tests are so variable as to be useless for comparisons of crashworthiness, although they may be useful in designing cars.

The test on the Audi 5000 was invalidated without anyone from VWoA visiting NHTSA over the weekend to view the film. No other company whose products scored poorly in the crash tests was invited.

The 1982 Toyota Cressida is to be retested at 30 MPH because it also exceeded the 1000 HIC at 35 MPH.

This will be done because cars with passive belts are required to pass dynamic tests, even though an active-belt 1981 Cressida of the same design passed earlier 30-MPH crash tests and a 1980 Corona with the same motorized belt passed at 30 MPH.

- Peck has not yet decided whether NHTSA will retest the Ford EXP and the Audi 5000 or any other cars with HIC numbers higher than 1000.

Ford, for one, would like to watch any repeat of the test. Peck has announced he wants to open a series of tests for the public to view.

Peck said the results from even single tests "can be a valuable tool for developing safety-related information for both the public and the industry."

Making multiple tests on identical models, he said, "will give us additional data and help us distinguish between variations in results due to the test procedure and variations in the cars that are being tested."

He also said safety is NHTSA's "top priority."

Five more 1981 models are scheduled for testing or have been tested: A two-door hatchback Chevrolet Cavalier; a two-door Dodge Challenger; a two-door Isuzu I-Mark; a four-door Datsun 810, and a four-door Mazda GLC.

High marks given to European tires

AKRON.—For the second year in a row, a Goodyear auto tire earned a top performance rating in comparison tests by the German auto publication Auto Motor and Sport.

Both the European-built Goodyear Grand Prix S and the Uniroyal Rally 80/70 received the highest ranking in tests published in the June issue.

Last year, the Grand Prix S shared the top spot with the Fulda Rasant, made by a wholly owned Goodyear subsidiary. The Grand Prix S is imported to the U. S. on the Volkswagen Scirocco S; the Rasant is on some Audis.

BEST AVAILABLE COPY

Higher than Labor Day week, but lower than last year

U. S. car output climbs to 106,797

By Patricia Hoffman
Staff Writer

U. S. auto production last week showed a substantial gain from the previous holiday week's output, but the total remained below that of the comparable 1980 period.

The auto makers projected 106,797 units last week, up 20.88 percent from 88,347 units completed during four days of assembly in the Labor Day week, but the total fell 17.23 percent below the 129,021 units in the comparable week last year.

Breakdown for the week by company is: General Motors, 57.58 percent; Ford Motors, 29.80 percent; Chrysler Corp., 10.72 percent; American Motors, 1.87 percent, and Checker Motors, 0.03 percent.

Volkswagen of America's Westmoreland plant remained idle last week due to changeover and inventory adjustments. The facility, which closed Aug. 28, is scheduled to resume operations today (Sept. 21).

Checker Motors' Kalamazoo plant resumed production last week (Sept. 14) after being idle since Sept. 8 for inventory control.

Daily overtime was scheduled last week at three Ford assembly points. The Metuchen, St. Louis and Wayne facilities all worked 10-hour shifts.

Also at Ford, the Lorain assembly point was idle last week for inventory control. The point is slated to resume operations today.

GM's Oklahoma City facility, down for model changeover since Sept. 8, is slated to return Oct. 5. GM's Tarrytown point, also down since Sept. 8, is scheduled to resume production next Monday (Sept. 28).

Swedish money devaluation to affect Volvo, Saab prices

By Edward Lapham
Financial Editor

The Swedish Government's decision to devalue the krona 9 percent in relation to the dollar will affect the prices of Volvo and Saab vehicles sold in the U. S.

However, officials from the two companies apparently were surprised by the move and at presstime last week were not yet precisely certain of the total impact.

Volvo, which held dealer meetings to preview its 1982 models last week, will this week announce a sales-weighted average retail price increase of 2 percent, with prices ranging from $9,785 for the two-door DL to $16,390 for the 6-cylinder GLE model.

"The devaluation helped us to keep the price increase to an absolute minimum," a Volvo spokesman said.

The company, which will reinstate its sport wagon concept in a new GLT Turbo 5-door wagon for 1982, said that part of the price increase reflects product improvements, like a standard four-speed automatic overdrive transmission and lower-rolling-resistance tires.

A spokesman for Saab, which also held product introduction dealer meetings last week, said his company was surprised by the devaluation, and officials had yet to sort out the impact.

While the devaluation would at first blush suggest that the Swedish car makers could cut their U. S. prices by a rather substantial amount, there are some offsetting effects.

Both Saab and Volvo use imported parts and componentry for their vehicles. The cost of producing will rise in real terms because the devaluation of the krona means the imported parts, largely from Germany and Britain, will be more expensive, offsetting some of the price advantage.

The final impact could well be different for the two Swedish car makers, depending on the percentage of imported componentry used on Volvo and Saab vehicles. Both U. S. subsidiaries, however, do pay the parent companies for the vehicles in dollars rather than kronor.

Sweden's vehicle industry has been one of the most affected by swings in the value of currencies. Although the krona has strengthened against the German D-mark by more than 10 percent in the past year as German economic difficulties grew, the Swedish currency had been closely tied to the D-mark.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
HEVROLET	5,722	8,834	4,590	14,717	314,279	351,812
ODGE/PLYMOUTH	....	3,000	1,696	3,392	96,485	68,974
RD	16,274	11,675	13,374	38,757	390,252	466,027
C	2,709	3,514	2,249	7,319	112,385	125,779
TERNATIONAL	1,540	1,985	1,195	4,015	45,893	54,211
ACK	....	166	....	....	20,349	31,038
EEP	....	400	....	....	17,208	....
MC CORP.	2,000*	1,905*	2,000*	5,600*	55,170*	74,188*
LKSWAGEN	50*	238*	50*	140*	5,436*	2,936*
SCELLANEOUS	1,400*	628*	1,400*	3,920*	28,553*	48,720*
otal Trucks, U. S.	29,695	32,345	26,554	77,860	1,086,010	1,223,685

ANADIAN TRUCK PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
CI SLER CORP.	2,000	1,888	1,592	5,194	34,400	60,662
FO MOTOR	3,077	4,290	2,342	7,653	130,691	107,135
GEN RAL MOTORS	2,326	5,766	3,027	9,355	171,520	195,822
AM ICAN MOTORS	....	....	....	....	11,644	....
INT ATIONAL	260	475	211	684	12,545	8,405
MA	....	40	....	....	1,625	....
T al Trucks, Canada	7,663	12,459	7,172	22,886	362,425	372,024
N. American Trucks	37,358	44,804	33,726	100,746	1,448,435	1,595,709

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Truck production rises as plants work full week

U. S. truck production last week jumped 11.83 percent above the holiday-shortened previous week, but output remained down from the comparable 1980 figure.

Last week, truck assembly was targeted at 29,695 units, up considerably from 26,554 completed during four days of production in the previous week, but a decline of 8.19 percent from 32,345 built in the comparable week last year.

The truck manufacturers have completed 1,223,685 units so far this year, up 12.68 percent from the 1,086,010 trucks in the comparable 1980 period.

Volkswagen of America's Westmoreland facility is scheduled to resume operations today (Sept. 21). The point has been idle since Aug. 28 for inventory control and model changeover.

Car, truck output in Canada trails year-ago week

Canadian auto production rose substantially last week over that of the holiday-shortened previous week, but output trailed the total for the comparable year-ago period.

The auto makers scheduled 14,795 units last week, a gain of 39.27 percent from the 10,623 cars completed during four days of production the previous week, but a drop of 29.23 percent below the 20,907 units in the comparable week last year.

So far this year, the auto manufacturers have assembled 600,452 units, up 1.58 percent above the 591,134 in the comparable 1980 period.

The Canadian truck makers also saw a gain last week with production planned at 7,663 units, up 6.85 percent from 7,172 trucks in the shortened previous week, but down a considerable 38.43 percent from the 12,459 units in the comparable 1980 week.

Year-to-date, the truck makers have built 372,024 units, 2.65 percent above the 362,425 in the same period last year.

General Motors' Oshawa (No. Two) car facility was idle last week (Sept. 14) due to model changeover. The plant, which closed Aug. 6, is scheduled to resume operations Nov. 8.

Ford Motor's St. Thomas car point will continue down this week (Sept. 21) for the fourth consecutive week. The facility was idled Aug. 31 for inventory control and model changeover and is slated to remain closed until some time in October.

Chrysler Corp.'s Windsor truck facility has scheduled downtime beginning next week (Sept 28). The plant is slated to remain idle until Oct. 5 for inventory adjustment.

GM's Oshawa truck facility was idle last week due to a material shortage as a result of the startup of '82 trucks. The plant is scheduled to resume with new model production today.

U. S. CAR PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
AMERICAN MOTORS	2,000*	3,571*	2,000*	5,600*	124,797*	95,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	11,450	13,700	12,843	36,427	422,080	582,153
Plymouth Total	5,400	6,150	6,681	19,301	192,005	302,517
Horizon	3,100	3,350	2,391	8,193	115,333	117,969
Reliant	2,300	2,700	4,290	11,108	6,937	174,961
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,684	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	650	1,350	353	1,003	55,817	23,101
LeBaron	650	1,350	353	1,003	44,301	18,239
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	5,400	6,200	5,809	16,123	174,258	256,535
Omni	2,700	2,900	2,313	7,015	98,735	101,899
Aspen	....	....	....	....	36,899	....
Aries	2,100	2,600	3,179	8,191	6,271	137,393
Diplomat	....	700	....	....	21,629	12,644
Dodge 400	600	....	317	917	....	917
St. Regis	....	....	....	....	10,724	3,682
FORD MOTOR	31,826	29,634	27,448	80,414	884,761	1,016,537
Ford Division	21,928	19,915	18,703	54,967	639,201	694,015
Escort	10,213	4,758	8,013	25,585	14,545	267,767
Pinto	....	....	....	....	68,179	....
Fairmont	3,726	2,956	3,027	9,691	165,339	143,429
Must./Must. II	4,313	4,083	3,192	7,505	176,223	119,919
Granada	3,676	3,331	3,036	9,429	62,722	70,369
Thunderbird	....	2,769	1,435	2,757	87,446	51,645
Ford	....	2,018	....	....	64,747	40,886
L-M Division	9,898	9,719	8,745	25,447	245,560	322,522
Mercury Total	8,560	8,073	7,813	22,331	215,006	279,970
Bobcat	....	....	....	....	12,445	....
Lynx	3,319	1,552	2,603	8,033	4,716	92,273
Capri	1,056	1,373	1,080	2,136	52,506	40,891
Zephyr	874	892	664	2,299	53,672	42,865
Cougar/Monarch	1,566	....	1,106	3,754	16,409	33,829
XR-7	....	2,964	1,013	1,966	38,112	24,450
EXP	74	....	61	135	....	135
Mercury	1,617	1,292	1,248	3,916	37,146	45,435
LN7	54	....	38	92	....	92
Lincoln Total	1,338	1,646	932	3,116	30,554	42,552
Continental ('82)	529	....	274	990	....	1,516
Lincoln	433	748	325	1,091	12,659	20,067
Mark VI	376	898	333	1,035	16,034	20,969
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	61,496	80,855	46,056	173,217	2,936,985	3,000,380
Buick Division	11,997	15,354	8,896	48,599	562,840	665,560
Skylark	....	3,740	....	19,041	160,421	209,276
Skyhawk J	....	....	....	....	....	....
Century	....	3,558	....	....	121,403	86,881
Regal	5,460	4,531	4,523	14,447	146,149	195,326
Buick	4,959	2,605	3,231	11,434	104,419	123,873
Riviera	1,558	920	1,142	3,677	30,448	50,204
Cadillac Division	6,845	4,385	4,619	14,481	139,618	191,592
Cimarron	1,000	....	806	2,619	....	16,022
Seville	622	960	455	1,449	24,136	17,682
Eldorado	1,343	1,305	984	3,151	37,140	43,913
Cadillac	3,880	2,120	2,374	7,262	78,342	113,975
Chevrolet Division	21,787	38,909	15,996	55,078	1,273,306	1,111,977
Chevette	7,000	9,030	5,431	17,804	340,728	259,394
Cavalier	4,243	....	3,359	11,065	....	74,462
Monza ('80)	....	2,780	....	....	123,510	....
Camaro	....	2,620	....	....	89,275	87,694
Citation	....	9,404	....	4,398	335,839	255,934
Malibu	3,129	7,145	2,057	7,191	189,907	177,500
Monte Carlo	2,015	4,730	2,005	6,026	76,202	104,566
Chevrolet	4,800	2,400	2,705	7,505	85,844	130,095
Corvette	600	800	439	1,087	32,001	22,332
Oldsmobile Division	12,185	12,415	9,855	31,008	548,115	640,702
Omega	....	1,905	....	....	84,445	109,277
Cutlass	4,800	5,105	3,840	12,483	274,589	298,201
Oldsmobile	6,430	4,910	5,297	16,243	162,453	200,720
Toronado	955	495	718	2,282	26,628	32,504
Pontiac Division	8,682	9,792	6,690	24,051	413,106	390,549
Acadian†	250	250	213	1,010	15,816	16,376
J2000	2,757	....	2,048	6,948	....	51,157
Sunbird ('80)	....	....	....	....	103,020	....
T1000	2,395	....	1,912	6,319	....	64,287
Firebird	....	1,457	....	....	57,618	43,468
Phoenix	....	2,455	....	1,338	103,279	81,812
Grand Prix	1,640	3,025	1,286	4,211	48,357	75,051
Bonneville G ('82)	1,640	....	1,231	4,225	....	6,307
LeMans	....	1,670	....	....	41,978	42,027
Pontiac	....	935	....	....	43,038	10,064
VOLKSWAGEN	....	1,174	....	....	143,343	121,813
CHECKER	25*	87*	....	45*	2,165	1,544*
Total Cars, U. S.	106,797	129,021	88,347	295,703	4,514,131	4,817,999

CANADIAN CAR PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
AMERICAN MOTORS	730	....	568	1,862	....	24,340
CHRYSLER CORP.	2,800	2,400	2,209	7,168	51,130	44,448
FORD MOTOR	2,348	5,968	2,125	6,211	183,822	162,504
GENERAL MOTORS	8,692	12,314	5,550	17,899	348,949	361,759
VOLVO	225	225	171	576	7,233	7,401
Total Cars, Canada	14,795	20,907	10,623	33,716	591,134	600,452
N. American Cars	121,592	149,928	98,970	329,419	5,105,265	5,418,451
N. American Trucks	37,358	44,804	33,726	100,746	1,448,435	1,595,709
North American Cars and Trucks	158,950	194,732	132,696	430,165	6,553,700	7,014,160

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

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Innovation and slippery shapes predominate

Cars of tomorrow add spice to Frankfurt show

By Richard Feast
European Editor

FRANKFURT, West Germany. —Never before has the motor industry been so frank about projects in the pipeline.

The centers of attraction at the Frankfurt Auto Show were the cars of tomorrow. The new cars of today — from such heavyweights as Renault, the Volkswagen group, Daimler-Benz and General Motors — seemed almost of secondary interest.

There were the four cars that resulted from the West German Ministry of Research and Technology funding into the car of the year 2000. They were bristling with innovation, light weight and slippery shapes.

Above all, they were said to be real gas misers. If the designers are right, 34 MPG will be commonplace for big cars and 57 MPG will be possible from some.

Other projects provided a clear picture of the more immediate future for another trio of makers.

Ford did everything but spell out that the Probe III on its stand was a glimpse of the car that will replace its mid-size Taunus/Cortina a year from now.

Opel effectively called its Tech 1 a mid-'80s model and Citroen did the same with its more futuristic Xenia—a model that could herald Citroen's return to the U. S.

Porsche showed some experimental models, including a four-wheel drive, and both Daimler-Benz and Volvo put forward gas turbines as alternatives to gasoline or diesel power.

• All told, and with a few exceptions, it was a display of might by the domestic makers. Other manufacturers and other nations are investing heavily in the same areas, but Germany's impressed by its scale. And by the fact that it was visible.

It was a flag-waving exercise to demonstrate to reluctant customers that there is a future for the motor car, for in spite of its strength and significance, Germany's motor industry is still under frequent attack.

It comes from groups which want tighter exhaust emissions, less noise, less speed, less spending on road systems and a lot more on public transport. A protest demonstration was called to clog this city on the occasion of the auto show by cyclists from all over the country.

If the industry felt under attack, it was positively stunned by the announcement by Research and Technology Secretary Andreas von Buelow that the ministry is cutting off the cash support for the Car 2000 projects by the auto companies.

Ernst Fiala, Volkswagen board member, spoke for others when he said they had been left in the lurch. "It is deplorable," he said.

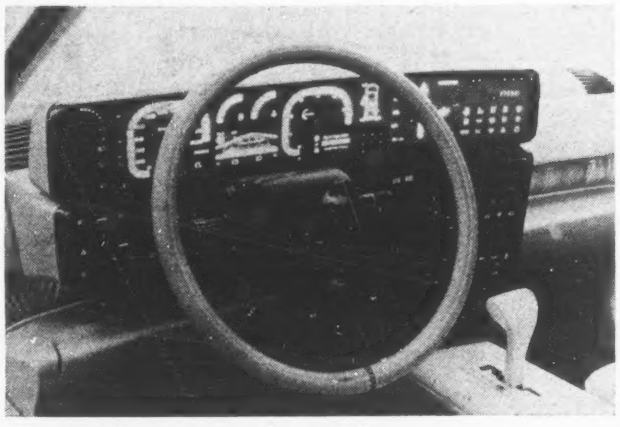
Just how significant this government contribution is toward the Car 2000 projects developed by VW, Audi, Daimler-Benz and a consortium of four universities is not widely known.

One source said it amounted to 33 million Deutschemarks, or around $14 million at today's rates. Another car maker said it represented only a small proportion of the costs involved in bringing the car from a mere idea in 1978 to the finished models seen at Frankfurt, although VW freely reported 50 percent.

Whatever, the auto makers are now on their own, although the university machine will be funded for a further 12 months to allow each of the four to have its own prototype rather than sharing one.

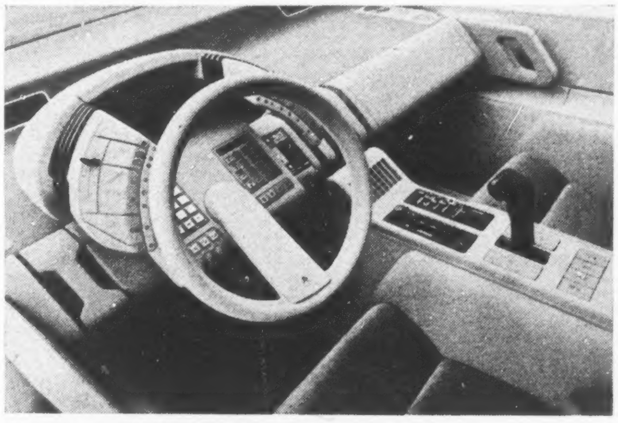
Making the cars was only

Continued on Page 4, Col. 3



Electronic panel on Probe III

Interior of Ford Probe III, displayed at the Frankfurt Auto Show, is highlighted by an electronic instrument panel. Colored luminous signals inform the driver of current driving conditions and vehicle functions. Features include an on-board computer driver guidance and information system, control lights to monitor components and service reminders.



The French do it differently

Citroen Xenia, unveiled at the Frankfurt Auto Show, uses Citroen's unique single-spoke steering wheel, but then radically departs from the ordinary. The control center makes extensive use of digital readouts, warning lights and pushbuttons.

Mitsubishi wins right to form U. S. network

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca and Dr. Tomio Kubo, chairman of Mitsubishi Motors Corp., signed an agreement here late last week which allows the Japanese maker to set up its own distribution network in the U. S. starting in the 1983 model year.

Mitsubishi will continue to supply Chrysler with vehicles for its dealers.

The agreement stipulates Mitsubishi's lineup will not conflict with Chrysler's.

The stipulation is an important concession to Chrysler, since one of the models Mitsubishi is strongly considering for the U. S. is the front-wheel-drive replacement for the Lancer — about the same size and market range as the Omni/Horizon.

Japanese sources indicate Mitsubishi will initially market two cars and a truck in the U. S. under its own name. The Sigma — imported here several years ago in station wagon form as the Dodge Colt wagon — is another strong contender, as is a minipickup truck.

Sources in Japan expect Mitsubishi to be able to sell no more than 20,000 vehicles in its first year because of the voluntary import quotas. Initial dealer network is expected to number 110.

Mitsubishi is expected to announce during the next few weeks the officers and details on its U. S. subsidiary.

Beginning in mid-1982, Mit-

Continued on Page 8, Col. 3

Clean Air hearings stir another ruckus

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — In the 12-year history of the Clean Air Act, there has probably never been a hearing on the subject that has been without its controversy, its political posturing, its endless arguing, profusion of conflicting data and ultimate doubt about whether to go in this direction or that.

The latest round of hearings relating to amending the auto emissions provisions of the landmark piece of legislation were no exception.

This time around, however, the question was whether, after having achieved the ability to meet the ultimate tailpipe emission standards with production vehicles, the U. S. should now go back to a less-stringent standard.

As they have before, the auto companies and some of their political allies say yes.

They say that we can meet the ambient air quality standards for carbon monoxide and oxides of nitrogen even by rolling back the tailpipe standards from 3.4 grams per mile CO to 7 grams per mile and 1 gram per mile oxides of nitrogen to 2 grams per mile.

They say there is no reason not to do it and that consumers could save from $80 to $360 per car by going ahead. They say that it could even go a long way toward helping the U. S. auto industry out of its present slump.

Countering them are the environmental and health groups, their political allies and a long list of doubting Thomases who,

Continued on Page 6, Col. 1

breaking news

Datsun car prices up $424 for '82

CARSON, Calif. — Datsun has increased its car prices in the U. S. an average of $424, or 5 percent, for 1982. The boost is less than the $499 hike posted earlier by Toyota. Datsun trucks will rise an average of $213, or 2.8 percent, and the combined car-truck increase is $378, or 4.6 percent. Datsun's lowest-priced model, the 210 two-door sedan, is up $200 to $4,799, and the 310 hatchback also rose $200 to $5,689. There's an increase of $150 on the lowest-priced pickup truck, which now is $6,149.

2,400 'consignment' '82s offered Chrysler dealers

HIGHLAND PARK, Mich. — Chrysler Corp. is offering three '82 model cars "on consignment" to each of its top 800 dealers. Essentially, the company retains ownership of the

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

EPA aids GM, 5 other makers

NOx waivers granted on many diesel engines

WASHINGTON.—General Motors and five other diesel makers last week received waivers from the 1983 and 1984 oxides of nitrogen standards that should permit them to market new diesel engines.

Given by EPA on the grounds that technology does not yet, and will not exist until 1985, to meet a 1.0 NOx standard, the waivers were available under provisions of the Clean Air Act.

GM received waivers through the 1984 model year for its 1.8-liter, 4.3-liter, 5.7-liter and a new 3.2-liter diesel engines. The 1.8-liter it buys from Isuzu, its Japanese partner. The 4.3-liter it will introduce this year.

The 3.2-liter is a smaller version of this engine and will be introduced by GM in the 1983 model year. The 5.7-liter is the company workhorse and powers most of GM's big cars. Two other GM diesels, a V-5 and a three-cylinder version of this engine have been put on the shelf by the company.

Mercedes-Benz, a leader in diesel-engine technology, received waivers through the 1984 model year for a new 2-liter diesel it plans to introduce in 1984 and a turbocharged version of its 2.4-liter engine that it will make available in 1983.

The 2.4-liter turbo will replace the 3-liter naturally aspirated diesel in the 1983 model year, the new 2-liter will power Mercedes-Benz's new small car.

Mercedes also received waivers for its 2.4-liter naturally aspirated diesel and its 3-liter turbo. The waiver is only to 1.25 grams per mile for the 2.4-liter engine, however. All of the other diesel engines received waivers to the allowable 1.5 gpm level.

Nissan received a waiver for its 2.8-liter diesel through the 1984 model as did Isuzu for the 1.8-liter engine it sells to GM and uses in its I Mark series.

Renault received a waiver for a 2-liter diesel it will use in the R-18 this spring. Jaguar got waivers for a 2.4-liter and 3.6-liter turbocharged diesel it will buy from VM, an Italian manufacturer, effective for the 1983 model year.

Another set of waivers is expected later this year for engines being produced by VW, BMW, Peugeot and Toyota. The BMW engine will be used by Ford and the Peugeot engine by Chrysler. Volvo is also expected to receive a waiver for a 2.4-liter diesel it buys from Volkswagen.

The NOx standard is a particularly difficult standard for diesel engines to meet because of their high compression and high combustion temperature characteristics. Diesel makers have sought to use EGR in counteracting this characteristic but have run into problems with engine durability and EGR timing control, which must be very precise.

Some also assert that controlling NOx will increase diesel particulate levels, although this is in dispute. Nonetheless, the EPA agreed with the makers that technology does not exist to meet the standard and the diesel particulate standard of .6 grams per mile in 1983, and given that the agency is more concerned about particulates, the waivers should be granted.

Meanwhile, GM will market its 4.3-liter diesel in California in 1983 with electronically controlled EGR and injection timing to standards of 1 gram per mile NOx and .6 grams per mile particulate. The other makers are pursuing similar technologies and are expected to follow suit.

VW to pay for repair of oil-leaking diesels

WASHINGTON. — Volkswagen of America last week agreed to reimburse owners of as many as 400,000 late-model VW and Audi diesel models for engine damage caused by oil filter leaks.

The consent agreement with the FTC covers 1977-81 diesel models—Rabbits, pickup trucks, Jettas and Audi 5000s.

FTC said owners who followed instructions in their owner's manuals and hand-tightened replacement oil filters could end up with cars which leak oil and have extensive engine damage costing up to $2,000 per car.

That could put the bill for VWoA as high as $800 million—the highest price tag ever for a recall—although the actual cost to VW is likely to be much lower, since not all the vehicles have experienced engine damage. FTC said it did not know the exact number of engines damaged.

A VWoA spokesman called the $800 million estimate—published in several newspapers—"totally and absolutely absurd" and said VW expects the costs of the consent order to be $50,000.

"We estimate that, as a result of the consent agreement, the surrounding publicity of the agreement and the mailing of letters to customers, that that will generate about 100 additional claimants," the spokesman said.

"We have already, since 1977, handled about 1,000 claims (relating to diesel engine damage caused by oil loss) which have been covered under the VW parts and service warranty and those claims have averaged between $400 and $500."

The consent agreement is separate from an FTC complaint filed in April over excessive oil consumption in certain VW and Audi water-cooled engines — a complaint which VWoA and its German parent are fighting.

The FTC charged that VWoA knew of the diesels' problem and told dealers to use special wrenches to tighten replacement filters, but failed to notify owners of the potential problem.

Under the proposed order, VWoA will offer to reimburse current or past owners of the diesel models for engine repairs from leaking oil filters. If the replacement filter was a VW brand, the reimbursement is absolute.

To qualify, repairs must have occurred prior to or 60 days after the VW notification of the problem.

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57th year — No. 4882

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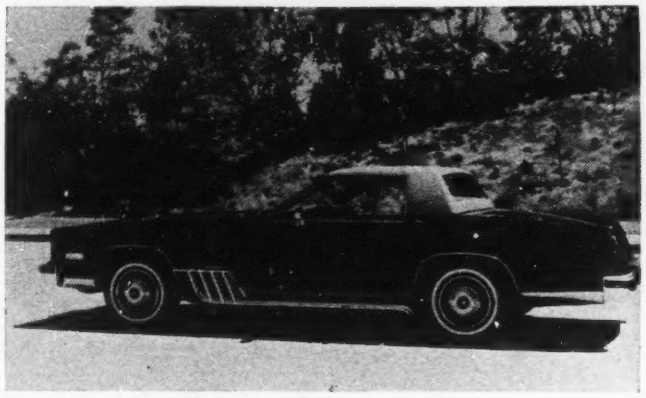

Paris from American

American Custom Coachworks, Beverly Hills, Calif., shortens the Cadillac Eldorado roof 15 inches and the rear end 12 inches, lengthens the front end 18 inches, and comes up with the two-seat Paris Eldorado Coupe. Complete with refrigerator, crystal and laquered paint, the cars have been retailing for upwards of $60,000. Conversion is said to take 8 to 10 weeks.

Ford offers 'bargains' on '82 options

Taking the sting out of price hikes

By Joseph Bohn
Marketing Editor

Ford Division is bridging the gap from rebate reduced '81s to the higher-priced '82 models with a slew of special value packages, offering discounts on equipment for every one of its car and truck lines.

On Escort, for example, there are 11 packages, with one to five options offered at no extra cost. Available savings range up to $390, according to a "Product Value Programs" booklet, issued for dealers.

On the Escort L series, for example, if a customer orders power brakes (standard on wagons), vinyl insert bodyside molding and power steering, he receives deluxe seat belts and bumper rub strips worth $65. Similarly, there are savings of $131, $213, $82, $239 and $390 available for different option packages on Escort L and GL.

On the Escort GLX and GT series, there are savings of $190, $272, $332, $139 and $290 available, if certain options are ordered.

There is a base Escort two-door hatchback, priced at $5,518 (below the L series at $6,046). There is also a specially equipped "Pacific States" Escort, featuring added free items, to fight imports in California, Oregon, Washington, Alaska and Hawaii.

On the EXP, there is a Bonus Option Program in effect on vehicles produced from Sept. 14 through Dec. 31. If two or more options are ordered from a list that includes speed control ($151), power steering ($190), TR Performance suspension package ($204) and AM/FM stereo radio with premium sound system ($211)—the most expensive option is free.

- The new Mustang GL two-door sedan has been re-equipped so that comparison with a comparably equipped '81 Mustang produced only a $151 increase.

In its Mustang "Pacific States" program, Ford added power disk brakes ($93) and AM/FM stereo radio ($106) as standard at no additional charge on GL, GLX, and GT series to fight imports in five key states.

Mustang also has a special value option program, in effect throughout the U. S. It offers two to four popular options at no extra cost, when purchased with certain kinds of equipment.

There are savings of $212, $263, $307 and $462 on Mustang L 2-door, Mustang GL 2/3 door, Mustang GLX 2/3 door and Mustang GT 3-door models.

The Fairmont Futura offers a choice of four packages—two for sedans, two for the coupes.

Each package includes either three or five options at no extra charge, with savings of $223 or $320.

The Granada features a "Value Improvement Program" (VIP) which offers savings of $357. If the '82 Granada is ordered with power steering, there is no extra charge for split bench seats, tilt steering wheel and electric clock.

(A flight bench seat can be substituted for the split bench seats—savings reduced to $127.)

There is also a Granada value option program. Sedan buyers get a choice of six money-saving packages, five for wagon buyers. Each includes two to four popular options at no cost, with savings up to $318.

Specific savings on the Gra-

Continued on Page 52, Col. 4

AMC increases prices by $473 or 5.6 pct.

American Motors has increased prices of its domestic cars an average of $473, or 5.6 percent, for 1982. The new models went on sale last week.

The AMC boost compares with announced hikes of $622 for Chrysler Corp., $617 for General Motors and $430 for Ford Motor Co.

AMC's introductory increase follows an active 1981 model year which saw the company post five price hikes totaling $897. The latest $473 means that AMC car prices have risen an average of $1,370 since the end of the 1980 model year.

On the import side, Toyota has raised car prices an average of $499 for 1982, and Datsun is up $424.

Like its domestic rivals, AMC also has boosted destination charges. The average is $42 on cars and Jeeps, which works out to $32 on cars and $62 on Jeeps. For the Big Three, destination charges are up an average of $45 at GM, $39 at Ford and $28 at Chrysler. AMC said there are no changes in its dealer discounts for 1982.

AMC's pricing action covered a wide range. The base Concord two-door sedan is unchanged for '82, carrying a sticker of $5,954. The largest increase was applied to the four-wheel-drive Eagle wagons, which rose $805.

Contributing to the increase on all Eagles (Spirit-size and Concord-size) was the addition of Select Drive as standard equipment. This feature, which was $199 extra for '81, permits the driver to switch from full-time four-wheel drive to two-wheel drive by flipping a switch inside the car.

AMC prices start at $5,476 for the base Spirit two-door sedan. It's up $361 from last year's $5,115. The Spirit two-door liftback is up $266 at $5,576, and the DL version of those body styles are up $200.

In the compact Concord line, the base two-door sedan is unchanged at $5,954. Other sedans went up $200 to $313, and Concord wagons climbed $555.

Eagle Kammback sedans jumped $655, and Eagle SX/4 liftbacks rose $485. Starting prices are $6,799 for the Kammback and $7,451 for the SX/4. These Eagles are Spirit derivatives.

The "senior" Eagles, based on the Concord, show increases of $512 on four-door sedans, $612 on two-door sedans and $805 on four-door wagons. Eagle prices start at $8,719.

In the option field, automatic transmission is $411 on all cars, a rise of $41, and the six-cylinder engine is $150, up $14. Air conditioning is $609 (up $39) for Spirit and the junior Eagle and $679 (up $49) for Concord and the senior Eagle.

AMC said that Jeep prices have been increased an average of $498, or 4.7 percent, for 1982.

For its full line of vehicles—domestic cars, Jeeps and Renaults — AMC said its 1982 introductory increase averages $332, or 3.8 percent. Earlier, the company had announced price reductions of $505 to $705 on Renault Le Car models.

Registrations total 690,025

July car market lowest for that month since '62

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. in July were the lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in July totaled 690,025, down 3.65 percent from 716,145 a year earlier. It was the lowest July total since 613,599 were registered in 1962.

July registrations were off 7.66 percent from June, when 747,305 new cars were registered.

The July figures reversed a trend in that imports were down more from the preceding year than domestic lines. The import total of 206,653 was down 4.18 percent from 215,677 in July a year earlier, while domestic registrations of 483,372 were off 3.42 percent from 500,468.

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For the first seven months of 1981, new-car registrations totaled 5,080,733, down 1.67 percent from 5,167,283 last year.

Domestic registrations in the first seven months totaled 3,599,909, down 2.60 percent from 3,695,995 last year, while import registrations for the same period totaled 1,480,824, up 0.65 percent from 1,471,288.

Only Chrysler Corp. managed to increase its share of the market in July compared with a year ago, accounting for 8.20 percent of registrations, up 1.76 percentage points.

Biggest loser was General Motors, which saw its share slip 1.02 points to 44.64 percent. Ford Motor Co.'s share dipped 0.37 of a point to 15.91 percent, while American Motors took 1.26 percent, off 0.22 of a point.

Imports accounted for 29.95 percent of the July registrations, down 0.17 of a point. Miscellaneous domestic lines accounted for 0.04 percent of the total, up 0.02 of a point.

Excluding imports, July domestic registrations were divided as follows: GM, 63.72 percent, down 1.62 percentage points; Ford Motor Co., 22.72 percent, off 0.58 of a point; Chrysler Corp., 11.71 percent, up 2.50 points; AMC, 1.79 percent, off 0.33 of a point, and miscellaneous, 0.06 percent, up 0.03 of a point.

- By size segments, subcompacts and luxury units increased their shares in July compared with a year earlier. Most of the market shift went to the subcompact segment, which accounted for 15.72 percent of July registrations, up 3.25 percentage points. Luxury cars accounted for 4.39 percent, up 0.15 of a point.

Biggest loss was that of the compact segment, which took 19.54 percent, off 1.64 points. Intermediates were down 1.32 points to 19.64 percent, while standards dipped 0.27 of a point to 10.76 percent and imports were off 0.17 of a point to 29.95 percent.

Registrations by market class in July were: Subcompact, 108,481; Compact, 134,828; intermediate, 135,551; standard, 74,249; luxury, 30,263, and import, 206,653.

Chevrolet Citation moved into the top spot among nameplates in July, a position it has been rotating with Chevette and Ford Escort. Escort, which held the No. 1 position in June, dropped into third place, which is where Citation had been, while Chevette held steady in second.

Standard Ford fell out of the top 20 nameplates in July, replaced by Pontiac Grand Prix.

The top 20 domestic nameplates in July registrations were:

1—Chevrolet Citation	25,553
2—Chevrolet Chevette	24,626
3—Ford Escort	24,130
4—Olds Cutlass Supreme	21,350
5—Standard Oldsmobile	20,372
6—Standard Chevrolet	18,400
7—Chevrolet Malibu	18,329
8—Buick Regal	15,997
9—Plymouth Reliant	15,953
10—Olds Cutlass	15,244
11—Buick Skylark	14,671
12—Ford Fairmont	13,232
13—Chevrolet Monte Carlo	12,059
14—Dodge Aries	11,011
15—Standard Buick	10,855
16—Ford Mustang	10,607
17—Pontiac Grand Prix	10,338
18—Buick Century	10,270
19—Plymouth Horizon	9,988
20—Cadillac	9,940

TOP CARS

U. S. registrations for the first seven months of 1981. Registrations not available for Oklahoma.

1981 Pos.	Make	1980 Pos.
1—866,686	Chevrolet	1,030,575— 1
2—607,492	Ford	649,387— 2
3—493,917	Oldsmobile	461,161— 3
4—419,805	Buick	393,412— 4
5—359,582	Toyota	344,707— 6
6—318,721	Pontiac	354,426— 5
7—269,392	Datsun	311,240— 7
8—226,062	Honda	203,741— 8
9—207,655	Mercury	194,714— 9
10—204,095	Plymouth	131,088—12
11—184,783	Dodge	140,736—11
12—137,316	Volkswagen	148,752—10
13—119,975	Cadillac	123,878—13
14— 107,961	Mazda	88,728—15
15— 81,205	Subaru	69,812—17
16— 81,127	AMC	90,336—14
17— 58,188	Chrysler	79,679—16
18— 38,113	Volvo	....
19— 35,817	Lincoln	44,592—18
20— 35,117	Mercedes	29,178—22
21— 30,047	Fiesta	41,155—19
22— 27,043	Audi	....
....	Arrow	37,344—20
....	Colt	34,378—21
168,986	Other	....
	Imports	162,253
1,648	Misc. Dom.	2,011
	Total All Cars	
5,080,733		5,167,283

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1981	Percent Share of Market	Regis., July, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 7 mos., 1981	Percent Share of Market	Regis., 7 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	117,148	16.98	138,316	19.31	— 2.33	866,686	17.06	1,030,575	19.94	— 2.88
Ford	76,761	11.12	87,826	12.26	— 1.14	607,492	11.96	649,387	12.57	— 0.61
Oldsmobile	68,498	9.93	66,635	9.30	+ 0.63	493,917	9.72	461,161	8.93	+ 0.79
Buick	55,788	8.09	57,221	7.99	+ 0.10	419,805	8.26	393,412	7.61	+ 0.65
Pontiac	49,777	7.21	49,323	6.89	+ 0.32	318,721	6.27	354,426	6.86	— 0.59
Mercury	29,173	4.23	23,249	3.25	+ 0.96	207,655	4.09	194,714	3.77	+ 0.32
Plymouth	26,640	3.86	17,713	2.47	+ 0.99	204,095	4.02	131,088	2.54	+ 1.48
Dodge	23,795	3.45	19,188	2.68	+ 0.77	184,783	3.64	140,736	2.72	+ 0.92
Cadillac	16,790	2.43	15,520	2.17	+ 0.26	119,975	2.36	123,878	2.40	— 0.04
AMC	8,664	1.26	10,598	1.48	— 0.22	81,127	1.60	90,336	1.75	— 0.15
Chrysler	6,162	0.89	9,192	1.29	— 0.40	58,188	1.14	79,679	1.54	— 0.40
Lincoln	3,866	0.56	5,523	0.77	— 0.21	35,817	0.70	44,592	0.86	— 0.16
GENERAL MOTORS	308,001	44.64	327,015	45.66	— 1.02	2,219,104	43.67	2,363,452	45.74	— 2.07
FORD MOTOR CO.	109,800	15.91	116,598	16.28	— 0.37	850,964	16.75	888,693	17.20	— 0.45
CHRYSLER CORP.	56,597	8.20	46,093	6.44	+ 1.76	447,066	8.80	351,503	6.80	+ 2.00
AMERICAN MOTORS	8,664	1.26	10,598	1.48	— 0.22	81,127	1.60	90,336	1.75	— 0.15
IMPORTS	206,653	29.95	215,677	30.12	— 0.17	1,480,824	29.15	1,471,288	28.47	+ 0.68
MISCELLANEOUS	310	0.04	164	0.02	+ 0.02	1,648	0.03	2,011	0.04	— 0.01
TOTAL	690,025		716,145			5,080,722		5,167,283		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Renault official joining AMC as executive VP

SOUTHFIELD, Mich.—Jose J. Dedeurwaerder, a former Renault official, has been named to the newly created post of executive vice president of American Motors and has been elected to the AMC board of directors.

Jose J. Dedeurwaerder

He is the second former Renault executive named to a high post at AMC. The other is Jean-Marc Lepeu, who became financial affairs vice president last year.

Dedeurwaerder is also the sixth member of the AMC board with present or former ties to Renault. The French firm owns 46.4 percent of AMC.

In his new post, Dedeurwaerder will have overall responsibility for three of AMC's major operations — Manufacturing Operations, Product Operations and Diversified Operations and Supply Group. He will report to AMC President W. Paul Tippett Jr.

Dedeurwaerder has been director of Renault's auto plant at Douai, France, since 1976. He has also served as chief executive of Renault Mexico, industrial director of Renault Argentina and manufacturing director of Renault Belgium.

Teamsters eye early bargaining on labor pact

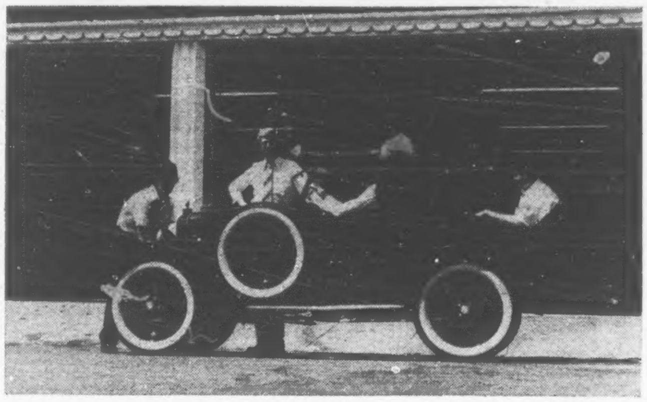
CHICAGO. — The Teamsters may begin early-bird bargaining with the trucking industry to grant some type of relief from the current contract.

At a meeting of the executive board and bargaining committee here earlier this month, local union leaders were instructed to get the views of the rank and file on possibly early negotiations and concessions and were told to formulate their contract demands by Oct. 5.

The trucking industry has asked for wage and work-rule concessions from the current contract because of a slump in the industry. Deregulating that industry on July 1, 1981, made it more competitive than it has been since 1935.

Now smaller, non-union companies and independent operators are able to charge lower rates and are not controlled by contractual work rules.

The current agreement expires March 31, 1982, and covers 260,000 truck drivers and warehousemen.



Ready for road and raffle

This 1928 Peugeot sports coupe recently visited Peugeot dealer Division Imports, Glendale, Calif., for a few adjustments. Using off-the-shelf parts, service manager Dennis Widbrew, left, and sales manager Chuck Allred, left center, had the vintage one-door Peugeot Type 172 RE running smoothly for dealership owner Ken Martin and his son, Mike. The coupe is owned by the Braille Institute and is to be raffled at its Golf Classic at Mission Hills Country Club, Palm Springs, in December.

Nissan to invest $20 million to produce VWs in Japan

By John Hartley
Staff Correspondent

TOKYO. — Following Volkswagen's announcement in Frankfurt that Nissan would build the Santana version of the new Dasher in Japan, Takashi Ishihara, Nissan president, also made a statement in Tokyo.

He confirmed the basic plan, and said that Nissan would invest some $20 million in new equipment to modify its Zama factory to produce the car.

He also expects Nissan's suppliers — especially those making instruments, lamps and small components — to invest some $6 million in equipment for the new car. Although that is peanuts to Nissan, it is still quite a substantial sum for such low volume — 50,000 to 60,000 units a year.

Ishihara admitted that the main difficulty in the negotiations had been the job of convincing VW that its idea of selling 120,000 Santanas a year in Asia was unrealistic. Most Japanese cars in this class sell in lower volume than that, the exception being the Datsun 810, which sells at around 180,000 units a year.

Ishihara said that the Santanas built in Japan would be less expensive than those imported, but not significantly so.

In other words, he sees no likelihood of the Santana competing on cost with any Japanese cars of similar size. This is another reason why Nissan insists that it can sell only about 50,000 units in Japan. VW is to buy another 12,000 or so a year for sale in Southeast Asia.

However, Ishihara did confirm that the Santana would be sold as a VW, with engines, transmissions and suspension parts all coming from Germany.

Significantly, he said: "We would not have signed the deal unless we thought we could make profits from the car."

Whether VW will make any profits from the car is another matter, though.

Ishihara was cautious about any future cooperation with VW, although he confirmed that this would be discussed later.

Expanding a theme he has developed recently, Ishihara said, "We cannot continue to export full built-up cars that are not welcome. So we decided to give foreign auto companies a helping hand to sell in Japan.

"It is not only good for Nissan, it is also good for the Japanese auto industry."

These remarks clearly intended for the ears of Toyota management as much as for anyone else.

New firm to sell Fords in Japan, Tokyo press says

According to reports published in Tokyo, a new company is to be formed by Toyo Kogyo: a trading firm, Sumitomo Corp., and several smaller Japanese firms to handle Japanese sales of Ford cars and Ford-brand cars built by TK.

In Dearborn, a Ford Motor Co. spokesman said, "We are involved in all sorts of discussions with Toyo Kogyo, including a possible distribution arrangement in Japan. However, we have no agreement to announce at this time."

The Tokyo report said Ford will not invest in the new company because of political considerations.

It said the new company will sell the TK-built Ford Laser, Escort, Mustang and TK's upcoming new Capella under the Ford brand.

Doubles capacity of classes for dealer technicians

GM zeroes in on service training

Continued from Page 20

lected courses in college locations, based on local needs, Grosse said.

As a further convenience to dealers and their personnel, and when the need exists, some colleges will have the potential of offering evening and Saturday classes, Grosse said.

The expanded technical program, according to Vorhes, will include the following:

1. Expanded service training capacity to provide more training for large numbers of service technicians on new products.
2. Service training at more locations to reduce travel time, resulting expense, and time away from dealership to minimize loss of technician productivity.
3. Expanded and improved job entry for new service technicians at dealerships.
4. An analysis of technician skills for each dealership to help do a more efficient job of determining training needs.
5. Testing of technicians during training courses to be sure the right people were sent and that they learned.
6. Increased technician recognition through certificates and wallet cards.

Under the new training program, GM will provide all its dealers with a computer printout that includes an inventory of the technical skill of each technician in their service operations.

The Dealer Skills Inventory lists all training center courses completed by each technician during the past three years. Also listed is each technician's job specialty or specialties, and each technician's National Institute of Automotive Service Excellence certification by component category.

Another "piloted" program offered to dealers is pre- and post-training tests for training center students.

Pre-training tests determine how well qualified, by previous training and/or experience, the student is to benefit from the course he is about to take.

It also allows the instructor to tailor the course more precisely to the student's needs, and provides a "benchmark" from which his post-training test score will reveal how much and how well he learned.

Testing also will emphasize the need to select the right personnel for training on a particular course.

"We will turn away some students if we find they come from the wash racks and don't know much about mechanics," Vorhes said. "We will turn them away to protect the integrity of the program."

• Vorhes said GM's new products and technology are creating an unprecedented need for a higher skill level of dealership technicians. "If GM froze its product program and didn't develop new technology for years, we still would have a long way to go to raise the average level of technical competence in shops," Vorhes said.

"We have to look past the eager technician who does it on his own to other technicians and satisfy their appetites for knowledge," he added.

Vorhes said that if GM continued in the traditional way, it would have to double the number of its training centers from 31 to 62.

In the past year, GM dealer technician training consisted of 1,000,000 manhours of instruction and 150,000 class days. With class sizes numbering eight to 10, GM trained 90,000 technicians.

With the class size remaining the same, GM projects dealer technician training needs at 2,000,000 manhours, 300,000 class days and 180,000 students.

• Because it had a growing awareness of the importance of community colleges, Vorhes said GM initiated a co-op service training program two years ago at Delta College, University City, Mich.

Sponsored by GM dealers, 12 students, the first graduates in GM's new Automotive Service Education Program (ASEP), have received their associate degree in automotive technology from Delta.

On the heels of the successful pilot project at Delta, a similar entry-level technician program is completing its first year of classes at Bookhaven College near Dallas.

GM will sponsor additional colleges in offering ASEP curriculum, including one now opening at Triton College in the Chicago area.

Further expansion to other areas in the nation, according to Vorhes, will depend upon dealer interest and participation.

Dealers who have participated in ASEP, Vorhes said, find that their students begin pulling their weight and earning their way in the dealership in their second semester.

Vorhes said GM has a deep commitment to ASEP. This commitment includes pre-training all college instructors at GM Training Centers, furnishing colleges with GM product components and providing the schools with all essential training materials, including training center handout pieces.

The administrative cost of the training program is being paid by GM while dealers are expected to cover incidental costs, such as lodging, travel and allowances.

The program will be pilot-tested during the coming year. Assuming a successful pilot, the expanded program will become permanent on Sept. 1, 1982. At that time, dealers will share the cost of the program with GM through an enrollment fee of $50 per student per day for service technical training.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
July '81 vs. July '80

	1981		1980	
	July	Yr.	July	Yr.
AMC Spirit	2,167	22,530	3,746	31,909
Concord	3,064	24,739	3,573	30,832
Concord Sta Wgn	925	8,912	1,011	8,826
Eagle 4 WD	364	4,162	932	6,950
Eagle Sta Wgn	1,037	9,507	1,162	9,996
Eagle SX4 4 WD	1,106	11,277		
Pacer			56	559
Pacer Sta Wgn			118	1,264
TOTAL AMC	8,664	81,127	10,598	90,336
Chrysler Le Baron	3,043	24,461	3,338	31,182
Le Baron Sta Wgn	336	4,483	595	4,836
Cordoba	1,901	17,146	3,188	25,464
Newport	208	3,737	975	7,455
New Yorker	335	5,008	1,096	10,742
Imperial	339	3,353		
Total	6,162	58,188	9,192	79,679
Ply. Horizon	9,988	84,956	9,899	73,648
Reliant	11,368	75,436		
Reliant Sta Wgn	4,585	30,149		
Volare	245	6,202	4,811	39,993
Volare Sta Wgn	41	1,305	1,167	9,087
Gran Fury	413	6,047	1,836	8,360
Total	26,640	204,095	17,713	131,088
Dodge Omni	8,776	66,086	8,091	60,705
Aries	7,760	57,111		
Aries Sta Wgn	3,251	22,860		
Aspen	245	5,218	4,236	30,031
Aspen Sta Wgn	51	1,213	1,018	6,779
Diplomat	2,152	15,891	1,837	15,064
Diplomat Sta Wgn	142	2,274	316	2,645
Mirada	1,133	9,867	2,060	15,628
St. Regis	285	4,263	1,630	9,884
Total	23,795	184,783	19,188	140,736
Total Chrysler Corp.	56,597	447,066	46,093	351,503
Escort	14,052	108,228		
Escort Sta Wgn	10,078	75,239		
EXP	7,372	23,905		
Pinto	218	8,736	11,145	73,567
Pinto Sta Wgn	53	2,616	2,803	19,949
Fairmont	9,011	86,774	16,202	135,427
Fairmont Sta Wgn	4,221	32,514	6,423	47,276
Granada	6,764	59,950	8,003	46,133
LTD II			229	2,772
LTD	4,398	32,078	8,969	59,696
LTD Crn Victoria	3,530	22,325	2,547	14,995
Ford Sta Wgn	1,664	12,210	2,259	16,769
Mustang	10,607	99,619	19,618	144,833
Thunderbird	4,793	43,298	9,628	87,970
Total	76,761	607,492	87,826	649,387
Lincoln Town Car	1,905	17,024	2,503	18,651
Cont Mark	1,961	18,613	2,580	22,378
Versailles			440	3,563
Total	3,866	35,817	5,523	44,592
Mercury Lynx	4,992	37,843		
Lynx Sta Wgn	2,931	22,110		
LN7	2,863	7,714		
Bobcat	38	2,007	1,802	14,916
Bobcat Sta Wgn	11	463	391	3,253
Zephyr	3,137	28,428	3,844	39,264
Zephyr Sta Wgn	939	8,207	1,645	11,527
'81 Cougar/Monarch	3,684	25,483	2,596	17,022
Marquis	758	4,410	1,287	8,463
Marquis Brougham	1,057	6,748	913	7,267
Grand Marquis	2,025	12,686	1,289	11,425
Marquis Sta Wgn	591	4,170	507	4,654
XR7	2,063	16,818	3,643	37,271
Capri	4,084	30,568	5,332	39,652
Total	29,173	207,655	23,249	194,714
Linc Merc Div. Total	33,039	243,472	28,772	239,306
Total Ford Motor Co.	109,800	850,964	116,598	888,693
Buick Skyhawk			379	4,888
Skylark	14,671	118,327	13,786	96,661
Century	8,767	71,812	10,511	69,114
Regal	15,997	119,669	15,826	104,560
Century Sta Wgn	1,503	10,095	1,512	10,046
Le Sabre	1,857	12,364	2,756	16,427
Le Sabre Limited	3,845	25,201	3,697	29,666
Electra 225	4,277	30,069	4,594	32,988
Buick Sta Wgn	876	6,326	776	6,113
Riviera	3,995	25,942	3,384	22,949
Total	55,788	419,805	57,221	393,412
Cadillac de Ville	7,627	54,836	7,621	58,068
Cimarron	1,523	1,924		
Fleetwood & Chassis	2,313	20,398	2,006	16,731
Eldorado	3,830	28,930	3,697	27,847
Seville	1,497	13,887	2,196	21,232
Total	16,790	119,975	15,520	123,878
Chevrolet Chevette	24,626	226,699	27,658	222,122
Camaro	9,187	63,975	10,313	72,988
Monza	176	15,398	12,552	83,150
Cavalier	4,690	7,437		
Cavalier Sta Wgn	1,864	2,965		
Citation	25,553	186,818	33,009	224,324
Malibu	13,071	99,266	15,975	113,685
Malibu Sta Wgn	5,258	35,377	5,325	37,293
Monte Carlo	12,059	94,694	12,300	92,049
Impala	5,907	35,916	6,514	53,818
Caprice	8,168	53,213	7,582	73,233
Chevrolet Sta Wgn	4,325	26,338	4,029	36,737
Corvette	2,264	18,590	3,059	21,176
Total	117,148	866,686	138,316	1,030,575
Oldsmobile Starfire			275	4,932
Omega	8,523	63,892	7,746	48,552
Cutlass Salon	12,332	100,228	13,482	97,307
Cut. Supr/Calais	21,350	155,985	22,004	145,779
Cutlass Sta Wgn	2,912	19,849	2,880	18,838
Delta 88	985	7,002	1,687	11,874
Delta 88 Royale	12,025	72,047	9,164	64,589
98	5,760	43,734	5,233	37,521
Oldsmobile Sta Wgn	1,602	10,504	1,288	10,952
Toronado	3,009	20,676	2,876	20,817
Total	68,498	493,917	66,635	461,161
Pontiac T1000	6,956	21,662		
Sunbird	313	27,487	10,581	70,912
J2000	5,388	8,235		
J2000 Sta Wgn	929	1,481		
Phoenix	6,007	52,774	8,799	56,106
LeMans	3,731	30,324	3,996	31,261
LeMans Sta Wgn	2,222	13,904	2,160	15,107
Catalina	526	4,217	1,005	8,081
Bonneville	4,404	24,343	4,084	27,854
Bonne. Brougham	3,244	18,717	2,266	20,039
Pontiac Sta Wgn	874	5,270	856	7,598
Grand Prix	10,338	74,859	8,676	63,173
Firebird	4,845	35,448	6,900	54,295
Total	49,777	318,721	49,323	354,426
TOTAL GM CORP.	308,001	2,219,104	327,015	2,363,452
(Checker)	248	1,297	155	1,830
Misc. Domestic	310	1,648	164	2,011
Domestic Station Wagon Total	53,222	370,341	38,249	289,935
Domestic Grand Total	483,372	3,599,909	500,468	3,695,995
Import Total	206,653	1,480,824	215,677	1,471,288
Grand Total All Registrations	690,025	5,080,733	716,145	5,167,283

Registrations for Oklahoma not available.

Industry's mid-month tally is 134,595

Only GM reports a sales increase

By Jenny L. King
Staff Writer

Domestic new-car sales climbed 9.87 percent on a daily-rate basis in mid-September, although total sales were down slightly from last year's modest level and only one of the major manufacturers reported a year-to-year increase.

Sept. 11-20 sales numbered 134,595, down 2.34 percent from 137,813 a year ago. With eight selling days this year, the current rate was 16,824, up 9.87 percent from the 15,313 rate for nine days in 1980. It was the lowest daily average since early-July's 16,052 rate.

General Motors, which had extended its 13.8 percent interest rate program through Sept. 23, reported a sales increase of 3.94 percent (16.93 percent on a daily-rate basis), to 86,291 from 83,017. Chrysler Corp. was up on a daily-rate basis by a modest 2.91 percent, but off 8.53 percent year-to-year. Its sales totaled 11,017 this year compared with 12,044 in 1980.

Ford Motor Co. dealers sold 31,722 new cars, down 11.75 percent from 35,456 (up 0.63 percent daily rate). Volkswagen of America reported sales of 3,465 Rabbit sedans, down 19.34 percent from 4,296 (down 9.22 percent daily rate). Estimated sales for AMC were 2,100 units, down 30.00 percent from 3,000 (down 21.12 percent daily rate).

GM earned 64.11 percent of the mid-month domestic market, up four percentage points from 60.24 a year earlier. Ford slipped to 23.57 percent from 25.73 percent. Chrysler stood at 8.19 percent, compared with 8.73 percent in 1980. It was the corporation's smallest share so far this calendar year, and the first time it has slipped below 10 percent.

VWoA captured 2.57 percent, down from 3.12 percent, and AMC sales accounted for 1.56 percent, down from 2.18 percent.

On a year-to-year basis, five of the U. S. makes were up. Cadillac enjoyed a 75.99-percent increase in sales, climbing to 5,945 from 3,378. Oldsmobile was up 14.67 percent, to 18,342 from 15,995. Plymouth was up 12.17 percent, to 5,244 from 4,675. Buick climbed 10.27 percent, to 16,056 from 14,560, and Dodge rose 7.26 percent, to 5,081 from 4,737.

Chrysler was down 76.14 percent, AMC was down 30.00 percent, VWoA was down 19.34 percent, Ford was down 12.56 percent, Chevrolet was down 7.30 percent, Mercury was down 6.47 percent, Pontiac was down 3.98 percent and Lincoln was down 0.80 percent.

Chevrolet Chevette was the top-selling nameplate Sept. 11-20, with sales of 8,605. Second was Oldsmobile Cutlass Supreme at 6,348, followed by Buick Regal at 6,081, Chevrolet Citation at 5,775 and Ford Escort at 4,989.

DOMESTIC SALES

	Sept. 11-20, 1981	Sept. 11-20, 1980
AMERICAN MOTORS	2,100†	3,000†
Chrysler	628	2,632
Imperial	64	....
Plymouth	5,244	4,675
Dodge	5,081	4,737
CHRYSLER CORP.	11,017	12,044
Ford	21,905	25,051
Mercury	8,333	8,909
Lincoln	1,484	1,496
FORD MOTOR	31,722	35,456
Buick	16,056	14,560
Cadillac	5,945	3,378
Chevrolet	33,060	35,662
Oldsmobile	18,342	15,995
Pontiac	12,888	13,422
GENERAL MOTORS	86,291	83,017
VOLKSWAGEN	3,465	4,296
INDUSTRY TOTAL	134,595	137,813

† Estimate

Ford combines auto assembly, stamping units

DEARBORN. — Ford Motor Co. has combined its Automotive Assembly and Metal Stamping divisions.

William E. Scollard, vice president-body and assembly operations, said the reorganization will enable Ford "to apply greater managerial and technical direction to the achievement of higher product quality in stamping and assembly operations."

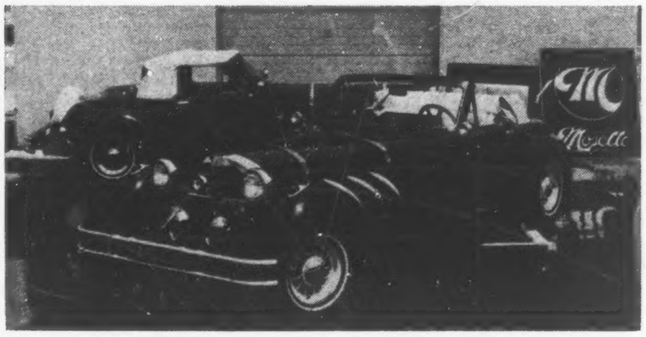
"It also will give us a stronger manufacturing technical group to interface with vehicle engineering and design on future programs," he said.

"It provides an atmosphere more conducive to the making of vehicle-oriented decisions; it provides a more efficient organization structure, and it improves our abilities to better develop the key personnel in our quality effort."

The reorganization will be completed by January, 1982.

Roderick M. Sherwood Jr. is the new general manager—body and assembly, reporting to Scollard. He had been general manager of the Automotive Assembly Division. H. A. Nida will be general manager — engineering and operations, for the new division. He had been general manager of the Metal Stamping Division.

A Ford spokesman said no personnel layoffs, retirements or plant closedowns will result from the reorganization.



The last of the first

The last 1981 Moselle sits before its home in Chatsworth, Calif., before delivery to its first owner, in Amarillo, Tex., and the company gears up for its 1982 run. The $34,000 Ford-powered car features metal center section, roll-up windows, rumble seat and personalized options for each customer. Moselle Specialty Cars, Ltd., marked its first anniversary by opening a new Beverly Hills sales showroom.

breaking news

Continued from Page 1

vehicles for the first 30 days after which dealers take them over under the regular floor-plan arrangement. The cars are price leaders, Omni and Horizon Misers and stripped Ks, which Chrysler says it wants in showrooms for display.

AMC paying rebates on '82 Jeeps

SOUTHFIELD, Mich.—All Detroit auto makers are having trouble getting '82 orders from wary dealers, and special merchandising programs are by no means over. American Motors, for example, has started a new Sept. 24-Nov. 25 consumer rebate on '82 Cherokee and Wagoneer ($750) and J-series pickups ($500). Dealers contribute $250 of the $750 and $200 of the $500. In Ohio and Texas rebates are reduced to $500 and $300 because of state laws banning dealer participation.

Mitsubishi wins right to set up own U.S. network

Continued from Page 1

subishi is to supply Chrysler with four-door versions of the Dodge Colt and Plymouth Champ, plus a four-wheel-drive truck.

The terms of the agreement are subject to approval of the Japanese and U. S. governments. In the U. S., Chrysler will need approval from the Department of Justice and the Loan Guarantee Board.

The Loan Board has been kept abreast of negotiations and is expected to approve the plan, a knowledgeable source told AUTOMOTIVE NEWS.

The agreement does not deal with joint production in the U. S. — an on-again, off-again subject of discussion between the makers.

Although Chrysler declined to elaborate on the details of the agreement, sources have indicated Mitsubishi is required to continue to finance its Chrysler-badged vehicles during the transit.

News roundup

AMC recalls 15,500 '82 cars

SOUTHFIELD, Mich.—American Motors is recalling 15,500 of its 1982 Spirit, Concord and Eagle autos with six-cylinder engines to correct an underhood wiring harness routing problem that could result in an electrical short circuit and ensuing component damage. The recall was announced six days before the '82 models officially went on sale. AMC said fewer than 3,000 had been sold to retail customers. Vehicles in dealers' stock will be serviced before being sold, AMC said.

Ford said to seek electronics help from Japan

TOKYO.—Ford Motor Co. has asked Sharp Corp. to develop electronic engine-control systems, according to reports published here. These reports say Sharp has not yet decided whether to accept Ford's request for a wide range of systems. Sharp has no business ties with Japan's major auto makers.

NHTSA endorses belt-up campaign

WASHINGTON.—The Department of Transportation last week endorsed the National Safety Council's "Make It Click" campaign to encourage motorists to use seat belts. "No other traffic-safety measure offers so much lifesaving promise," said NHTSA Chief Raymond A. Peck Jr.

Peugeot ends Argentine deal with Fiat

BUENOS AIRES.—Peugeot is terminating a joint venture with Fiat for auto production in Argentina. Peugeot said it would give up its 50-percent share in Sevel Argentina, but that Peugeots would continue to be made and sold in Argentina under a licensing agreement with Fiat. Peugeot had suffered losses in the joint venture ever since it was set up, less than a year ago.

New cars due from Russia in 1983

LONDON.—Three automobile manufacturers in the Soviet Union plan to launch new cars in 1983 that will be designed to meet standards of the U. S. and the Common Market, according to Automotive Products, a components manufacturer in the UK which has signed a parts agreement with the Russians. AP said the firms involved are Lada, Zaz and Moskvich. The cars to be introduced by Lada reportedly are front-drive models developed by Porsche. The Russians reportedly are negotiating with other component suppliers in the West

Northwood show set for Oct. 16-18

MIDLAND, Mich. — Northwood Institute's 18th annual Automobile, Truck and Automotive Parts Show will be held on the campus here Oct. 16-18. This year's theme is "On the Road Again in '81." The show is organized by Northwood Institute students. More than 450 domestic and imported cars will be displayed. There is no charge for admission.

Ford recalls Mustangs, Capris, Lincolns

DEARBORN.—Ford Motor Co. is recalling 6,700 '81 Ford Mustangs and Mercury Capris to correct front-seatback recliner plates that do not meet prescribed strength capabilities. The plates may become distorted, resulting in disengagement of the recliner mechanism and permitting the seatback to pivot into its recliner position. The cars were built at the Dearborn assembly plant from July 30 to Aug. 7. Ford also is recalling some 600 '82 Lincoln and Mark VI models with automatic headlight dimmers that could malfunction after a short time. Ford said few, if any, of the cars have been delivered to customers.

Toyota, Datsun step up small-truck marketing

LOS ANGELES.—Detroit is in for a real dogfight in the small pickup market where it is launching new entries this year. The Japanese, notably Datsun and Toyota, are stepping up marketing efforts via $10 million ad budgets each for their '82 pickup lines. "From one tough customer to another" is Datsun's new truck theme, backed with 25 percent more TV and print money than last year. Toyota's budget is up about 10 percent. Mazda plans to increase support for its newly redesigned gas and diesel minitruck series. Pickup trucks are not under the same import restriction as cars.

Renault hikes share of Volvo to 15 pct.

PARIS.—Renault has increased its 10-percent interest in AB Volvo to 15 percent, under terms of the original agreement signed in December, 1979.

'82 GMC line emphasizes fuel economy

GMC's line of light, medium and heavy trucks for 1982 is the most comprehensive and fuel-efficient ever offered, according to Robert W. Truxell, the division's general manager.

New to the line are the U. S.-built compact pickup, the first such model in the GMC line; the all-new 6.2-liter light-truck diesel and more fuel-efficient powertrains in medium and heavy trucks.

The 6.2 diesel, a naturally aspirated V-8 with four-cylinder design, is available in two-wheel and four-wheel-drive half, three-quarter and one-ton models except the 4x2 Jimmy and S-15. An optional diesel-equipment package is required.

A four-speed manual overdrive transmission is required on half and three-quarter-ton pickups under 8,500 pounds GVW when equipped with the 6.2 diesel.

A four-speed automatic overdrive transmission is standard on the 4x2 Suburban wagon and optional is the Jimmy, 4x4 Suburban and pickup models under 8,500 pounds GVW.

Optional automatic speed control with the resume feature is now available with both manual and automatic transmissions for Jimmys, Suburbans, pickups, cab/chassis and vans.

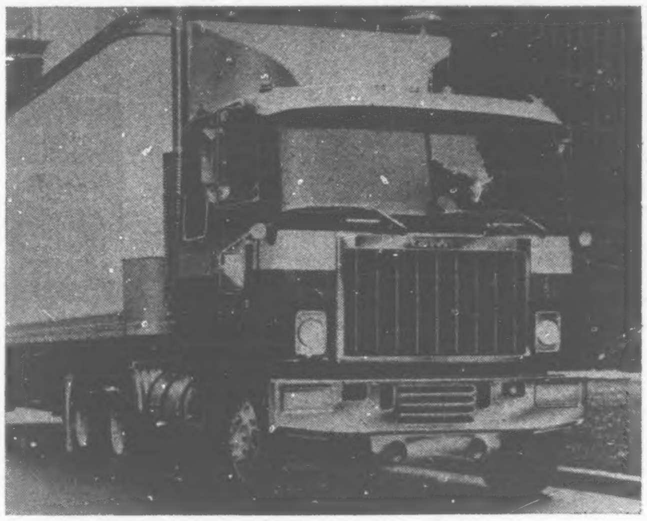
- Use of automatic locking front hubs is extended to one-ton 4x4 models, making the fea-

Continued on Page 41, Col. 1

Mack to cut output to 81 trucks a day

ALLENTOWN, Pa. — Mack Trucks, Inc., plans to cut production from 100 trucks a day to 81 a day, effective Nov. 2. The company attributed the cutback to economic conditions and high interest rates which it said have caused an extended recession in the North American truck market.

The expected improvement in the economy in the last quarter of 1981 is not likely, a spokesman said. The cutback will affect operations in Allentown; Hagerstown, Md., and Oakville, Ont., Canada.



All '82 Astros turbocharged

All diesel engines for 1982 Astro models are turbocharged and most are teamed with aftercooling systems to help increase fuel economy and thermal efficiency.

GMC turning to TV to increase ad reach

By Joseph Bohn
Marketing Editor

PONTIAC, Mich.—GMC Truck & Coach is back in the big time—big-time TV, that is.

The division is going for reach, although it will continue to target against special buying groups like farm, construction and fleet markets.

Generally, though, multi-product-line commercials have replaced a lot of vocational magazine advertising done last year, and TV has cut into both magazine and radio, noted Jim Wenzel, ad manager.

GMC's first commercials, which appeared Sept. 20, call attention to its 75 years as a truck maker. It features old and new trucks, going back to World War I, as well as the '82s.

The message is: "At GMC we've been all about trucks for over 75 years . . . It seems whenever a truck job comes along, there's a GMC dealer with a truck to do it. Big, small and in between size, GMC . . . shouldering the load and keeping an eye on costs . . ."

This commercial introduces the new 6.2-liter diesel and models it's available in.

A full-blown diesel commercial draws specific attention to the engine's cargo and trailer pulling capabilities. Three models, a Jimmy pulling a boat, a Suburban towing an Airstream trailer and a pickup carrying a large outboard motor, are featured.

The commercial focuses on the diesels available in these various models, its design exclusively created for the truck lines and its economy.

"The new light duty GMC diesel trucks. Even when we think small, we think big. At GMC, trucks are what we're all about" ends the commercial, using the familiar tagline.

Overall, TV news shows and NFL Sunday afternoon football on CBS are the prime properties, although a mix of cable TV (ESPN's "Sports Center") and a syndicated TV show, "Backstage at the Grand Old Opry," running in 131 markets, round out the schedule.

The mix is 55 percent TV, 45 percent magazine. Radio and

Continued on Page 41, Col. 1

ONE SIZE FITS ALL.
GMC INTRODUCES THE 6.2 LITER DIESEL.
GMC

One size fits all

GMC is getting ad mileage from multi-product-line ads, such as this one, featuring a pickup, Suburban and Jimmy. Fewer vocational magazines are being used, but business, farming, fleet and construction buyers are still being singled out for special print targeting. The new diesel engine gets its own print and TV effort.

New Deutz diesel will be produced at plant in Canada

By Jack Walsh
Truck Editor

MONTREAL. — A new series of diesel engines called the Deutz 610 AirDiesel will be produced in a plant to be built in the Montreal metropolitan area, with initial deliveries planned by mid-1983.

Plans were announced by officials of Klockner-Humboldt-Deutz AG, Cologne, West Germany, and KHD Canada, Inc., a subsidiary which developed the engine and will manufacture them.

Initially, the air-cooled engine will be produced in a V-8 configuration, and will deliver up to 220 HP at 3,200 RPM. Later, V-6 and four-cylinder versions will be offered.

Wilhelm Vossmeyer, KHD Canada research and development vice president, said data from both static and on-road testing indicate that the 610 will consume about 15 percent less fuel than current comparable diesel engines, and about 50 percent of the fuel used by a gasoline engine of comparable power.

"One reason for this economy

Continued on Page 41, Col. 1

truck industry news

All market segments weaker

Registrations of trucks down in July, 7 months

Seven-month registrations of new trucks of all types in the U. S. totaled 1,275,595, according to R. L. Polk & Co., a decline of 16.3 percent from the year-ago 1,524,391 units.

The July total was down 14.7 percent, from 189,680 in 1980 to 222,249.

See Table on Page 38

Registrations for the January-July period and the month were off in all three market segments, with only one of the eight classifications showing an increase over the previous year.

Through July, there were 1,152,274 light-truck tallies, a decline of 16.1 percent of last year's 1,373,018 units. Imported non-captive light trucks, on the other hand, were down only 0.7 percent, from 177,021 a year ago to 175,717.

Group 3 registrations for the seven months totaled 7,901, an increase of 69.5 percent over the year earlier 4,661.

The Group 1 count, with a big assist from the imports, totaled 634,563, a drop of 6.6 percent from last year's 679,150. Group 2 was down 26 percent to 509,810 units, compared with 689,207 a year ago.

Registrations of medium trucks fell 16.8 percent in the first seven months, from 35,705 units in 1980 to 29,706.

Over the seven-month span, only nine Group 4 trucks were registered in the U. S., a decline of 95.3 percent from last year's 193 units.

Group 5 tallies were off 19.7 percent, from 1,373 units a year ago to 1,102, while the Group 6 count skidded to 28,595 units, a decrease of 16.2 percent from last year's 34,139.

Heavy-truck registrations

Continued on Page 17, Col. 1

International ups lead over Ford in HD registrations

International increased its lead over Ford in heavy-truck registrations by 900 units in July, and its share of total industry tallies for the first seven months was slightly higher than the six-month figure.

In July, 3,780 Group 7 and 8 International vehicles were registered, bringing the seven-month total to 25,308 units. Ford had 2,880 tallies during the month, boosting its year-to-date total to 19,465.

The industry count for the seven months, according to R. L. Polk & Co. statistics, was 93,615, down 19.1 percent from last year's 115,668. The July total of 14,213 units was off 9.5 percent from the year-earlier 15,699.

Through August, International registrations accounted for

Continued on Page 17, Col. 1

U. S. HEAVY DUTY REGISTRATIONS

Seven months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	7 mos., 1981	Percent Share of '81 market	7 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	24,308	25.97	19,311	16.70	+ 9.27
Ford	19,465	20.79	29,242	25.28	— 4.49
GMC	12,639	13.50	18,336	15.85	— 2.35
Mack	10,238	10.94	12,797	11.06	— 0.12
Chevrolet	6,314	6.74	10,087	8.72	— 1.98
Kenworth	6,214	6.64	7,326	6.33	+ 0.31
Freightliner	5,175	5.53	6,748	5.84	— 0.31
Peterbilt	3,603	3.85	4,406	3.81	+ 0.04
White	1,653	1.76	3,137	2.71	— 0.95
Volvo	909	0.97	429	0.37	+ 0.60
Autocar	734	0.78	987	0.85	— 0.07
Western Star	479	0.52	630	0.55	— 0.03
Diamond Reo	61	0.06	65	0.06	......
Misc.	1,823	1.95	2,167	1.87	+ 0.08
TOTALS	93,615	100.00	115,668	100.00	......

★Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; Illinois, July, 1980.

U. S. TRUCK REGISTRATIONS

Seven months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	1981 7 mos.,	Percent Share of '81 market	7 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	409,531	32.11	486,084	31.89	+ 0.22
Chevrolet	387,530	30.38	462,083	30.31	+ 0.07
Dodge	97,619	7.65	140,821	9.24	— 1.59
GMC	94,310	7.39	114,077	7.48	— 0.09
International	35,858	2.81	36,324	2.38	+ 0.43
Jeep	32,000	2.51	49,867	3.26	— 0.75
Mack	10,986	0.86	13,010	0.86	......
Plymouth*	9,558	0.75	17,582	1.15	— 0.40
Kenworth	6,214	0.49	7,326	0.48	+ 0.01
Freightliner	5,175	0.41	6,748	0.44	— 0.03
Peterbilt	3,603	0.28	4,406	0.29	— 0.01
White	1,653	0.13	3,137	0.21	— 0.08
Volvo	924	0.07	431	0.03	+ 0.04
Autocar	734	0.06	987	0.07	— 0.01
Western Star	479	0.04	630	0.04	......
Diamond Reo	61	....	65	....	......
Misc.**	179,360	14.06	180,993	11.87	+ 2.19
TOTALS	1,275,595	100.00	1,524,391	100.00	......

★No registrations for Oklahoma, 1981 and 1980; Illinois, July, 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

Illinois announces settlement with dealers, ad agency

Dealers to halt phony recalls

CHICAGO.—Seven local dealerships and an advertising agency have agreed to end a misleading campaign which used phony factory recall notices as an ad gimmick, according to Illinois Attorney General Ty Fahner.

Fahner said the agreement also requires each of the dealerships to pay the state $4,000 and the advertising company, $6,000.

The agreement was signed by the ad agency House of Words, Inc., Chicago, and dealerships Al Johnson Cadillac, Tinley Park; Arrow Chevrolet, Midlothian; Highland Park Ford, Highland Park; Keystone Chevrolet, Chicago; Shepard Chevrolet, Lake Bluff; Sondag Chevrolet, Des Plaines, and Sondag Datsun, Schaumburg.

The attorney general said the firms, which have signed assurances of voluntary compliance, used deceptive advertising entitled "Safety Notification" when, in fact, no defect or other safety problems existed.

The attorney general contends the notices violate the Illinois Consumer Fraud and Deceptive Business Practices Act because the advertising is designed to lure customers into dealership repair shops and showrooms under false pretenses.

• The attorney general's investigation was prompted by consumers who questioned the authenticity of the mailings.

Fahner said the investigation revealed that House of Words had contacted the auto dealers regarding the use of the safety notification mailing as an advertising promotion.

The wording of the notices is similar to legitimate factory recall, Fahner said. The notices read:

"SAFETY NOTIFICATION! This is to inform you of (auto dealer's name) safety notification. This notification pertains to the RADIATOR HOSE CLAMPS on (specified make) automobiles produced in 1974 through 1980.

"WE ARE THE ONLY AUTHORIZED CENTER IN YOUR AREA FOR THIS PROGRAM. Please call the Safety/Service Administrator at (auto dealer's name) for your appointment to have your vehicle scheduled for IMMEDIATE inspection. This inspection and repair to the RADIATOR HOSE CLAMPS will be done at no charge to you."

Although the inspection and repair of the clamps were offered at no charge, the attorney general objected to the likelihood of auto dealers soliciting additional repair work and potential sales from consumers under false pretenses.

International ups lead over Ford in HD registrations

Continued from Page 16

25.96 percent of the industry total, up 9.27 percentage points from last year's 16.70 percent on 19,311 tallies.

For the first six months, International's share of the total was 25.55 percent. Ford took 20.89 percent of the January-July count, and 20.79 percent of the seven-month count.

Through August, there were 53,822 Group 8 registrations, a decline of 21.4 percent from last year's 68,508. Group 7 was down 15.6 percent from a year ago, 37,793 versus 47,160.

International was No. 1 in Group 8 registrations with 12,651, compared with 10,079 for second-place Mack. Ford was the leader in Group 7 with 14,525 tallies, and International was No. 2 with 11,657.

Declines posted in registrations of trucks in July

Continued from Page 16

were down 19.1 percent, from 115,668 units in 1980 to 93,615.

Group 7 tallies through July totaled 39,793, down 15.6 percent from the year-earlier 47,508. The count for Group 8 trucks was 53,822 units, a decline of 21.4 percent from last year's 68,508.

In July, there were 170,924 light-truck registrations, off 15 percent from the year-ago 201,0[illegible]3. But light non-captive imports were up 7.2 percent, from 26,113 in 1980 to 27,996 units.

During the month, there were 4,543 medium-truck registrations, a decline of 16.9 percent from the year-earlier 5,467 units, while the heavies were off 9.5 percent, from 15,699 last year to 14,213.

The miscellaneous group increased its share of total industry registrations for the seven months by 2.19 percentage points. Dodge was the biggest loser in penetration with a decline of 1.59 points.

Delco
Freedom II

DELUXE
INTERIOR.

Here's the inside story on the battery that's even tougher than the original Freedom —The Delco Freedom II Battery.

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Delco deluxe interiors are standard equipment in a variety of sizes and shapes for passenger cars and light trucks.

GM
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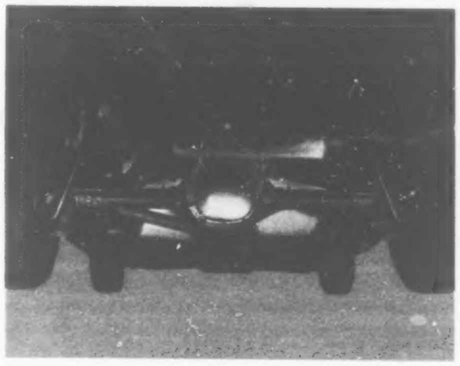
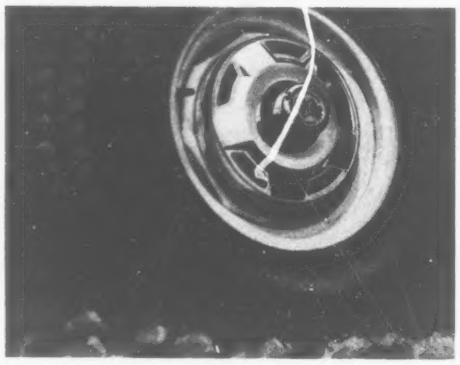
The leader under the hood





Attention Dealers:
Selling the advantages of spin-resistant differentials and automatic locking hubs from Borg-Warner can improve your 1982 dollar volume.

Whether your customers are looking for the ultimate performance package or better traction in sand, mud, and snow, the Borg-Warner spin-resistant differential should be part of your stock units.

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- Spirit

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- Capri
- Zephyr
- Cougar

GM
- Camaro
- Z28
- Firebird
- Trans Am
- El Camino
- Monte Carlo
- Grand Prix
- Regal
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- Gran Fury
- New Yorker
- Imperial
- Ram Series Trucks

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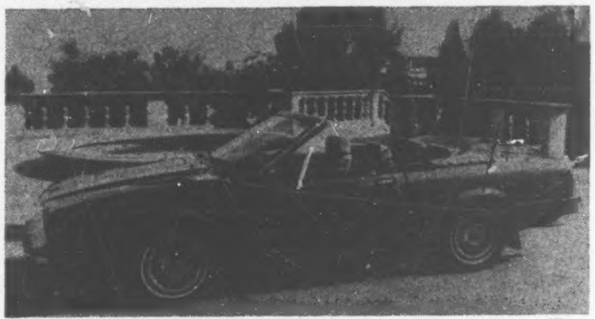

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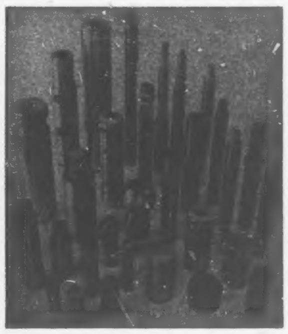

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**July '81**	....	....	....	....	....	....	....	**100**	**100**
	July '80	....	....	....	....	....	....	....	113	113
	Year to date '81	....	....	....	....	....	....	....	**734**	**734**
	Year to date '80	....	....	....	....	....	....	....	987	987
BROCKWAY	**July '81**	....	....	....	....	....	....	....	....	....
	July '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	**July '81**	**27,644**	**24,224**	**1,419**	....	**48**	**594**	**897**	**94**	**54,920**
	July '80	32,992	31,523	10	....	101	1,156	1,070	195	67,047
	Year to date '81	**207,422**	**160,684**	**7,518**	....	**507**	**5,085**	**5,683**	**631**	**387,530**
	Year to date '80	222,654	220,085	726	....	951	7,580	8,211	1,876	462,083
(Memo Units) #	**July '81**	**9,914**	**7,916**	....	....	....	....	....	....	**17,830**
	July '80	13,533	8,672	....	....	....	....	....	....	22,205
	Year to date '81	**80,860**	**47,890**	....	....	....	....	....	....	**128,750**
	Year to date '80	99,879	63,955	....	....	....	....	....	....	163,834
DIAMOND REO	**July '81**	....	....	....	....	....	....	....	**3**	**3**
	July '80	....	....	....	....	....	....	....	5	5
	Year to date '81	....	....	....	....	....	....	....	**61**	**61**
	Year to date '80	....	....	....	....	....	....	....	65	65
DODGE	**July '81**	**8,258**	**6,839**	**41**	....	....	....	....	....	**15,138**
	July '80	9,151	10,964	958	43	....	....	....	....	21,116
	Year to date '81	**55,593**	**41,714**	**310**	**2**	....	....	....	....	**97,619**
	Year to date '80	56,646	80,477	3,511	187	....	....	....	....	140,821
(Memo Units) #	**July '81**	**4,940**	**4,176**	**1**	....	....	....	....	....	**9,117**
	July '80	6,090	6,683	63	....	....	....	....	....	12,836
	Year to date '81	**33,874**	**23,814**	**24**	....	....	....	....	....	**57,712**
	Year to date '80	38,038	51,460	1,370	....	....	....	....	....	90,868
FORD	**July '81**	**19,780**	**36,631**	....	....	....	**1,137**	**2,065**	**815**	**60,428**
	July '80	21,576	43,158	41	....	....	1,798	2,887	1,025	70,485
	Year to date '81	**137,285**	**244,987**	....	....	....	**7,794**	**14,525**	**4,940**	**409,531**
	Year to date '80	148,478	296,071	407	....	....	11,886	20,385	8,857	486,084
(Memo Units) #	**July '81**	**6,448**	**12,440**	....	....	....	....	....	....	**18,888**
	July '80	8,206	13,347	....	....	....	....	....	....	21,553
	Year to date '81	**50,893**	**79,223**	....	....	....	....	....	....	**130,116**
	Year to date '80	61,440	98,060	....	....	....	....	....	....	159,500
FREIGHTLINER	**July '81**	....	....	....	....	....	....	....	**851**	**851**
	July '80	....	....	....	....	....	....	....	744	744
	Year to date '81	....	....	....	....	....	....	....	**5,175**	**5,175**
	Year to date '80	....	....	....	....	....	....	....	6,748	6,748
VOLVO	**July '81**	....	....	....	....	....	....	**73**	**82**	**155**
	July '80	....	....	....	....	....	....	54	25	79
	Year to date '81	....	....	....	....	**2**	**13**	**454**	**455**	**924**
	Year to date '80	....	....	....	....	....	2	363	66	431
GMC	**July '81**	**4,818**	**6,378**	**30**	....	**200**	**510**	**1,035**	**1,054**	**14,025**
	July '80	5,259	8,160	1	....	71	644	921	1,368	16,424
	Year to date '81	**34,320**	**43,345**	**71**	....	**587**	**3,348**	**6,369**	**6,270**	**94,310**
	Year to date '80	31,639	58,248	5	....	407	5,442	8,510	9,826	114,077
(Memo Units) #	**July '81**	**823**	**2,014**	....	....	....	....	....	....	**2,837**
	July '80	778	2,037	....	....	....	....	....	....	2,815
	Year to date '81	**5,345**	**12,103**	....	....	....	....	....	....	**17,448**
	Year to date '80	5,785	16,060	....	....	....	....	....	....	21,845
INTERNATIONAL	**July '81**	....	**133**	....	....	....	**1,686**	**1,728**	**2,052**	**5,599**
	July '80	....	1,665	....	....	....	1,339	1,681	1,895	6,580
	Year to date '81	....	**1,746**	....	....	....	**9,804**	**11,657**	**12,651**	**35,858**
	Year to date '80	....	9,777	....	....	....	7,236	8,730	10,581	36,324
(Memo Units) #	**July '81**	....	....	....	....	....	....	....	....	....
	July '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
JEEP	**July '81**	**3,771**	**1,845**	....	....	....	....	....	....	**5,616**
	July '80	4,284	2,895	....	....	....	....	....	....	7,179
	Year to date '81	**20,027**	**11,973**	....	....	....	....	....	....	**32,000**
	Year to date '80	30,779	18,908	....	....	....	....	....	....	49,687
(Memo Units) #	**July '81**	**3,771**	**1,357**	....	....	....	....	....	....	**5,128**
	July '80	4,284	2,177	....	....	....	....	....	....	6,461
	Year to date '81	**20,027**	**8,790**	....	....	....	....	....	....	**28,817**
	Year to date '80	30,779	14,092	....	....	....	....	....	....	44,871
KENWORTH	**July '81**	....	....	....	....	....	....	....	**872**	**872**
	July '80	....	....	....	....	....	....	....	883	883
	Year to date '81	....	....	....	....	....	....	....	**6,214**	**6,214**
	Year to date '80	....	....	....	....	....	....	....	7,326	7,326
MACK	**July '81**	....	....	....	....	....	**116**	**42**	**1,340**	**1,498**
	July '80	....	....	....	....	....	73	....	1,488	1,561
	Year to date '81	....	....	....	....	....	**748**	**159**	**10,079**	**10,986**
	Year to date '80	....	....	....	....	....	213	....	12,797	13,010
PETERBILT	**July '81**	....	....	....	....	....	....	....	**563**	**563**
	July '80	....	....	....	....	....	....	....	459	459
	Year to date '81	....	....	....	....	....	....	....	**3,603**	**3,603**
	Year to date '80	....	....	....	....	....	....	....	4,406	4,406
PLYMOUTH	**July '81**	**714**	**403**	....	....	....	....	....	....	**1,117**
	July '80	1,588	739	....	....	....	....	....	....	2,327
	Year to date '81	**6,963**	**2,595**	....	....	....	....	....	....	**9,558**
	Year to date '80	11,951	5,631	....	....	....	....	....	....	17,582
WESTERN STAR	**July '81**	....	....	....	....	....	....	....	**52**	**52**
	July '80	....	....	....	....	....	....	....	102	102
	Year to date '81	....	....	....	....	....	....	....	**479**	**479**
	Year to date '80	....	....	....	....	....	....	....	630	630
WHITE	**July '81**	....	....	....	....	....	....	....	**229**	**229**
	July '80	....	....	....	....	....	....	....	508	508
	Year to date '81	....	....	....	....	....	....	....	**1,653**	**1,653**
	Year to date '80	....	....	....	....	....	....	....	3,137	3,137
MISCELLANEOUS*	**July '81**	**27,541**	**455**	....	**1**	**1**	**250**	**138**	**128**	**28,514**
	July '80	26,116	2	1	....	2	240	97	197	26,637
	Year to date '81	**172,953**	**2,766**	**2**	**7**	**6**	**1,803**	**946**	**877**	**179,360**
	Year to date '80	177,003	10	12	6	15	1,780	961	1,206	180,993
TOTALS	**July '81**	**92,526**	**76,908**	**1,490**	**1**	**249**	**4,293**	**5,978**	**8,235**	**189,680**
	July '80	100,966	99,106	1,011	43	174	5,250	6,710	8,989	222,249
	Year to date '81	**634,563**	**509,810**	**7,901**	**9**	**1,102**	**28,595**	**39,793**	**53,822**	**1,275,595**
	Year to date '80	679,150	689,207	4,661	193	1,373	34,139	47,160	68,508	1,524,391

★—No Oklahoma registrations, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

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Could total $2.5 billion in 1982, Jensen executive says

Aftermarket stereo rise predicted

SCHILLER PARK, Ill.—Aftermarket sales of car stereo equipment will top $2.2 billion in 1981 and can be expected to exceed $2.5 billion in 1982 if projected industry growth of eight percent to 10 percent can be achieved, according to Pete Fredriksen, vice president and general manager of the Car Audio Division, Jensen Sound Laboratories.

"The pace of growth in the aftermarket car audio business has slowed from the heyday of the mid-'70s, but the base of business has grown to enormous proportions so that a 10 percent sales gain today represents a very healthy dollar increase," Fredriksen said.

"In addition, while there are signs that the industry is moving into the early stages of maturity, consumers are becoming more knowledgeable and sophisticated in terms of quality car audio and this is spurring increases in the average system ticket, which we see moving from a $250-$350 range in 1981 to about $450 and perhaps even $550 won't be unusual in 1982," he said.

Fredriksen projects 1982 aftermarket electronics sales at $1.8 - $1.9 billion, with speaker sales in the aftermarket totaling $500 - $600 million. He said the higher range of the market can be expected to grow faster than the promotional end of the business.

Also, the number of manufacturers in the market will diminish in 1982, particularly in terms of those manufacturers who fail to position themselves properly in terms of targeting the part of the market they're after, according to Fredriksen. "I think retailers will also have to specialize in order to survive," he said. "They no longer can assume everyone in the world is their customer but will have to determine which segment of the market they can best serve and do so accordingly."

- Fredriksen sees no product or technological revolutions in 1982. He said the market will develop in a stable fashion, with a lot of emphasis on quality and reliability of product rather than achieving performance breakthroughs. More digital technology will be incorporated into car stereo electronics with a continuing but gradual proliferation of programmable units versus conventional pushbutton systems, he said.

Further downsizing in the auto industry represented by the "coming" commuter car, a three-cylinder mini from Honda in 1982, will intensify profit pressures on Detroit, he said. This will lead to greater competition from Detroit in the car stereo market.

It is also expected that General Motors and other auto makers will have a commuter car in 1983 or 1984.

"There's no question that Detroit has already found c about the aftermarket car audi business, and they are gettin more sophisticated in attackin it," Fredriksen said.

"However, I doubt Detroit wi ever catch up with the top bra name suppliers in this business We can react faster to marke trends; we're a lot more flexib —I don't see Detroit really ab to profitably offer more tha two or three units, but in 19 and beyond you can expect the to put more and more emphas on car stereo."

In other areas, Fredriksen expects further solidification the cassette's dominance in c audio, especially in-dash systems and expects to see more manufacturers eliminate eight-track in their lines as that configuration continues to lose favor with consumer buyers.

North American car sales decline again in Canada

New-car and truck sales plunged in Canada during August. It was the eighth consecutive month of depressed sales for North American-built passenger cars and the seventh time in eight months that truck sales declined.

New-car sales totaled 44,834, down 21.74 percent from 57,288 a year earlier. Truck sales collapsed to 15,426 from 22,887, a difference of 32.60 percent.

Of the five major car makers, only Volvo reported a sales gain. Its sales of 762 were up 7.17 percent from 711. General Motors dropped 20.08 percent, to 27,989 from last year's record 35,021.

Ford reported sales of 8,448 new cars, down 21.22 percent from 10.723. Chrysler dropped 28.17 percent, to 6,631 from 9,232. American Motors sales numbered 1,004, down 37.29 percent from 1.601.

GM earned 62.43 percent of the August market, up from 61.13 percent in 1980. Ford sales accounted for 18.84 percent, up from 18.72 percent. Chryslcr dropped to 14.79 percent from 16.12 percent. AMC cornered 2.24 percent, down from 2.79 percent, and Volvo crept to 1.70 percent from 1.24 percent.

Car sales through August 31 totaled 457,433, down 12.20 percent from 520,967 last year.

Truck sales, including captive imports, totaled 15,426 in August, down 32.60 percent from 22,887 a year ago.

GM dropped 32.81 percent, to 8,066 from 12,004. Ford truck sales totaled 5,142, down 33.89 percent from 7,778. Chrysler reported sales of 1,916 new trucks, down 27.83 percent from 2,655, and AMC Jeep sales numbered 302, down 32.89 percent from 450 a year earlier.

Truck sales for the first eight months of the calendar year reached 176,526, down 14.83 percent from 207,255.

factories list auction dates

American Motors

Sept. 29—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 30—Central States Auto Auction, Mason City, Ia. (tentative).

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 29—Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

Chrysler sales are limited to Chrysler Corp. dealers.

Used car sales

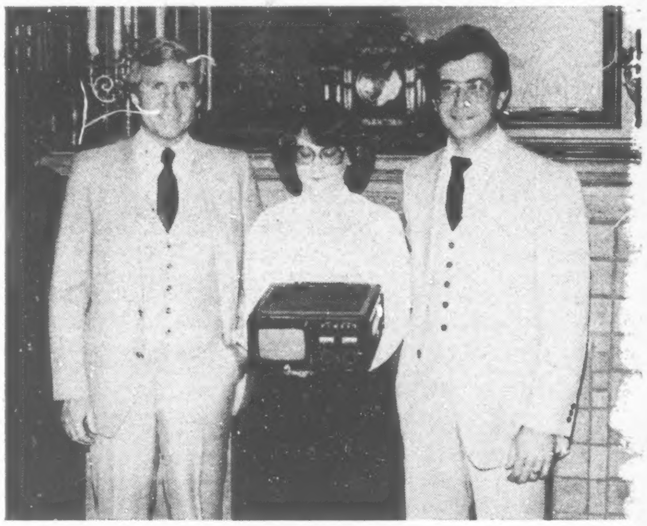
Auction Averages

September	$4,321
Month ago	$4,548
Year ago	$3,545

Model breakdown

Auction Averages

	SEPTEMBER	AUGUST	JULY
1981	$7,548	$8,434	$7,619
1980	5,814	6,130	6,008
1979	5,051	5,122	5,000
1978	3,963	4,031	3,872
1977	3,045	3,160	3,142
1976	2,122	2,413	2,291
1975	1,587	1,567	1,686
1974	1,180	1,248	1,314
Overall AVERAGE	$4,321	$4,548	$4,398



Rolls-Royce cites woman manager

Chris Kelly, center, of Charles Schmitt & Co. (Roll Royce), the first woman parts manager in the history Rolls-Royce, receives a television set and plaque for capturing the Outstanding Parts Performance Award sponsore by Rolls-Royce Motors, Inc., Lyndhurst, N. J. Participating the presentation are Charles D. Schmitt, left, dealershi president, and Sal Antonicci, Rolls-Royce national par representative. The Schmitt dealership is in St. Louis.

used-car auction directory

Display Rates: $53.000 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 1 days in advance.

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Domestic makers schedule 111,925 cars

Auto production up 7 pct. for week

By Patricia Hoffman
Staff Writer

Domestic auto production showed a slight gain last week from the previous week's output as assembly plants continued their gradual return from changeover/inventory control closings but the total remained below that of the comparable 1980 figure.

Production was targeted last week at 111,925 units, up 7.39 percent above the 104,223 cars completed in the previous week, but a drop of 17.76 percent below the 136,099 in the comparable 1980 week.

Year-to-date output for the auto makers reached 4,927,350 units, a gain of 5.92 percent above the 4,651,925 cars completed in the same period last year.

General Motors' continued to lead the way last week with 56.42 percent of the week's total. Ford Motor followed with 29.42 percent; then Chrysler with 8.76 percent; Volkswagen of America, 3.59 percent; American Motors, 1.79 percent and Checker Motors, 0.02 percent.

VWoA's Westmoreland facility returned last week with '82 production after being idle three weeks for a combination of changeover and inventory control.

Chrysler's Jefferson assembly point also returned last week with production of the '82 Aries, Reliant and LeBaron models. The plant was idle the week of Sept. 14.

GM's Willow Run facility resumed work last week with assembly of '82 Oldsmobile Omegas and Buick Skylarks.

GM's Tarrytown facility, originally scheduled to resume operations today (Sept. 28) with production of '82 models, has extended its downtime until Oct. 5 due to plant construction. The plant was idled Sept. 8 for model changeover.

Also at GM, Doraville returns today with production of '82 models.

According to GM, the Detroit (Cadillac) home plant is planning to cut the assembly line rate from 53 an hour on two shifts to 45 an hour on two shifts in order to balance inventories. The rate adjustment is slated to take place in either late October or early November. An estimated 600 workers will be put on temporary layoff as a result.

U. S. CAR PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
AMERICAN MOTORS	2,000*	3,571*	2,000*	7,600*	128,368*	97,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	9,800	14,650	11,843	46,620	435,674	592,346
Plymouth Total	4,500	7,250	5,327	23,728	199,036	306,944
Horizon	....	3,350	3,015	8,108	118,730	117,884
Reliant	4,500	3,800	2,312	15,620	10,434	179,473
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,821	2,139
Gran Fury	....	....	....	....	13,311	7,448
Chrysler Total	1,100	1,350	877	2,330	57,264	24,428
LeBaron	1,100	1,350	877	2,330	45,748	19,566
Chrysler	....	....	....	....	11,516	4,862
Dodge Total	4,200	6,050	5,639	20,562	179,374	260,974
Omni	....	2,750	2,865	7,180	101,348	102,064
Aspen	....	....	....	....	36,899	....
Aries	3,400	2,600	2,164	11,655	8,098	140,857
Diplomat	....	700	....	....	22,305	12,644
Dodge 400	800	....	610	1,727	....	1,727
St. Regis	....	....	....	....	10,724	3,682
FORD MOTOR	32,932	32,404	30,466	111,986	916,707	1,048,109
Ford Division	22,498	21,997	21,289	76,826	660,607	715,874
Escort	9,567	4,971	9,016	33,955	19,269	276,137
Pinto	....	....	....	....	68,179	....
Fairmont	3,762	2,798	3,910	13,637	167,995	147,375
Must./Must. II	4,413	5,405	4,440	12,045	181,663	124,459
Granada	3,794	3,658	3,923	13,470	66,437	74,410
Thunderbird	962	3,062	....	3,719	90,446	52,607
Ford	....	2,103	....	....	66,618	40,886
L-M Division	10,434	10,407	9,177	35,160	256,100	332,235
Mercury Total	8,887	8,763	7,769	30,427	223,894	288,066
Bobcat	....	....	....	....	12,445	....
Lynx	3,140	1,698	3,074	10,928	6,18[illegible]	95,168
Capri	1,008	1,651	944	3,032	54,154	41,787
Zephyr	851	1,058	719	2,995	54,880	43,561
Cougar/Monarch	1,457	....	1,290	4,935	16,409	35,010
XR-7	622	3,067	....	2,588	41,369	25,072
EXP	104	....	68	233	....	233
Mercury	1,610	1,289	1,639	5,548	38,455	47,067
LN7	95	....	35	168	....	168
Lincoln Total	1,547	1,644	1,408	4,733	32,206	44,169
Continental ('82)	727	....	614	1,822	....	2,328
Lincoln	440	690	422	1,520	13,353	20,496
Mark VI	380	954	372	1,411	16,992	21,345
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	63,148	84,213	59,889	234,758	3,025,582	3,061,921
Buick Division	12,861	15,816	10,917	60,380	579,342	677,341
Skylark	1,777	3,740	....	20,818	164,274	211,053
Skyhawk J	....	....	....	....	....	....
Century	....	3,587	....	....	125,053	86,881
Regal	5,480	4,524	5,469	19,916	150,673	189,857
Buick	4,048	3,045	4,013	14,536	107,961	126,975
Riviera	1,556	920	1,435	5,110	31,381	51,637
Cadillac Division	7,200	4,385	6,439	21,275	144,001	198,386
Cimarron	1,000	....	1,000	3,619	....	17,022
Seville	625	960	582	2,034	25,104	18,267
Eldorado	1,341	1,305	1,240	4,389	38,466	45,151
Cadillac	4,234	2,120	3,617	11,233	80,431	117,946
Chevrolet Division	21,675	36,993	21,657	76,623	1,310,534	1,133,522
Chevette	6,865	9,030	6,949	24,618	349,695	266,208
Cavalier	4,245	....	4,122	15,189	....	78,586
Monza ('80)	....	2,780	....	....	126,427	....
Camaro	....	2,623	....	....	91,876	87,694
Citation	....	8,804	....	4,398	344,913	255,934
Malibu	3,130	6,686	3,156	10,348	196,603	180,657
Monte Carlo	2,010	3,870	2,015	8,036	79,971	106,576
Chevrolet	4,800	2,400	4,805	12,310	88,263	134,900
Corvette	625	800	610	1,724	32,786	22,967
Oldsmobile Division	12,952	13,950	12,143	43,918	562,016	653,612
Omega	1,423	1,905	....	1,423	86,396	110,700
Cutlass	4,800	6,393	4,780	17,263	280,966	302,981
Oldsmobile	5,772	5,157	6,527	22,112	167,537	206,589
Toronado	957	495	836	3,120	27,117	33,342
Pontiac Division	8,460	13,069	8,733	32,562	429,689	399,060
Acadian†	30	250	32	822	16,139	16,188
J2000	2,755	....	2,775	9,721	....	53,930
Sunbird ('80)	....	3,620	....	....	110,109	....
T1000	2,395	....	2,575	8,894	....	66,862
Firebird	....	1,458	....	....	59,044	43,468
Phoenix	....	2,635	....	1,338	105,858	81,812
Grand Prix	1,640	2,555	1,673	5,884	50,978	76,724
Bonneville G ('82)	1,640	....	1,676	5,903	....	7,985
LeMans	....	1,616	....	....	43,570	42,027
Pontiac	....	935	....	....	43,991	10,064
VOLKSWAGEN	4,020	1,1[illegible]	....	4,020	143,343	125,833
CHECKER	25*	87*	25*	70*	2,251*	1,569*
Total Cars, U. S.	111,925	136,099	104,223	405,054	4,651,925	4,927,350

CANADIAN CAR PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
AMERICAN MOTORS	840	....	849	2,821	....	25,299
CHRYSLER CORP.	....	2,400	2,654	7,022	53,403	44,302
FORD MOTOR	2,437	6,256	2,397	8,697	190,019	164,990
GENERAL MOTORS	8,816	12,368	7,769	25,792	360,794	369,652
VOLVO	225	180	225	801	7,343	7,626
Total Cars, Canada	12,318	21,204	13,894	45,133	611,559	611,869
N. American Cars	124,243	157,303	118,117	450,187	5,263,484	5,539,219
N. American Trucks	39,646	43,936	35,641	138,675	1,489,702	1,633,638
North American Cars and Trucks	163,889	201,239	153,758	588,862	6,753,186	7,172,857

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Canadian car output drops but truck production climbs

The return of General Motor's Oshawa truck facility helped boost Canadian truck production last week by a substantial 44.21 percent, but the scheduled downtime at Chrysler's Windsor car point dragged Canadian auto output down 11.34 percent below that of the previous week.

Auto production last week was targeted at 12,318 units, down from the 13,894 units completed the previous week, and down 41.91 percent below the 21,204 cars in the comparable 1980 week.

The truck makers estimated production last week at 9,943 units, up substantially from 6,895 trucks in the previous week, but down 17.11 percent below the 11,995 in the comparable week last year.

Year-to-date output for the truck manufacturers was 381,199 units, a gain of 1.78 percent above the 374,528 trucks in the comparable 1980 period.

Chrysler's Windsor car point was idle last week for inventory control. The plant is slated to resume today (Sept. 28).

GM's Oshawa (No. Two) car facility remained down last week for '82 model changeover. The point closed Aug. 6 and is scheduled to resume production Nov. 11.

Ford Motor's St. Thomas car plant will be down for the fifth consecutive week this year. It closed Aug. 31 for inventory control and model changeover.

GM's Oshawa truck facility resumed last week after being idle a week due to a material shortage.

Downtime is slated this week at Ford's Oakville and Chrysler's Windsor truck points. Both plants closed today for inventory adjustments and are slated to resume operations Oct. 5.

American Motors' Brampton car facility will begin operation of a second shift on Oct. 19, as a result of increased demand for the Concord compacts and Eagle four-wheel-drive station wagons being built at the plant.

With the addition of the second shift, production will be increased to 192 vehicles a day from 120, with an output of 96 cars on each of the two shifts. The new shift will also add an additional 500 workers to the current work force of 900 at the Brampton facility.

Week's truck output rises as Volkswagen resumes

Despite continued downtime at several truck plants last week, the return of Volkswagen of America's Westmoreland point helped boost U. S. truck production slightly from the previous week's total.

The truck manufacturers targeted production last week at 29,703 units, a gain of 3.33 percent from 28,746 trucks in the previous week, but a drop of 7.53 percent below the 31,941 in the comparable 1980 week.

So far this year, the truck makers have assembled 1,252,439 units, up 12.31 percent above the 1,115,174 trucks in the same period last year.

Downtime was scheduled last week at General Motors' St. Louis and Janesville facilities due to a parts shortage.

Also down last week was GM Flint, idle for inventory control.

GMC's Pontiac (truck and coach) plant, idle since Sept. 7 for inventory adjustments, resumes production today (Sept. 28).

Chrysler scheduled downtime last week at its Warren truck plant. The plant, which was down for inventory control, is slated to resume today.

VWoA's Westmoreland plant resumed production last week after being idle since Aug. 28 for inventory control and model changeover.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
CHEVROLET	6,060	9,253	5,326	20,381	322,770	357,476
DODGE/PLYMOUTH	....	3,100	....	3,392	99,618	68,974
FORD	16,282	11,228	16,441	55,206	399,587	482,476
GMC	1,906	3,783	2,022	8,538	116,183	126,998
INTERNATIONAL	1,325	1,385	1,507	5,307	47,297	55,503
MACK	680	166	....	680	20,349	31,718
JEEP	....	255	....	....	17,468	....
AMC CORP.	2,000*	1,905*	2,000*	7,600*	57,075*	76,188*
VOLKSWAGEN	50*	238*	50*	190*	5,674*	2,986*
MISCELLANEOUS	1,400*	628*	1,400*	5,320*	29,153	50,120*
Total Trucks, U. S.	29,703	31,941	28,746	106,614	1,115,174	1,252,439

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
CHRYSLER CORP.	2,000	1,600	2,044	7,238	35,844	62,706
FORD MOTOR	3,273	4,056	3,145	10,994	135,024	110,476
GENERAL MOTORS	4,410	6,020	1,441	12,880	177,565	199,347
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	295	265	949	12,812	8,670
MACK	....	24	....	....	1,639	....
Total Trucks, Canada	9,943	11,995	6,895	32,061	374,528	381,199
N. American Trucks	39,646	43,936	35,641	138,675	1,489,702	1,633,638

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Clarion opens N.Y. warehouse

LAWNDALE, Calif.—Clarion Corp. of America has opened a new distribution center in Central Long Island to serve the warehousing and ordering needs of car stereo dealers and distributors in 14 Eastern states.

The 47,000-square-foot facility is in Ronkonkama, N. Y. Clarion said it will cut the current 10-days-to-two-weeks delivery schedule from its California headquarters to overnight-to-two-day delivery for Eastern dealers and distributors.

The new facility will service Maine, Vermont, New Hampshire, Connecticut, Rhode Island, Massachusetts, New York, New Jersey, Delaware, Pennsylvania, Maryland, Ohio, Virginia and West Virginia, plus Washington, D. C.

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Automotive News®

Detroit, October 5, 1981

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Tigers for sale

Alternative Motors offers Ford-based roadster

Alternative Motors, Ltd., Mt. Clemens, Mich., a franchised dealer of Thoroughbred Motor Cars, now offers the Tiger Roadster, a fiberglass two-seater based on Ford componentry. The car is offered as a kit ($5,995) or fully assembled ($16,500). Assembled cars carry a 12-month/12,000-mile warranty. Alternative Motors will also sell Thoroughbred's Mercedes 540K replicar, powered by a Ford 302-CID V-8 engine.

Service Index shows slower growth again

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships continued on the upswing in August, but for the second consecutive month the rate of growth dipped a little from that achieved in the previous month.

Acording to the Automotive News Service Index, shop volume in August was 105.7 percent of the amount recorded in the same month in 1980. In July service and parts business had been 109.8 percent and in June it was 116.6 percent of the volume for the same months the year before.

August marked the sixth consecutive month in which dealers' shop business has shown an increase over the comparable year-earlier period.

The top gainer among the five Service Index indicators in August was gross profit on all labor, parts and P&A sales — the most vital indicator from the dealers' viewpoint — which was up 9.7 percent.

In the runnerup spot in August was sales of all parts and accessories, up 9.1 percent over the year-ago figure, followed by shop parts sales (those used on customer-paid and warranty repairs) up 4.5 percent.

Total labor sales (customer-paid and warranty) registered an increase of 3.7 percent, while repair orders written accounted for the only decline in August —down 1.6 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Service and parts business in the January-August period amounted to 105.3 percent of the volume done in the same period of 1980.

Gross profit was the leading indicator, up 9.6 percent, followed closely by sales of all parts and accessories which increased 9.5 percent.

Shop parts sales climbed 5.5 percent during the eight-month period, while total labor advanced 3.1 percent. Repair orders written dipped 3.2 percent below the year ago figure.

SERVICE INDEX
105.7*

→	Aug., '81 vs. Aug., '80	8 mos., '81 vs. 8 mos., '80
Gross Profit on All Labor and P&A Sales	+ 9.7%	+ 9.6%
Repair Orders Written	— 1.6%	— 3.2%
Total Labor Sales (Customer & Warranty)	+ 3.7%	+ 3.1%
Shop Parts Sales (Customer & Warranty)	+ 4.5%	+ 5.5%
Sales of All P&A	+ 9.1%	+ 9.5%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1981, was 105.7 percent of business in Aug., 1980. Service business in the eight months of 1981 was 105.3 percent of business in the corresponding period in 1980.

Prospects awash in apathy

'82s off to a quiet start

By Kathleen Hamilton and Joseph Bohn

Public reaction to the launch of the '82 models has amounted to little more than a yawn, dealers across the country told AUTOMOTIVE NEWS.

General Motors, Ford Motor Co. and American Motors dealers put their "new" models on the showroom floors Sept. 24, but there wasn't a truly new car to be seen — just carryover models, tagged with higher prices than the '81s carried.

(Chrysler Corp. models and the all-new Lincoln Continental bowed Oct. 1 — too recently to gauge their reception.)

Apathy toward the '82 models can be traced to sources other than the lack of new sheet metal, according to dealers.

Ford dealers recognized symptoms of a post-rebate slump, and several expect it to last another month.

Preselling is another factor for the ho-hum reaction.

Dealers for the Big Two indicated that factory advertising focused on cleaning out '81 stocks more than on the launch of the '82s. As a result, the public seems to be unaware that the new automotive year has begun, dealers said.

Staggered introduction dates have exacerbated the problem. Car buyers — and even dealership employes in some cases — are confused about which cars were launched when.

And the really new stuff — GM's A-cars and Firebird/Camaro and Lincoln's Continental, for example — weren't around to generate enthusiasm for the carryover models.

The GM X-cars debut in November, and the A and Firebird-Camaro arrive in January; Oldsmobile and Buick J-cars are due in February or March.

Dealers for the divisions which already carry the J-cars — Cadillac, Chevy and Pontiac — reported the almost-new little cars weren't drawing the traffic off the streets, either.

Add to all that the fact that the staggered intro dates increased advertising and showroom-trimming costs for dealers, and it comes as no surprise that dealers surveyed by AUTOMOTIVE NEWS generally expressed emotions that ranged from lukewarm enthusiasm to anger over that factory policy.

Two of the more interesting trends revealed by the survey: A modest recovery of the big-car market, and a polarization of the marketplace, so that customers are looking either for loaded luxury automobiles or for nearly stripped commuter cars. The middle ground seems to be disappearing, many dealers said.

That split in the marketplace may be one reason that many Chevrolet dealers reported that the end of the low-interest retail loan program severely hurt, but Cadillac and Oldsmobile dealers said they felt little impact.

David Patota, sales manager of Union Chevrolet, East Providence, R.I., voiced a reaction typical among Chevy dealers: "When the 13.8 was in, it was great. Now it looks like somebody pulled the shades . . ."

Several Cadillac dealers said their customers may be more aware than others that auto loans run well below the prime interest rate, and that the 13.8-

Continued on Page 45, Col. 4

breaking news

GM revives 13.8-percent interest

DETROIT.—General Motors revived the 13.8 percent interest program on '81 X-body cars and '82 J-car lines. It runs from Oct. 1-Nov. 11, the day before '82 X-cars are introduced. The program does not cover fleet or lease sales. Dealers contribute as before. GMAC will advertise on spot and multi-network radio, top 50-markets newspaper and NCAA and NFL football buys it has.

GM is also giving cash incentives on X-bodies, with objectives based on each dealer's total X-car stock. If a dealer sells 75 percent of it, he gets $200 a car; 100 percent, he gets $400. GM still has X-cars to sell to dealers, which is why the 100-percent dealer inventory level was chosen.

AMC rolls back prices 10 percent

DETROIT.—American Motors launched an Oct. 1-Nov. 30 price rollback of 10 percent on '81 and '82 Jeep CJ and Scrambler models and the Renault R-18i. There is a 50/50 dealer contribution on CJ and Scrambler, and a 60 (factory)/40 (dealer) contribution on R-18i. AMC also changed its Wagoneer/Cherokee rebate (running Sept. 24-Nov. 25) to allow cars ordered during the period — and not necessarily sold and delivered — to be eligible.

See BREAKING NEWS, Page 8, Col. 1

Chevy's push for exclusives won't rule out others, Burger says

GM duals called good for business

By Joseph Bohn
Marketing Editor

Chevrolet did a study on dual dealers and how they have affected Chevrolet sales.

There was some feeling that dealers dualed with Oldsmobile or Buick, for example, were inclined to take the line of least resistance — perhaps being more inclined to stock and promote a Cutlass over a Monte Carlo in the anticipation of its selling more quickly.

Chevrolet felt that such inclinations may have hurt its sales.

But does that portend fewer duals and more single Chevrolet points in the future?

Robert D. Burger, vice president in charge of General Motors Sales and Marketing Staff, doesn't foresee any big changes in the offing.

"I think what Chevrolet is saying is that as the market comes back and gets into the higher numbers (10 million-plus car sales), they'd like to see their policy of single-line dealers remaining firm, and that they have as many as they can get," he said.

"Now with those dealers that have been dualed over the years, they've lost some business in those dealerships simply because the mood of the market changed . . . Cutlass Supreme has come out of nowhere the last several years and become a very popular car and so in many of those dealerships the Monte Carlo has suffered by comparison. People have switched, and that bothers them (Chevrolet).

"I say that while . . . their research or any research would show the B-O-P divisions have strengthened their sales as a result of many of the duals, the bottom line for General Motors and the success of Chevrolet and all of our divisions down the road is that we maintain a good dualing posture, and that we stay single line where it is in the best interests of the division, GM and the dealers," Burger said.

"Chevrolet is saying — the same thing I'm saying — they want to retain as many single-line points as they can, but there is no design to go out and start eliminating duals because it just doesn't make good business sense," he said. "Any time you start eliminating duals, you're fragmenting the market."

What about past Chevrolet dealer complaints that loss of a significant price edge/product

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It talks of new front-drive luxury cars

GM maps future for new plant

DETROIT. — General Motors last week announced its production timetable for several U. S. assembly plants, including plans to build an "all-new generation" of front-drive luxury and luxury specialty cars at the new Orion Township (Mich.) and Detroit/Hamtramck plants.

The announcement was made, GM said, to silence recent speculation that the company may not compete in all segments of the U. S. car market in the future, a rumor that has caused job-security worries among many GM employes.

"The simple fact remains that General Motors will be a full-line car producer," said President F. James McDonald. He added, "Now, GM and the UAW at the local and international level can work out the transfer provision of who will work in which plants."

The GM announcement said the Orion Township plant, which is being built just outside of Pontiac, will start up in spring of 1983 assembling a "new generation of front-drive luxury cars, including some Cadillac models."

This, according to a source, will be GM's new front-drive C-body line — Cadillac deVille and Fleetwood, as well as Buick Electra and Oldsmobile Ninety-Eight.

The old Pontiac home plant and adjacent Fisher Body facility in Pontiac, will continue building rear-wheel-drive mid-size cars through the '82 model year, the GM announcement said. That plant builds the Pontiac Grand Prix and Benneville G models.

- The company did not say what would happen to the Pontiac facility after the '82 model run, but sources say it may become the assembly point for Pontiac's sporty two-passenger P-car, tentatively scheduled to bow in early 1983 as an '84 model.

In addition, GM announced that its new Detroit/Hamtramck plant will start up in fall of 1984 building front-drive luxury sedans and coupes, "including Cadillac Eldorados and Sevilles." Those cars are known as E/K bodies and include Buick Riviera and Oldsmobile Toronado.

Currently, the E/K bodies are built at the GM Assembly Division plant in Linden, N.J. That plant, GM said, will be converted to production of a "new line of mid-size models." Those models could be the downsized front-drive replacements for the current two-door G-body line — Monte Carlo, Cutlass Supreme, Grand Prix and Buick Regal.

Finally, GM said its Cadillac home plant and nearby Fisher Fleetwood plant in Detroit will continue building regular Cadillacs "into 1983." After that, GM said, those plants will be converted to building rear-drive mid-size cars "for other GM divisions" until the startup of the new Detroit/Hamtramck plant.

The company did not announce what would happen to the old Detroit and Fleetwood factories after the new Detroit/Hamtramck plant starts up in late 1984.

Competition heats up in small-truck market

By Joseph Bohn
Marketing Editor

New consumer rebates, dealer incentives and heavier ad expenditures have already set the stage for this year's hot competition in the small-truck market.

Ford last week threw some rebate money behind Courier (see Breaking News), and Datsun recently expanded and extended its dealer truck incentives.

Toyota and Mazda have been running incentives, with more expected, while Chrysler is eying special action on its Arrow and D-50 pickups.

All this comes at a time when Chevrolet and GMC are preparing to launch their new smaller S-pickups, and competition will heat up further when Ford and Dodge come onstream with new pickups later this model year.

Currently, import truck sales are off, and inventories are rising. Datsun's truck inventory, despite ongoing incentives, rose to 89 days at Sept. 20, up from 57.9 days a month earlier. Chrysler had about 115 days' supply of Arrows and D-50 pickups on Sept. 20, and Ford over 100 days' supply of Couriers.

During Sept. 1-20, total truck (domestic and import) sales were off 7 percent from the comparable year-ago period, according to industry sources, but within that framework import truck sales, including captives, were off 23 percent.

The drop in import truck sales is attributable to special rebate/interest reduction programs by Detroit's major manufacturers. But it still comes at a time when the Japanese have been marketing aggressively.

- Datsun, which had been running heavy saturation advertising on pickups in the Los Angeles area, for example, has also been giving dealers up to $500 in incentive money under its "4X4 and more" and "4X4 and more . . . plus bucks" programs.

Most recently, Datsun extended these two programs, due to end Sept. 30, to Oct. 4 and allowed dealers to include '82s in with '81s and '80s previously eligible for payments.

Datsun also launched a bonus truck program, paying a flat $200 additional on every truck dealers sell from Sept. 21 to Oct. 4.

Datsun and Toyota reportedly increased their ad budgets on pickups for 1982 to $10 million each, in Datsun's case nearly 25 percent more than '81 and in Toyota's, up about 10 percent.

The Datsun truck effort is the largest cash outlay for any of its individual lines. Nissan spent about $70 million in total U. S. advertising in 1980, according to Advertising Age.

As previously reported, Datsun continues the "We are driven" general ad theme for its vehicle lines, but also created a special "From one tough customer to another" for trucks.

Toyota is likewise making a bigger effort on trucks, with about 10 percent of its total ad dollars. Its budget similarly is up 10 percent from 1981 levels. Toyota spent about $87 million in 1980.

Mazda is running a Sept. 1-Oct. 30 incentive in 18 eastern states offering dealers a $500 prize for attaining 100 percent of a sales objective on pickups.

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57th year — No. 4883

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Import-car problem? No such thing in Japan

DETROIT. — The influx of Japanese cars has become a major problem in many countries, but Japan itself has no difficulties with imported autos.

In August, imports numbered 2,800, or 1.85 percent of total registrations in Japan. For the first eight months of this year, the total was 26,149, or 1.41 percent. In the U. S., import penetration (Japanese and others) was 24.85 percent for August and 27.63 percent for eight months.

Peck a punster on seat-belt ads

ANN ARBOR, Mich.—Raymond A. Peck Jr., NHTSA administrator, showed his sense of humor by telling a group of engineers here about the new seat-belt campaign representing "the best thing my public relations people could come up with."

Peck proceeded to write on a chalkboard: "Don't Put Your * Buckle Up." For those who may have forgotten, this — * — is called an "asterisk."

Made in Japan . . . and Ohio

The new Accord which Honda has introduced in Japan and which will be built in Marysville, O., is a longer, smoother version that maintains traditional Accord styling. Suspension has been reworked and the engine modified for extra torque.

Bigger Honda Accord slated for Ohio plant

By John Hartley
Staff Correspondent

TOKYO. — Honda has announced details of the car it will build in its Marysville (O.) plant — the new Accord.

Introduced in Tokyo, with a U. S. launch to follow soon, the rebodied Accord is very similar to the old model — both in appearance and mechanically.

This trend follows the theme set with the current Civic, which although larger than the old model, had a striking resemblance to it. Honda management has clearly decided that, like Mercedes and BMW, it should maintain a family likeness between succeeding models in the same range.

For all that, Honda engineers have been successful in making the new Accords — three-door hatchback and four-door sedan as before — look lower and more modern.

One reason for this longer look is that the wheelbases and overall lengths have been increased by 2.75 inches. Wheelbases, which are now 96.4 inches, are still a little short for a car in the 1.8-liter (110-CID) class. Overall length of the three-door is now 166 inches, and that of the four-door is up to 174 inches.

Honda claims a drag coefficient of 0.37 for the sleeker, more angular bodies, both of which have tiny spoilers on their tails. To provide more interior space, the cars have also been widened slightly; yet, Honda claims a weight saving of around 90 pounds per car.

A number of minor changes have been made to the engine, and together these give slightly better torque and fuel consumption. A lot of work has gone into improving the suspension so that the ride should be improved and cornering "more European."

Thus, there are two-stage dampers, which give soft damping over small bumps, and lower roll center heights with anti-roll bars front and rear.

For the Japanese market only, self-leveling suspension is fitted to some models, this being a combination of conventional coil springs with small air springs which are used to maintain the correct ride height.

Also, an extra model, called Vigor, has been introduced for the Japanese Verno dealer network. The Verno dealers currently sell the Prelude, Ballade four-door sedan and Quintet five-door hatchback.

The Vigor will to some extent be an alternative to the Prelude, which has never been a success in Japan.

Two top firms named to roles at World Expo

Services of two top-level firms have been secured to mount the upcoming Automotive News World Expo.

United Exposition Service Co., Inc., will be the show contractor and George P. Johnson Co. will be design consultant. Both firms are nationally known for their show expertise.

Automotive News World Expo will be held Aug. 24-27, 1982, in Detroit's Cobo Hall.

"Appointment of United Exposition Service and George P. Johnson underscores our commitment to bring the highest level of professionalism to Automotive News World Expo," said Tony Merpi, managing director of the event.

"Those two firms are acknowledged to be among the leaders in their field," Merpi said. "Combined with our own efforts, they will make this show a blue-ribbon affair."

George P. Johnson will assist in design and decoration of the show and handle floor plans, the registration area and the theme center. It will also have responsibility for the show manual.

United Exposition Service will be responsible for drayage, assembly of exhibits, show services and customs assistance for overseas exhibitors.

Mazda increase averages $242 on '82 cars

LOS ANGELES.—Mazda has raised U. S. prices an average of $242, or 3.7 percent, on its 1982 cars. The boosts range from $200 to $500. The $242 is on a sales-weighted basis.

The increase is considerably less than the $499 hike posted by Toyota for its cars and the $424 increase announced on Datsun cars for '82.

Mazda prices start at $5,295 for the base GLC three-door hatchback. This model and the Custom and Custom L three-door hatchbacks are up $200.

Other GLC units and all Mazda 626 models have been raised $250, and the increases amount to $300 to $500 on the RX-7 sport coupes.

New prices include $5,995 for the GLC Custom station wagon, $6,245 for the GLC Custom four-door sedan, $7,245 for the 626 Sport four-door sedan and $7,545 for the 626 Sport coupe.

RX-7 prices start at $9,695 for the S coupe. The GS is $10,295 and the luxury GLS is $11,895.

Diesels big in Belgium

BRUSSELS. — Diesels took 12.4 percent of the Belgian new-car market in 1980, compared with 4.3 percent in the U. S., according to International Business Reports.

Fraud squad zeroes in on European car pricing

By Richard Feast
European Editor

An ugly row is simmering in Europe over what could amount to $300 million worth of new-car sales each year.

It has been coming to a boil since spring, when the sudden disappearance of a con man attracted the attention of the Scotland Yard fraud squad in London.

It brought into the open once more the sensitive question of comparative car pricing in various European countries, and led to an accusation of cartel-fixing between the United Kingdom government and industry.

The affair revolves around the fact that new-car prices in the UK are a lot higher than in most European countries, and Belgium and West Germany in particular.

Part of the reason can be attributed to different specifications in various countries. A GL model, for instance, may have a tachometer as standard in one country and an extra in another.

National taxes differ, too. In Germany the Value Added Tax (V.A.T.) is 13 percent. In Belgium it is 25 percent, and in France a whopping 33.3. In the UK and Holland, it is 15 percent.

Other purchase price levies may be made as well. In the UK, there is a special car tax of 10 percent. In Belgium, there is an additional 10 percent on cars over 2.5 liters or with engines producing more than 155-HP. Holland levies an extra 18 percent on cars up to $8,000 and 19.5 percent over that figure.

As a result, comparing like for like in various countries, especially when exchange rates are constantly changing, is fraught with pitfalls.

• Nevertheless, a recent survey found that in the UK a Volvo 244GL — a nice "neutral" car — cost the equivalent of $15,000. In France it was $11,000, in Switzerland $9,800, in Austria [illegible] and in Germany $8,150.

At the cheaper end, one of Ford's Escort XR3s cost $10,400 in the UK, $7,800 in Austria, $7,750 in France, $7,350 in Switzerland and $6,500 in Germany.

The more expensive the car, the bigger the differences: A Mercedes-Benz 380-SE goes for $33,700 in the UK, $28,300 in France, $26,200 in Austria, $22,500 in Switzerland and $19,200 in Germany.

Even bearing in mind the variables about exchange rates, taxes and specifications, the customer bargains were self-evident.

None of this was new. The general level of pricing was established long ago by the dominant domestic manufacturers. In the UK, because the makers were inefficient, they needed to charge high prices.

In neutral countries like Belgium and Switzerland, where the competition among importers was strong, prices were held back. They also were in countries which had efficient industries, such as Germany.

It was one of the reasons why manufacturers were keen to start exports to the UK, because they knew the rewards could be high. As a result, it was one of the contributing factors in the high level of import penetration in the country — recently running at 60 percent, more lately at 55 percent.

The country is unique in Europe in having extraordinarily high levels of sales to company fleet operators. There are no official figures, but 70 percent is a widely accepted proportion.

Company car operators are able to offset their purchase against tax. Thus, if liquidity is good, paying $12,000 for a car is not a great deal more painful than paying $10,000. It was a state of affairs which exaggerated the differences in prices between the UK and the rest of Europe.

But under Common Market regulations there is a loophole. It is perfectly legal for a UK buyer to buy a right-hand drive car in Brussels — the center of much of this activity — drive it to a channel port, pay all the UK taxes and subsequently re-register it for use in the UK.

A person doing all that, for instance, would end up paying the equivalent of $15,750 for a Rover 3500 sourced from Belgium. The list price for the model at a UK dealer is $20,650.

A Renault 20TX bought in the same manner would cost $11,350 compared with $14,000. A Mercedes-Benz 280 would be $23,200 compared with $28,000.

• Working in favor of such action recently was the rise of sterling against other European currencies in exchange rates.

The recent lifting of exchange controls, making movement of capital around the world possible once more, was another factor in the rise of this traffic, estimated to amount to around 30,000 units annually.

The affair was brought to a head earlier this year when a West German businessman established an office in London and offered to bring in cars for UK customers from Belgium and Germany. It was all perfectly legal and above board.

What was less legitimate was the practice of taking lots of deposits from customers eager to save a few pounds — and promptly doing a bunk with them. The fraud squad is now investigating.

But it did serve to bring the business to public attention, much to the chagrin of UK dealers, official importers and domestic manufacturers. As far as they were concerned, it meant lost business.

They are now lobbying for a tightening of the regulations. One suggestion is that a car bought in, say, Belgium, would have to be used there for six months before being allowed into the UK.

The suggestion upset a group of Brussels dealers, who tried to establish, through lawyers, whether the practice would be against Common Market rules.

No dealer in the Common Market can refuse to take an order for a car from a citizen of a member state. A UK customer could order a car in Cologne rather than from the local dealer in Coventry, pay all the dues, import it legally and still make a saving.

But car makers are anxious to maintain the status quo. The UK is profitable for everyone except the customer, from maker to importer to retailer. It is better to have that order coming through where profits are greatest.

One result is that, all of a sudden, right-hand-drive models ordered on the continent are carrying a premium price over regular left-hand-drive ones.

One UK member of the European Parliament calls moves to tighten regulations as "an unholy alliance of British car manufacturers and distributors."

REGISTRATIONS OVERSEAS

WEST GERMANY

Cars

	7 mos., 1981	7 mos., 1980
Alfa Romeo	8,532	10,068
BL	3,888	4,003
BMW	84,993	94,869
Daihatsu	5,529	2,305
Datsun	27,070	29,639
Fiat Auto	59,891	57,132
Ford	194,165	163,779
General Motors	250,690	271,323
Honda	23,327	28,179
Lada	4,259	3,864
Mazda	28,792	27,898
Mercedes-Benz	150,261	156,028
Mitsubishi	32,293	24,151
Nuova Innocenti	1,013	1,439
Peugeot SA	66,728	79,506
Porsche	6,614	6,995
Renault	65,326	76,145
Saab	1,903	1,651
Skoda	1,133	1,409
Subaru	937	....
Suzuki	4,697	2,485
Toyota	34,629	36,679
VAG	458,869	506,687
Audi	105,090	149,194
Volkswagen	353,779	357,493
Volvo	9,260	11,335
Others	1,996	2,179
Total	1,526,795	1,599,748

UNITED KINGDOM

Cars

	8 mos., 1981	8 mos., 1980
Alfa Romeo	5,220	7,433
BL	209,479	197,829
BMW	12,971	9,892
Daihatsu	1,978	872
Datsun	70,681	77,134
Fiat Auto	44,285	39,847
Ford	332,997	347,712
FSO (Polski)	1,433	3,192
General Motors	92,477	104,392
Honda	10,999	19,074
Jeep	61	84
Lada	10,430	10,376
Lotus	219	269
Mazda	13,828	11,044
Mercedes-Benz	7,746	6,448
Mitsubishi	9,228	7,511
Panther	31	76
Peugeot SA	86,598	110,134
Reliant	266	522
Renault	52,852	66,767
Rolls-Royce	986	1,032
Saab	6,716	5,427
Skoda	6,061	6,119
Subaru	2,293	2,026
Toyota	17,716	27,652
VAG	58,875	49,804
Volvo	30,608	28,327
Others	4,883	3,175
Total	1,092,005	1,144,178

Trucks, buses

BL	28,041	41,041
Daf	1,076	1,307
Daihatsu	1,873	1,784
Datsun	4,919	5,683
ERF	759	1,788
Fiat Auto	2,072	1,446
Foden	389	887
Ford	45,877	64,717
FSO (Polski)	195	441
General Motors	21,900	29,864
Hestair-Dennis	345	349
Honda	2,651	2,482
IVECO	1,061	1,993
Jeep	90	93
MAN-VW	3,057	4,119
Mazda	2,523	1,186
Mercedes-Benz	3,614	3,961
Mitsubishi	1,415	650
Peugeot SA	9,477	12,500
Renault	1,942	1,574
Scania	608	862
Seddon-Atkinson	1,366	2,472
Subaru	1,107	622
Toyota	3,834	4,384
VAG	3,577	5,188
Volvo	1,897	2,765
Others	2,831	2,294
Total	148,506	196,460
Total vehicles	1,240,511	1,340,638

SWEDEN

Cars

	8 mos., 1981	8 mos., 1980
Alfa Romeo	312	338
BL	41	197
BMW	1,804	1,673
Daihatsu	594	507
Datsun	2,769	3,346
Fiat Auto	2,258	3,580
Ford	14,184	10,923
General Motors	10,904	12,843
Honda	2,507	3,153
Lada	1,994	1,909
Mazda	6,072	4,760
Mercedes-Benz	3,634	4,006
Mitsubishi	1,210	....
Peugeot SA	4,261	5,733
Porsche	75	72
Renault	1,770	3,370
Saab	16,083	17,332
Skoda	209	163
Toyota	3,717	5,425
VAG	14,446	15,250
Volvo	30,234	33,157
Others	11	15
Total	119,089	127,752

Lots of Ladas flow from River Volga plant

The six-millionth Lada recently was produced at the Volzhsky Motor Works in Togliatti, reputed to be the largest auto plant in Europe.

The factory — constructed 11 years ago on a greenfield site on the banks of the River Volga 600 miles southeast of Moscow — produces more than 2,500 cars a day. That amounts to one every 20 seconds.

Two-thirds of production goes for sale inside the Soviet Union, and the remainder is exported to 75 countries throughout the world.

Last year's output was reported to be 750,000 vehicles. The average age of the 100,000 workers is put at 26 years. One-third of them are women, all working a 41-hour, five-day week in two shifts.

Lada sedans and wagons are based on the old 124 model designed by Fiat, which was responsible for erecting the Togliatti factory.

Though now an old design, the Lada sells in reasonable quantities in western Europe, thanks mainly to its competitive pricing. It accounts for between half and one percent of new car sales in large national markets like West Germany, France and the UK.

Strada Corp. of the U. S. holds the concession in West Germany and the UK.

The front-wheel-drive replacement, which seems continually to be just around the corner, is now believed to be scheduled for a 1983 launch.

Code-numbered 2108, the hatchback is reputed to have been developed with the aid of Porsche's R&D facility at Weissach. Porsche will not comment, but such an association would bring enormous kudos to a company like Lada that makes technically second-class products.

Recent reports from western component manufacturers suggest that the Soviet Union is gearing up for a major export push using a whole series of new generation front-wheel-drive autos.

If true, their arrival in the mid-1980 will give western manufacturers additional problems maintaining market shares. Cars from the Communist bloc share one thing in common with those of their Japanese counterparts—they are competitively priced, though not for the same reasons.

In addition to vehicles built at Togliatti (ranging in capacity from 1.1 to 1.5 liters), sources say a 1-liter will be made at Zaz in the Ukraine and a 1.6-liter-plus will be made at Azlk, Moscow.

Chubb Fire Fighter
THRUST 2
RDU 941W

Fastest fire engine in the world? Jaguar cars in England has prepared a high-speed pursuit version of its XJ5.3 sedan in connection with a land speed record attempt by Richard Noble on Utah's Bonneville Salt Flats in October. Jaguar will try to set the record for fastest fire engine in the world at the same time. In background is Noble's jet-powered Thrust 2.

Automotive News EXTRA

OCTOBER 5, 1981

DETROIT

The heartland's pulse starts pumping

By Roger Rowand

A sunny Dayton skyline symbolizes a bright turning point in the industrial fortunes of mid-Ohio and the U. S. automotive industry.

"Frigidaire built its first truck last Tuesday."

That's not the raving of a wild-eyed wacko. Nor is it the muttering of some would-be Charles Kettering who's crossed a refrigerator with a pickup.

Actually, it's a perfectly rational comment by the Honorable Harold L. Johnson, mayor of Moraine, O., a small Midwestern town that sounds like a sick-headache, but is a remedy for what's ailing America's automotive industry.

Mayor Johnson's reference to a Frigidaire truck, facetious as it may sound, is more fact than fancy. He was referring to the production on Aug. 25 of the first small S10 truck turned out by Chevrolet, at the site of what once was a huge Frigidaire facility just southeast of Dayton.

In 1979, White Consolidated Industries agreed to buy the Frigidaire operations, but GM decided to retain the vacated appliance-manufacturing property and put it to automotive use.

One section of the former Frigidaire complex is now a pickup truck assembly plant. Just across the street is a busy engine plant where spanking-new six-cylinder, 6.2-liter diesels are being machined, assembled, tested, crated and shipped for installation in GM vehicles.

Moraine's move out of appliances and into trucks and engines represents more than a product switch by GM. It is a symbol of the rapidly changing worldwide automotive scene.

Robert D. Lund, Chevrolet general manager, put it this way at the 1981 Automotive News World Congress in Detroit: "If there's a symbolic turning point in our battle against foreign competition, it's Moraine in the summer of 1981.

"With a population of 5,001, the Dayton suburb epitomizes our battle against foreign competition, our drive to keep jobs in this country."

In building a case for that observation, Lund traced the history of "the rich and fertile land of Ohio, the very heart of America, that first attracted the pioneers."

In the early part of the century, he pointed out, the area became a technological leader of the industrial revolution. Later it housed the laboratory of the great automotive inventor, Charles Kettering, became the home of National Cash Register and the center of aviation.

During World War II, Lund noted, "we beat the enemy with goods made in the industrial heart of Ohio, and the Ohio Valley — but then some of the plants grew old."

• As Lund tells it, eventually some of the goods made in mid-Ohio could be produced less expensively elsewhere, even on the other side of the globe. Dayton and Moraine, like Detroit, Flint and other parts of the Midwest, suffered from production cutbacks and high unemployment.

"But now we're witnessing a turning point," says Chevrolet's general manager. "As part of GM's $40 billion product and plant investment program, we made an important decision—to continue to use the tools and skills of mid-Ohio and bring out a brand new small truck for Chevrolet, produced in Moraine."

Called the S10, the compact-sized pickup enters the marketplace in November. Notes Lund: "It will provide better value than the imports, not just because of the millions of dollars worth of sophisticated manufacturing and assembly technology we've got, or because it's a superior design, which it is, but because of the values and ethics of the thousands of Chevrolet people who are building it."

Lund describes what's happening in Moraine as "a kind of common purpose — a coming together of labor, management, government and community, all pulling toward a common goal."

He declares: "It's happening throughout the heartland of our industrial Midwest."

That may sound like typical rah-rah bluster by Lund, Detroit's resident automotive cheerleader. Still, the new Chevy pickup seems destined to be one of those rare "right products at the right time."

Chase Econometrics, economic forecasting subsidiary of Chase Manhattan Bank, predicts big things in the market for domestically produced trucks such as the S10 and its GMC Truck and Coach Division running mate, the S15.

That pair will be followed soon after by Chrysler Corp.'s little Rampage. Ford Motor Co.'s entry, the Ranger, goes into production in January and on sale in March.

In November, 1979, Volkswagen of America began building a Rabbit-based pickup, which went on sale in significant numbers early in 1980 as an '80 model.

Chase contends American-made products will capture over 21 percent of the total U. S. pickup market in the '82 model year, whacking the share of imports in half, from 30 to 15 percent.

About 400,000 American units are expected to be sold in the '82 model year and more than 600,000 in model year 1983, thereby adding 12,000 jobs in 1982 and 19,000 jobs in 1983 to U. S. employment rolls.

• "Our forecasts indicate the new small pickups will be the most effective import fighters Detroit has ever developed, as measured by recapture of market share," says William Pochiluk, vice president of automotive services at Chase.

"They will begin to be introduced this fall, when the automotive market in general and the light-truck market in particular will be on the road to recovery. They will be positioned in the small segment of the light truck market. That segment has shown the most rapid growth in the last five years, but has so far been the exclusive domain of overseas manufacturers," Pochiluk says.

The small truck market originally was created by sales drawn from both passenger cars and full-size pickups. Although future movement from full-size pickups will accelerate, further draw from passenger cars is unlikely, it is believed.

"Primary objectives of the new domestic small trucks are to recapture truck sales lost to imports and to provide an insurance policy against future energy disruptions," observes Pochiluk.

"Our analyses indicate the new American small pickups will compete successfully against imported small trucks and will win acceptance based on product design and the distribution and service network.

Continued on Page E-5

S10 takes a test spin at GM's Milford, Mich., proving ground.

Jim Plague

Heartland

Continued from Page E-2

The Japanese are expected to react with low prices, with domestic manufacturers ultimately to follow suit."

Moraine and the Frigidaire plant made their first big mark in the industrial world with output of the famed DeHavilland bomber-observation plane in World War I. A total of 4,846 of those Liberty-engine-powered aircraft were built and 3,106 of them flew out of Moraine.

Today, Moraine is a healthy, steadily growing little town of about 350 small businesses and 6,000 residents. Mayor Johnson and other leaders had to move mountains of red tape and governmental Catch 22s to raise the $12.5 million Moraine needed to meet its part of a deal with GM.

Moraine's movers and shakers, led by Johnson, crammed into two years clearances, environmental impact statements and departmental approvals that government people say normally would take six to eight years.

GM was granted local [illegible] abatement for 12 years on its thoroughly rebuilt and modernized Moraine property. The return to Moraine and the greater Dayton area should be tremendous.

"We'll be at the front end of technology, at the cutting edge with trucks and diesel engines — not building 1940 small cars. There's pride and excitement here. It's been years since this community had final assembly," gushes C. R. (Chuck) Wiesman, executive vice president and general manager of the Dayton Area Chamber of Commerce.

- Says Mayor Johnson:

"The plant was closed down, inoperative, no action of any kind at all for over a year. Now there's 2 million square feet in the truck assembly plant and 900,000 square feet in the engine plant. Both are partly new construction, with the rest reconstructed. A second floor was added to the assembly plant.

"Our major concession was to agree to build a highway support system to accommodate employe traffic and incoming and outgoing freight traffic, truck and rail.

"That also meant making land available, building bridges, a new exit on Interstate 75 and new roads to it," he says.

"It was estimated that with two full shifts, about four miles of rail cars would be coming or going every day," notes Johnson, who stands for reelection next month.

"A drainage system also was very expensive, a major expense," he says. A lot of work was funded by the Economic Development Administration, the Economic Recovery Administration and Ohio Department of Transportation."

The industrial morsel those agencies were attempting to put on Moraine's platter is a tasty one. At a total cost of $1 billion, it was the largest GM investment for a single project—a new plant or renovation.

It is bringing work for 3,000 employes — 600 of them white collar — who will turn out 800 trucks and 480 engines a day on one shift. Most employes are recalled Frigidaire workers, and most are represented by the International Union of Electrical, Radio and Machine Workers (IUE).

Diesel engines built in Moraine won't go in the small pickups, which have four-cylinder gasoline power, but are shipped to other assembly plants for installation in other GM vehicles.

Moraine, after the tax abatement, expects $1.3 million a year in payroll taxes and $1.1 million in corporate income taxes to flow from the reconstruction.

Manager of the engine plant is Wallace G. Uren, 48, a graduate of Michigan Technological University, Houghton. He served with Chevrolet as a college graduate in training at Bay City, Mich., and worked in St. Louis, at the Chevy central office and in Massena, N.Y., and the Tonawanda casting plant before moving to Dayton in 1980.

The truck assembly plant is managed by Richard E. Acosta, 49, who had been at Chevy operations in Detroit, Tonawanda, Massena and Buffalo. Acosta attended Clarkston College of Technology, Erie County Technical Institute and the University of Michigan.

1981-83 U.S. Outlook for Pickup Trucks

(Model Years — October through September)

	1981		1982		1983	
	Units Sold (000)	Share (%)	Units Sold (000)	Share (%)	Units Sold (000)	Share (%)
Full-Size	1052	69.6	1209	64.1	1527	60.2
Foreign Small	460	30.4	275	14.5	404	15.9
Domestic Small	0	0.0	403	21.4	606	23.9
TOTAL	1512	100.0%	1887	100.0%	2537	100.0%

Source: Chase Econometrics

Jim Plegue

Crew cab version of Chevy's small truck prepares for '82 introduction.

Switch from appliances to trucks takes training

MORAINE, O. — When Chevrolet dedicates its new engine and assembly plants here Oct. 14, Chevrolet General Manager Robert D. Lund will share ribbon-cutting honors with James A. Rhodes, governor of Ohio.

Rhodes' presence at the event is more than a formality, since the State of Ohio assisted Chevrolet in developing a unique training program for all recalled employes.

"We think this special training is the way to get from the appliance business to the small truck and diesel engine business," says George B. Albrecht, personnel director for the plant complex. "Because of the complete changeover, people are doing very different jobs than when they left, and we wanted to prepare them for the jobs ahead of them."

With both plants now working one full shift, 3,000 employes—about half the number left jobless when Frigidaire stopped production in mid-1979—are back on the payroll. Before ever setting foot on the plant floor, they all report to their respective plant's training center, where they complete a comprehensive training program.

In developing this program, the plants entered into a cooperative arrangement with Ohio's Department of Vocational Education and Department of Economic and Community Development.

Under this arrangement, the state provides the services of a full-time on-site consultant and loans the plants classroom furniture and audio-visual equipment. State assistance also helped defray the costs of preparing training manuals and video tapes.

- Training at both plants consists of a combination of textbook and video tape instruction, "hands-on" demonstrations and training in communications and inter-personal skills. Each plant developed its own curriculum, and each has a different emphasis.

Employes at the assembly plant, for example, complete their training in one 40-hour week, 20 hours of team-building skills training and 20 hours of "how to assemble a truck."

"Since we use the team-building philosophy throughout the plant, we decided to use our training time to emphasize the skills needed to make this management style a success," says Richard E. Acosta, plant manager.

Richard E. Acosta

Wally G. Uren

For the "how to" instruction, employes use training manuals and view video tapes showing various operations at other assembly plants. This classroom instruction is supplemented with instruction in demonstration rooms, where employes try out a particular operation. Each demonstration room is furnished with the necessary truck parts and equipment needed for a particular job, such as trim, chassis or paint.

At the engine plant, the instruction—80 hours of it—concentrates on specific assembly operations supplemented with an orientation about the various plant departments and their responsibilities.

"We decided to emphasize machining and assembly operations, since diesel engines require a lot of precision work," says Wally G. Uren, plant manager. "So our employes study subjects like metrics, tool sharpening, geometric tolerancing and cutter grinding."

As at the assembly plant, textbook and video tape instruction is supplemented with hands-on instruction. Employes assemble and tear down engines to learn about the various components and assembly operations.

At the end of the program, each employe completes a vocational questionnaire, detailing their skills and previous experiences, as well as their preference for work assignment. The questionnaire, employes' performance, and plant needs determine where a person is assigned.

"Instead of a diploma, each employe leaves the training center with a more durable reward — a new job," Albrecht says.

Microwave technology helps build Moraine diesel engine

The new 6.2-liter V-8 diesel engine built in Moraine, O., will be offered in 1982 model Chevrolet light-duty pickups, Suburbans, Blazers and forward-control chassis.

"The new engine — developed by Chevrolet specifically for GM truck use — is designed to deliver the pulling power typically associated with comparable-size gasoline engines and the fuel economy and service life inherent in the diesel concept," says Robert D. Lund, Chevrolet general manager.

"This is a heavy-duty diesel engine," Lund adds. "It will provide our customers with the power and load-hauling capability of Chevrolet's gasoline-powered trucks with the diesel's traditional fuel economy advantage. The engine is ideal for city delivery, stop-and-go work with considerable idle time, extended highway driving and trailering of up to 13,500 pounds."

EPA estimates — in different applications — rate the engine from 18 MPG city to 31 highway.

- The diesel is built at Chevrolet's new Moraine engine plant, where microwave technology is incorporated for the first time in the ignition timing procedure of every diesel engine produced.

The procedure assures precision and consistency of the combustion process and helps the engine meet stringent federal and California emissions regulations, Chevrolet says.

The engine features a Stanadyne mechanical fuel injection system with Bosch pintle-type injector nozzles and a Ricardo-type pre-combustion chamber. Compression ratio is 21.5:1.

Other design features include: Forged steel connecting rods, forged steel camshaft, roller hydraulic valve lifters, dual strand chain camshaft drive, cast iron cylinder heads, nodular iron crankshaft and torsional damper, four-bolt main bearing caps and nodular iron exhaust manifolds.

Seventeen bolts (five per bore) secure the cylinder heads. A fast-action glow plug and a block heater are standard equipment.

Oil and filter changes are required each 5,000 miles for engines in vehicles of less than 8,500 pounds gross vehicle weight, or each 3,000 miles for heavier-duty applications.

The bright red engine with its distinctive barrel-shaped air intake is available in all two and four-wheel-drive half-ton, three-quarter-ton and one-ton pickups; Suburbans; one-ton chassis cabs, and four-wheel-drive Blazers.

Later in the 1982 model year, the engine will be available in step vans, and commercial and motor home chassis.

Economist sees benefits for U. S. auto makers

Janeway touts tax-loss swapping

By Edward Lapham
Financial Editor

DETROIT. — There is even more potential benefit in swapping tax losses than management of loss-ridden U. S. auto makers realizes, economist Eliot Janeway told the Economic Club of Detroit.

Janeway, president of Janeway Publishing and Research Corp., said a provision originally suggested by him and then included in the Economic Recovery Tax Act allows corporations with tax losses to swap them to profitable corporations which can use tax credits.

He said that although Ford, Chrysler and General Motors have lawyers pursuing the matter, they should be more aggressive.

Chrysler, for example, should require profitable customers which acquire their tax loss credits to make fleet purchases at premium costs and suppliers should be required to sell components at a reduced rate as well as delay billing for six months, he said.

"Washington's budget crisis is offering Detroit a business opportunity to renegotiate the auto industry's terms of trade with its more profitable suppliers, customers and bankers."

He predicted Congress will reopen the tax act to reduce tax cuts to reduce a looming deficit. At that time, he said, Congress should add these stiffer requirements to the law.

"We have the 'quid' but not the 'quo'," he told the press.

The general tone of the speech blasted Reaganomics in general, and specifically the ideas and policies of budget director David Stockman.

Janeway called Stockman a "crackpot" and referred to his tax-cut/budget-cut programs as "crazy" and "loony."

The economist also attacked other figures. He blamed the administration of former President Jimmy Carter, whom he called a "nut," for much of Detroit's trouble.

At the press conference, he also blasted former GM chairman Thomas A. Murphy, calling him "Dumbbell Tom," and saying he "rolled over" and went along with Carter's "design of these enclosed motorcycles which were supposed to fight the oil shortage."

Janeway said the U. S. should mobilize its economy. He said that Wall Street had already judged Reganomics a failure and that it is time to make the necessary changes.

"I believe in the emancipation proclamation," he said. "I want to free my president from Stockmanism."

Aguire's Auto Auction opening in California

NORWALK, Calif. — Aquire Corp. has formed Aguire's Auto Auction, which will conduct sales for dealers on Thursdays beginning in mid-October.

Hal Schneider will be manager of the auction. He formerly was assistant manager and vice president of the Los Angeles Dealer Auto Auction. Aguire will continue its sealed bid auction for dealers on Tuesdays.

factories list auction dates

Chrysler Corp.

Oct. 6—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Inc., Chicago, and NuCar Prep System, Santa Fe Springs, Calif.

Oct. 7—Columbus Fair Auto Auction, Obetz, O.

Oct. 9 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

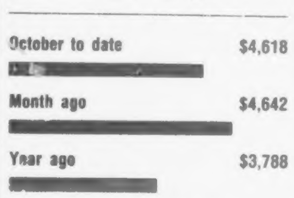
Oct. 13—Aptco Auto Auction, Taylor, Mich.

Oct. 14 — Minneapolis Auto Auction, Minneapolis.

Oct. 15—Golden Gate Auto Auction, Fremont, Calif.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,840	$7,548	$8,434
1980	5,808	5,814	6,130
1979	4,954	5,051	5,122
1978	3,739	3,963	4,031
1977	3,036	3,045	3,160
1976	2,105	2,122	2,413
1975	1,625	1,587	1,567
1974	1,379	1,180	1,248
Overall Average	$4,618	$4,321	$4,548

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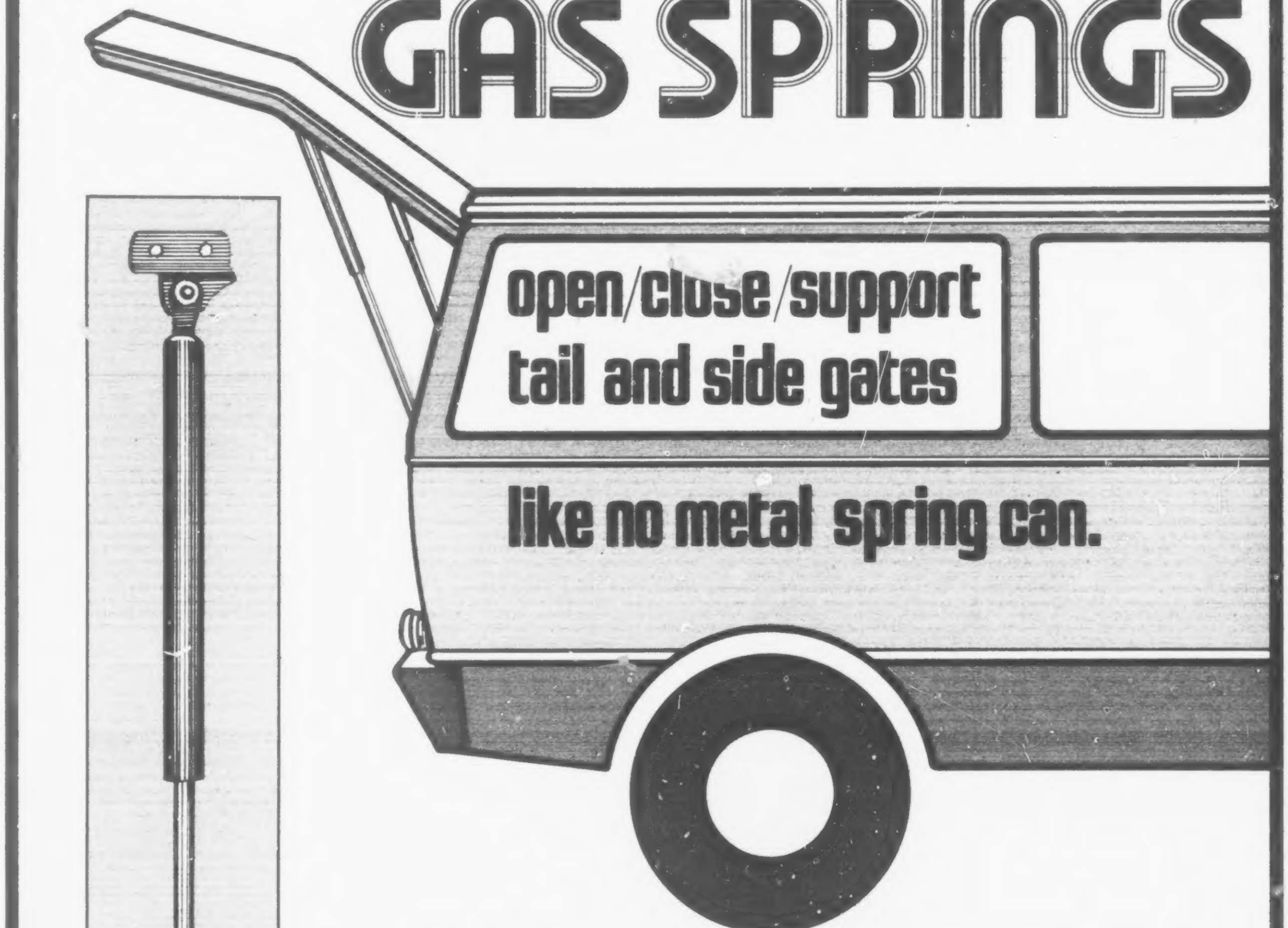

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Makers schedule 1.5 million cars, down 12 pct.

4th-quarter production to trail 1980

By Patricia Hoffman
Staff Writer

There are rough waters ahead for the U. S. auto makers during the final three months of 1981 with four-quarter production forecasts showing a decline of almost 12 percent from the comparable 1980 period.

A drop in output is expected by all the domestic auto manufacturers this quarter. Production is slated at only 1,508,081 units, a drop of 11.87 percent from the 1,711,145 completed in the same period last year.

General Motors has forecasted 975,000 units for the fourth quarter, a drop of 6.66 percent from 1,044,548 cars completed in the comparable 1980 period. Ford Motor expects to build 343,000 cars, down 9.86 percent from 380,531; Chrysler Corp., 125,000, down 36.76 percent from 197,666; Volkswagen of America, 43,616, down 15.55 percent from 51,648; American Motors, 21,200, down 40.94 percent from 35,895, and Checker Motors, 265, down 69.08 percent from 857 completed in the final three months last year.

The auto makers are also expecting a decline for October, slating only 539,629 units. This is 20.06 percent below the 675,001 cars completed in the comparable 1980 month.

Breakdown for the October forecast is: GM, 330,000, down 17.71 percent from 401,018 last year; Ford, 130,000, down 10.03 percent from 144,499; Chrysler, 55,000, down 41.17 percent from 94,356; VWoA, 16,544, down 18.55 percent from 20,311, AMC, 8,000, down 44.48 percent from 14,408, and Checker Motors, 85, down 79.22 percent from 409.

- Year-to-date output last week reached the 5-million point, two week's earlier than in 1980. The domestic auto makers completed their 5-millionth car on Oct. 1. In 1980, the total wasn't reached until Oct. 14.

To date, the makers have assembled 5,041,674 units this year, up 5.28 percent from the 4,788,661 cars completed in the comparable period of 1980.

Last week's production was estimated at 113,615 units, up a fraction from 112,634 the previous week, but down 16 percent from 135,250 in the comparable 1980 week.

Breakdown for the week by company is: GM, 63.36 percent; Ford, 22.21 percent; Chrysler, 11.09 percent; VWoA, 3.31 percent and Checker Motors, 0.03 percent.

AMC's Kenosha assembly point was idle last week (Sept. 28) for inventory control. The plant is slated to resume operations today (Oct. 5).

GM's Framingham, Tarrytown and Oklahoma City facilities all resume production today after being idle for changeover.

Downtime was scheduled last week at GM's Fremont, Leeds and Van Nuys facilities. The plants are slated to remain idle this week.

Saturday overtime was scheduled last week (Oct. 3) at GM's Lansing (full size car) point. The plant had two shifts working overtime.

Chrysler's Belvidere assembly plant resumed operations last week. The facility was idle one week for inventory control.

Chrysler's Newark point returns today. The plant was down last week for inventory adjustments.

Daily overtime was scheduled last week at Ford's Wayne and Metuchen facilities. Both plants worked two-10 hour shifts.

Also at Ford, downtime was scheduled last week at the Kansas City and Chicago facilities.

Truck production increases as Chrysler plants resume

The return of Chrysler's Warren plant last week helped U. S. truck output stay slightly above that of the previous week, despite the scheduled downtime at three Ford and one General Motors assembly points.

Last week's truck assembly was targeted at 29,808 units, a gain of 1.76 percent from the 29,293 trucks in the previous week, but down 26.16 percent from 40,368 in the comparable week last year.

So far this year, the truck manufacturers have assembled 1,281,837 units, up 10.90 percent from 1,155,847 in the comparable period last year.

Three Ford truck facilities were down last week (Sept. 28) for inventory control. They were Kansas City, Norfolk and Twin Cities.

General Motor's Pontiac (truck and coach) point remained idle last week for inventory adjustment. The plant went down Sept. 7.

Chrysler's Warren truck plant returned last week after being idle a week for inventory control.

American Motors' Toledo (Jeep) facility will be idle this week to balance inventories. The point is scheduled to resume operations Oct. 12.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
CHEVROLET	8,348	10,925	6,006	25,336	333,668	365,770
DODGE/PLYMOUTH	2,100	3,300	....	4,652	102,901	71,074
FORD	10,229	16,684	16,445	61,506	416,346	492,868
GMC	3,416	4,201	1,533	10,215	120,435	130,041
INTERNATIONAL	1,325	1,985	1,237	6,014	49,294	56,740
MACK	940	520	622	1,186	20,898	32,600
JEEP	....	327	....	....	18,005	....
AMC CORP.	2,000*	1,739*	2,000*	8,800*	58,814*	78,188*
VOLKSWAGEN	50*	87*	50*	220*	5,761*	3,036*
MISCELLANEOUS	1,400*	600*	1,400*	6,160*	29,725*	51,520*
Total Trucks, U. S.	29,808	40,368	29,293	124,089	1,155,847	1,281,837

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
CHRYSLER CORP.	....	1,888	2,132	7,370	37,843	62,838
FORD MOTOR	540	4,352	3,103	11,148	139,078	110,846
GENERAL MOTORS	5,937	6,235	4,610	16,642	183,403	205,484
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	208	295	263	1,077	13,109	8,881
MACK	....	40	....	....	1,683	....
Total Trucks, Canada	6,685	12,810	10,108	36,237	386,760	388,049
N. American Trucks	36,493	53,178	39,401	160,326	1,542,607	1,669,886

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Canadian output for year drops below 1980 total

For the first time in 14 weeks, the year-to-date output for the Canadian auto makers has dropped below that of the comparable 1980 period. The auto manufacturers assembled 627,900 cars through Oct. 3, a decline of 0.55 percent from the 631,392 units completed through Oct. 4, 1980.

The last time the makers were below the 1980 year-to-date output was the week ended June 27.

Auto production last week was targeted at 15,129 units, 14.44 percent above the 13,220 cars completed in the previous week, but a drop of 28.63 percent below the 21,198 cars in the comparable 1980 week.

Truck production last week was estimated at 6,685 units, down 33.86 percent from 10,108 the previous week, and a substantial decline of 47.81 percent from the 12,810 built in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 388,049 units, up a fraction from 386,760 in the comparable period last year.

General Motors' Oshawa (No. Two) car facility remained idle last week for model changeover. The point, which closed Aug. 6, is slated to resume operations Nov. 9.

Ford Motor's St. Thomas car point was also idle last week. It was the fifth consecutive week of downtime for the facility. The plant closed Aug. 28 for changeover and inventory control.

Also at Ford, the Oakville (LTD) assembly point is completing preparations for the addition of a second shift which is to begin Oct. 13. There have been 1,200 workers called back from temporary layoff to operate the additional shift.

Chrysler's Windsor car facility returned last week (Sept. 28) after being idle for inventory adjustments. The point went down Sept. 21.

Ford's Ontario truck facility will remain idle this week (Oct. 5) for inventory control. The plant closed Sept. 28.

U. S. CAR PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
AMERICAN MOTORS	....	3,478*	2,000*	7,600*	131,846*	97,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	12,600	17,580	10,465	54,845	453,339	605,611
Plymouth Total	5,000	8,220	4,406	26,634	207,026	311,850
Horizon	2,900	3,350	....	9,848	122,172	120,784
Reliant	2,100	4,700	4,406	16,786	14,775	181,479
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	4,958	2,139
Gran Fury	....	70	....	....	13,381	7,448
Chrysler Total	2,400	1,900	1,519	4,189	59,194	27,247
LeBaron	2,400	1,300	1,519	4,189	47,078	22,385
Chrysler	....	600	....	....	12,116	4,862
Dodge Total	5,200	7,460	4,540	24,022	187,119	266,514
Omni	3,000	2,800	....	8,980	104,172	105,064
Aspen	....	....	....	....	36,899	....
Aries	1,300	3,800	3,646	12,681	12,187	142,403
Diplomat	....	700	....	....	22,977	12,644
Dodge 400	900	....	894	2,361	....	2,721
St. Regis	....	160	....	....	10,884	3,682
FORD MOTOR	25,238	23,318	33,008	127,204	940,405	1,073,423
Ford Division	16,347	15,504	23,112	87,248	676,836	732,835
Escort	9,666	5,446	9,490	39,678	24,709	285,726
Pinto	....	....	....	....	68,179	....
Fairmont	670	2,952	3,873	14,150	170,903	148,156
Must./Must. II	4,199	1,210	4,665	14,816	183,277	128,910
Granada	935	3,797	4,068	14,305	70,378	75,619
Thunderbird	877	....	1,016	4,299	90,673	53,538
Ford	....	2,099	....	....	68,717	40,886
L-M Division	8,891	7,814	9,896	39,956	263,569	340,588
Mercury Total	7,266	6,162	8,251	34,150	229,706	294,696
Bobcat	....	....	....	....	12,445	....
Lynx	3,192	1,902	3,283	12,986	8,035	98,503
Capri	1,000	407	756	3,380	54,229	42,535
Zephyr	80	904	767	2,959	55,852	43,557
Cougar/Monarch	323	....	1,192	4,864	16,409	35,068
XR-7	711	1,659	552	2,945	42,979	25,713
EXP	224	....	49	312	....	402
Mercury	1,614	1,290	1,626	6,532	39,757	48,697
LN7	122	....	26	172	....	221
Lincoln Total	1,625	1,652	1,645	5,806	33,863	45,892
Continental ('82)	798	....	822	2,376	....	3,221
Lincoln	444	688	457	1,803	13,956	20,957
Mark VI	383	964	366	1,627	18,046	21,714
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	71,992	87,147	63,526	278,330	3,113,546	3,134,291
Buick Division	18,662	15,411	13,045	71,761	595,163	696,187
Skylark	2,826	3,994	1,870	22,607	168,807	213,972
Skyhawk J	....	....	....	....	....	....
Century	5,014	3,595	....	3,008	128,584	91,895
Regal	5,298	4,038	5,510	23,125	154,726	206,123
Buick	4,005	2,680	4,106	16,997	110,363	131,038
Riviera	1,519	1,104	1,559	6,024	32,683	53,159
Cadillac Division	7,107	4,878	7,013	25,352	148,652	205,306
Cimarron	860	....	959	4,094	....	17,841
Seville	735	1,163	635	2,485	26,129	19,012
Eldorado	1,272	1,587	1,354	5,165	39,996	46,436
Cadillac	4,240	2,128	4,065	13,606	82,527	122,017
Chevrolet Division	22,600	37,546	21,649	90,157	1,348,985	1,156,096
Chevette	7,150	9,000	6,821	28,864	358,797	273,314
Cavalier	4,560	....	4,277	17,957	....	83,178
Monza ('80)	....	2,780	....	....	129,339	....
Camaro	....	2,320	....	....	94,237	87,694
Citation	....	10,291	....	4,398	355,397	255,934
Malibu	3,435	6,155	3,285	12,564	203,060	184,247
Monte Carlo	2,055	3,680	2,068	9,328	83,870	108,689
Chevrolet	4,800	2,400	4,756	15,146	90,580	139,656
Corvette	600	920	442	1,901	83,705	23,384
Oldsmobile Division	15,193	14,866	13,106	53,187	576,838	668,959
Omega	2,262	2,009	1,517	2,874	88,298	113,056
Cutlass	4,800	7,497	4,875	20,218	288,572	307,856
Ciera	702	....	....	421	....	702
Oldsmobile	6,475	4,658	5,755	25,980	172,160	213,047
Toronado	954	702	959	3,694	27,808	34,298
Pontiac Division	8,430	14,446	8,713	37,873	443,908	407,743
Acadian†	....	280	12	804	16,369	16,170
J2000	2,755	....	2,775	11,394	....	56,705
Sunbird ('80)	....	3,620	....	....	113,665	....
T1000	2,395	....	2,575	10,511	....	69,437
Firebird	....	1,928	....	....	60,968	43,468
Phoenix	....	2,997	....	1,338	108,960	81,812
Grand Prix	1,640	3,025	1,673	6,901	53,943	78,397
Bonneville G ('82)	1,640	....	1,678	6,925	....	9,663
LeMans	....	1,661	....	....	45,053	42,027
Pontiac	....	935	....	....	44,950	10,064
VOLKSWAGEN	3,760	3,640	3,610	5,866	147,187	129,183
CHECKER	25*	87*	25*	85*	2,338	1,594*
Total Cars, U. S.	113,615	135,250	112,634	473,930	4,788,661	5,041,674

CANADIAN CAR PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
AMERICAN MOTORS	848	....	723	3,212	....	26,030
CHRYSLER CORP.	2,800	2,400	99	8,801	55,773	47,201
FORD MOTOR	2,200	6,736	1,753	9,333	196,312	166,506
GENERAL MOTORS	9,056	11,872	10,420	32,830	371,768	380,312
VOLVO	225	190	225	936	7,539	7,851
Total Cars, Canada	15,129	21,198	13,220	55,112	631,392	627,900
N. American Cars	128,744	156,448	125,854	529,042	5,420,053	5,669,574
N. American Trucks	36,493	53,178	39,401	160,326	1,542,607	1,669,886
North American Cars and Trucks	165,237	209,626	165,255	689,368	6,962,660	7,339,460

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Chrysler's Windsor truck facility returns today after being idle a week for inventory control.

C 2700-1

Automotive News

Detroit, October 12, 1981

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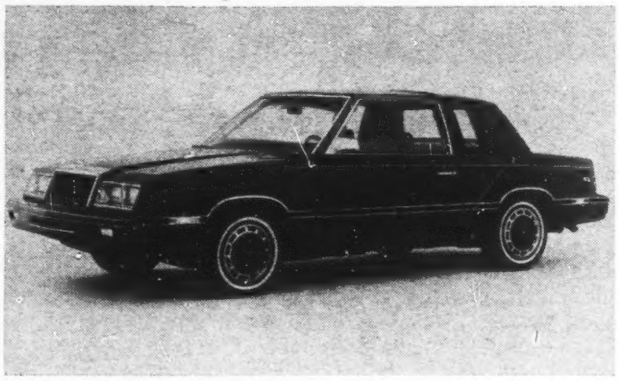
Chrysler's newest



LeBaron and Dodge 400 for 1982

Two all-new Chrysler Corp. midsize cars, the front-drive Chrysler LeBaron, above, and the Dodge 400, go on sale Oct. 29, featuring a long list of normally optional equipment as standard. The new LeBaron is completely different from the larger, heavier, rear-drive predecessor of the same name. Story on Page 38.

GM will seek to roll back union's fringe benefits

By Marjorie Sorge
Labor Editor

(Copyright, 1981, Automotive News)

General Motors is almost certainly going to demand a reduction in certain fringe benefits in next year's contract talks with the UAW.

The cost-cutting program is part of a new game plan for the 1980s outlined recently in an AUTOMOTIVE NEWS interview with Kenneth E. Olthoff, general manager, worldwide employe benefits, GM industrial relations. He said GM wants more benefit bang for its buck and is planning a restructuring of its benefit programs to cut costs.

Kenneth E. Olthoff

However, UAW President Douglas A. Fraser has already gone on record against giving the auto makers special favors in the next round of negotiations. He has said the UAW has no intention of giving the companies back anything it has already won.

GM currently has an annual $4.4 billion benefit bill for all employes, hourly and salaried, not including the cost of time-off with pay, Olthoff said. That's an average of $10,000 per employe, based on the cost of benefits accrued on the number of current workers, he said.

Because of this high cost, GM is demanding cost containments and changes in the benefit plans. Those can include:

1. More co-pays, currently used only in the dental and vision coverage and in medical coverage not paid by the basic health policy. Co-pays would be required only when the insurance is used.

2. Phased-in benefits based on seniority. Currently, only starting wages are phased-in, being lower than the maximum wage for 60 days.

3. Different life and health insurance plans geared to individual needs some with cost-sharing by the workers.

4. In-house Independent Retirement Accounts (IRAs).

5. Changes in the early retirement program, currently 30-and-out.

6. Changes in the way the SUB is funded and the way the money is parceled out.

7. Workers paying the premi-

Continued on Page 51, Col. 1

breaking news

A million Oldsmobiles predicted for '82

SCOTTSDALE, Ariz.—Oldsmobile expects '82 model-year sales of 1,016,000 cars. That compares with 882,505 in '81, when sales were up 7 percent from the 825,000 of the 1980 model year. In '82, about 200,000 Oldsmobile sales will be diesels, compared with 155,000 in 1981, Robert J. Cook, general manager said.

Honda prices up $390 for '82

GARDENA, Calif. — Honda, the third highest selling import in the U. S., has increased prices an average of $390, or 5.5 percent, on 1982 models. This compares with hikes averaging $499 for Toyota and $424 for Datsun. Honda's lowest-priced model, the Civic 1300 hatchback, is $4,799, up $200

See BREAKING NEWS, Page 8, Col. 1

Sadat slaying clouds Egypt's auto outlook

By Al Fleming
Industry Editor

What impact will the assassination of Anwar Sadat have on Egypt's small but growing motor vehicle industry?

Automotive observers around the world are pondering that question following the slaying of the Mideast nation's 62-year-old president in Cairo last Tuesday.

"It's, of course, too early to speculate, but so far there's been nothing that gives us cause for immediate alarm," a spokesperson for American Motors International Operations told AUTOMOTIVE NEWS, as the world was awaiting the funeral Saturday of the controversial political figure.

AMC, smallest of the U.S.-based auto companies, has the largest presence of any American vehicle manufacturer in Egypt.

Said a General Motors Overseas Operations spokesperson, whose company had representatives in Egypt studying potential assembly facilities at the time of Sadat's death: "It's unfortunate, at this time, when he (Sadat) was trying to pull things together, that this had to happen."

GM, according to the spokesperson, had "two or three people" touring Egypt when Sadat's assassination occurred—"product planning and sales" officials.

After news of the incident was reported in the U. S., wives of the GM executives called the company, concerned about their husbands' safety. All was well.

"Reports from our people in Egypt were that everybody was safe and sound, there were no problems whatsoever and, in fact, things were relatively calm," the GM spokesperson said.

Sadat's death comes at a time when Egypt's automotive for-

Continued on Page 8, Col. 1

NEWSPAPER

Friendly rivals come to rescue of flooded Pontiac dealer

FARMINGTON HILLS, Mich.—Pontiac Dealer Bob Sellers is a happy man and that's a pretty good trick when you consider that he recently lost more than $1 million worth of cars in a flood that struck this Detroit suburb.

Sellers' happiness stems from the help and cooperation of his fellow Pontiac dealers, who put him back in business. Quick action by his insurance company helped, too.

The saga began the night of Sept. 30 when torrential rains struck the Detroit area. By the next morning, the storage lot at Bob Sellers Pontiac was under five feet of water and 127 new cars and 36 used cars were ruined.

Completely ruined. They cannot be sold.

The dealership building was not damaged.

The Tri-County Pontiac Dealers Assn., a group of 20 dealers, came to the rescue. Sellers is a member of the organization.

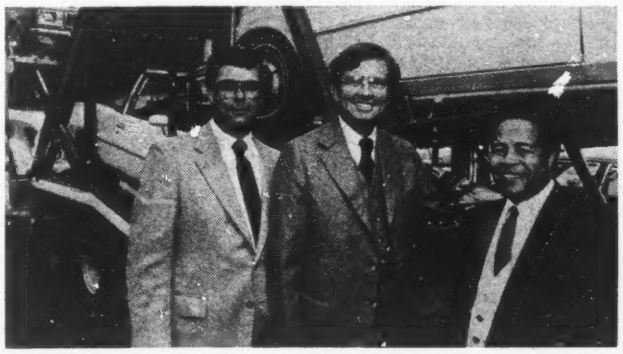
"They volunteered to restock my dealership," Sellers said. "And with the same models and the same mix as the cars I lost, both '81s and '82s."

A cynic might say that this is a good way for those dealers to reduce their inventories, but that's not the case.

Virtually all of the ruined cars were '81 models, and they are very saleable items right now because of the price hikes on '82s. And they can't be replaced. It's going to cost the dealers a good bit of money to give them up.

Also, Sellers pointed out, the other dealers have been floor-planning those cars, which is

Continued on Page 51, Col. 1



A helping hand

The other 19 members of the Detroit-area Tri-County Pontiac Dealers Assn. helped Bob Sellers restock his dealership after a flood destroyed 127 new cars at the suburban Farmington Hills outlet. At the initial shipment are, from left, Jim Fresard, Jim Fresard Pontiac, Royal Oak, president of the group; Sellers, and Porterfield Wilson, Porterfield Wilson Pontiac-GMC Truck, Detroit.

$50 million answer to competition

Ford offers rebates on small cars, Courier

By Joseph Bohn
Marketing Editor

Ford Motor Co.'s response to a soft car market—and competitive price freeze/interest subvention programs—is a new round of consumer rebates on its small-car lines, a program costed out at over $50 million.

Ford put its rebates on small cars because that's "where the greatest total potential is," said Lou Lataif, Ford Division general manager. He noted that the small-car segment as a whole was as strong in September as in the third quarter, which itself proved stronger for small cars than the second quarter.

Of course, Ford also reacted directly in response to GM's emphasis of its X-cars and J-cars in its interest subvention program.

Ford is using the term "up-front-money" in publicity and advertising to describe the latest program, which runs from Oct. 8 to Nov. 22 and covers '81 and '82 Mustang/Capri, EXP/LN7 and Escort/Lynx.

Terms of payments are as follows: $700 for EXP and LN7; $600 for Mustang and Capri; $500 for Escort GLX, SS and GT series; $500 for Lynx GS, LS and RS series; $400 for base Escort and L and GL series and Lynx base, L and GL series.

- Ford also announced a $500 rebate on '80 and '81 Couriers for customers who buy or lease during the Oct. 2-Dec. 2 period. There is no dealer participation in terms of shared costs in the Courier rebate.

However, in the car rebates, dealers pay roughly one-third. For example, dealers pay $125 of the $400, $175 of the $500, $225 of the $600 and $275 of the $700.

Customers receive the money on cars ordered—not necessarily delivered — during the contest period.

Ford Division and Lincoln-Mercury are running a joint advertising effort in which cars from both divisions will show up in the same ads.

Theme is "Up Front Money," with the subhead, "A better way to beat the high cost of financing."

Along with network TV and network radio, newspaper will run in the top 50 small-car markets, with three insertions. The first two-page spread ran Oct. 8 in evening editions and Oct. 9 in morning editions.

FDAFs and LMDAs are expected to supplement the campaign, along with individual dealers, with J. Walter Thompson and Young & Rubicam supplying separate TV commercials and advertising kits for dealers.

They're putting on a show in Dallas

Organizing the first Dallas Auto Show are show committee members, from left, Ralph Gaden, show Chairman Lee Maas and Tom Stephens. The March 17-21 show is sponsored by the New Car Dealers Assn. of Metropolitan Dallas. Dealers representing 26 makes of cars will exhibit in the 87,000-square-foot auto display area at Market Hall.

Savings put as high as $30 million

EPA slashes testing requirements

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Somewhat later than promised but still being accepted gratefully by the auto industry, the EPA has issued a interim final rule that should substantially reduce the cost and complexity of EPA's program to insure that new cars and trucks meet tailpipe emissions standards.

Effective immediately, the deregulation package should result in significant reductions in emissions testing and reporting by the auto makers, saving $5 to $30 million annually "without a significant impact on air quality," the EPA said.

The EPA certification programs had been attacked by the auto industry as being overly complicated, duplicative and costly, and had been targets by the industry as a major area in need of deregulation.

Work at simplifying the procedures had begun under the Carter Administration with a program known as Abbreviated Certification Review. While this allowed manufacturers to take certain certification actions without prior EPA approval, it involved numerous vehicles and a substantial number of work hours.

EPA's new requirements will substantially lessen the number of vehicles involved in the certification program and reduce the number of work hours by as much as 35,000 per year, it said.

Specifically the new requirements call for a broadened definition of engine family so that manufacturers can add vehicles to a certified engine family and implement running changes without prior EPA approval.

Under the old system, the makers needed approval from the EPA before instituting a running change, a process that frequently delayed the introduction of new models.

EPA will retain the right to specify testing for any change, and the companies will be required to recall all vehicles not in compliance because of running changes.

This amendment should result in better production planning, translating into reduced cost, the EPA said.

There also will be a redefinition of "zero miles" from "no more than 10 miles or one hour of engine operation," to "no more than 100 miles and 3 hours of engine operation." Emissions at "zero miles" — e.g., the base emission levels from production vehicles — in combination with deterioration factors, determine whether vehicles are in compliance with emission standards.

Restricting the mileage on certification vehicles supposedly representative of the production vehicle has been viewed by EPA as being critical to making sure production vehicles do indeed meet the emission standards. But this limitation presents problems to the makers, which must get the vehicle to EPA's laboratory. Trailering was frequently the solution.

The less restrictive requirements should give the makers more flexibility to move their test vehicles between their facilities. It also is expected to ease slightly the difficulty of meeting the emission standards because the makers will now be allowed to certify a more broken-in vehicle and will be allowed to test it more than once to establish a zero-mile base emissions level.

Fuel specifications will be changed to be representative of the average fuel available. Previously, EPA had specified the fuel so that manufacturers did not attempt to bias their emission test data by using special fuels.

- The requirement that vehicles be tested with optional equipment will be dropped. Manufacturers will be given the option of determining their effects by way of an engineering evaluation or test data.

Previously, EPA had required that any option that was to be installed on more than 33 percent of any engine family was to be tested on the vehicle to ensure that the test vehicle represented production vehicles as accurately as possible.

EPA said it will still add the weight of the options for fuel-economy test purposes. It still intends to figure in a 10-percent increase in road-load horsepower for air conditioning.

EPA will eliminate the re-

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686,413 deliveries up 2.3 percent from a year earlier

September new-car sales up a bit

By Jenny L. King
Staff Writer

New-car sales in September enjoyed a modest increase from year-ago levels, due largely to the attractive interest rates and price breaks offered by the domestic auto makers and due perhaps to the arrival of several of the 1982 domestic models.

Import sales were off. Inventories were very low, according to the companies, and their new models still are waiting in the wings. Nevertheless, imports accounted for a substantial segment of the total September market: 24.46 percent. Datsun moved into first place for the month, ahead of Toyota.

Tables on Page 54

Combined sales of new domestic and imported cars totaled 686,413, up 2.30 percent from 671,005 in September of 1980. Domestic sales of 518,522 were up 6.75 percent from 485,742, while imports reported sales of 167,891, down 9.38 percent from 185,263 a year earlier.

Domestic year-to-date sales through Sept. 30 pushed past 1980 levels for the first time this year. Sales at the end of nine months totaled 4,925,883, up 0.25 percent from 4,913,701 last year. Import sales through September numbered 1,850,776, down 1.02 percent from 1,869,801. Combined sales reached 6,776,659, down 0.10 percent from 6,783,502.

Four of the five U. S. makers moved ahead of their year-ago September sales totals, while American Motors stayed behind. Ford Motor Co. enjoyed the greatest growth, its sales up 24.15 percent, to 117,372 from 94,540 in 1980. General Motors reported sales of 326,089 new cars, up 2.72 percent from 317,450.

September marked the 12th consecutive month of increased new-car sales for Chrysler Corp. Chrysler was up 3.59 percent, to

Continued on Page 54, Col. 3

Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	128,253	18.69
COMPACT	132,656	19.33
INTERMEDIATE	148,561	21.64
STANDARD	73,683	10.73
LUXURY	35,369	5.15
IMPORT	167,891	24.46
TOTAL	686,413	100.00

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57th year — No. 4884

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Sales drop 2 pct. in '81 model year

The curtain rang down on the 1981 model year Sept. 30 with the domestic industry reporting a 3.01-percent decline from 1980 while the imports were up 0.02 percent.

U. S. auto makers retailed 6,590,451 new cars between Oct. 1, 1980, and the end of September this year, down from 6,794,775 in the preceding 12 months. Import sales for the period reached 2,379,714, up slightly from 2,379,193.

For domestics and imports combined, the total was 8,970,165, down 2.22 percent from 9,173,968 in the 1980 model year.

Chrysler Corp. was the only U. S. auto maker to top the preceding model year's sales. Chrysler was up 17.79 percent, to 764,535 from 649,043. General Motors dropped 4.78 percent, to 4,032,727 from 4,235,217.

Ford Motor Co. was off 4.42 percent, to 1,487,961 from 1,556,771. American Motors ended the 1981 model year 11.19 percent away from its 1980 level. AMC sold 145,206 units in the 1981 season, with 163,502 a year earlier.

Volkswagen of America's sales numbered 160,022, down 15.89 percent from 190,242.

Chrysler gained two percentage points in its share of the domestic market during the 1981 model year, climbing to 11.60 percent from 9.55 percent. GM earned 61.19 percent, down from 62.33 percent. Ford dipped to 22.58 percent from 22.91 percent. AMC earned 2.20 percent, down from 2.41 percent, and VWoA stood at 2.43 percent, down from 2.80 percent.

On a percentage basis, Plymouth was the most successful make during the 1981 model year, its sales soaring 46.81 percent, to 332,169 from 226,253. Dodge was up 23.37 percent, Buick was up 8.01 percent, Oldsmobile was up 6.90 percent and Mercury was up 5.67 percent.

Chrysler took the heaviest loss, its sales were down 34.52 percent. Lincoln was off 25.02 percent during the 1981 model year, VWoA was down 15.89 percent, Chevrolet was down 14.50 percent, AMC was off 11.19 percent, Ford was down 5.88 percent, Pontiac was down 5.86 percent and Cadillac was off 5.26 percent.

JENNY L. KING

VWoA to move most New Jersey work to Detroit

ENGLEWOOD CLIFFS, N. J. —Volkswagen of America announced last week it would relocate most of its operations here to Detroit, where VWoA has its headquarters.

The move is expected to take two to six years, and a VWoA spokesman said most of the 500 employes at the 17-acre facility here would be moved.

The spokesman said there is a great deal of duplication between the offices here and in Detroit. The move would consolidate those staffs. VWoA's 90,000-square foot building here is not for sale at this time. Operations here include advertising, marketing, service parts and banking.

Savings put as high as $30 million

EPA slashes testing requirements

Continued from Page 3

quirement that manufacturers tell it of the existence of all test vehicles with zero miles. Instead, EPA will require only that it be notified when the test vehicle generates data intended for use in the certification process.

EPA said this will relieve the manufacturers of some reporting requirements but admits it is at a cost to the agency. Without the knowledge of what test vehicles exist, there is a reduction in data on which to evaluate a maker's product, the EPA said. Marginal vehicles might well get by because of vehicle-to-vehicle or test-to-test variability, it admitted.

- EPA will allow any manufacturer, regardless of size, to use assigned emissions deterioration factors (DF) for low-sales-volume engine families, with the assigned DF applying only to entire engine families and limited to a combined total of 10,000 units per manufacturer for each model year.

Providing assigned DF's to all makers is expected to result in a wider variety of engines from the large domestic makers—a situation EPA expects will enhance their competitive position.

The agency estimated that if all makers take full advantage of this change, the increase in the number of vehicles and/or engines certified using the less-accurate assigned deterioration factors would be less than 250,000, or approximately 2 percent of total sales.

EPA will also ease its durability testing requirements to allow for excursions beyond the emission standards during testing, as long as the average emissions remain below the standard.

This change is expected to result in the makers having to run fewer durability vehicles.

Along this same line, makers will be given greater flexibility in when to test for emissions during durability runs and will be given permission to modify maintenance schedules.

Previously, EPA tightly regulated when emissions were tested during durability runs and permitted no changes in maintenance schedules once a durability test began. This was done to prevent manipulating the vehicle to get a favorable deterioration factor or to keep it from failing the test.

EPA said today's vehicles are a different breed, requiring less maintenance. The increased flexibility in the durability testing scheme is therefore in order, it said.

"The effect of this change is to allow the manufacturer to 'fine tune' its maintenance schedule without risking the disqualification of an expensive durability-data vehicle," the EPA said.

EPA said it will also allow manufacturers to group light-duty vehicles and light-duty truck designs into engine family groups for durability testing purposes on the grounds that the emission control systems are usually similar enough to allow carry-across of the emission deterioration data from one application to another.

- When choosing engine families for emissions testing purposes, EPA typically makes one vehicle selection based on highest projected sales and two or three selections based on expected "worst case" emissions.

In the future this will not be the case; instead, the agency will allow the manufacturer to choose and test a single vehicle for each engine family and satisfy any additional testing requirements for that engine family by reconfiguring and retesting that vehicle as long as only a single engine/emission control system combination is involved.

EPA said it will also lift its requirement that emission-data vehicles be tested after accumulating 4,000 miles and instead allow the makers to determine the appropriate mileage. However, for fuel-economy testing purposes, it will factor to compensate for any mileage beyond 6,200 miles. The reason is that as cars add mileage, their fuel economy generally improves.

The EPA is also considering whether to use additive rather than multiplicative exhaust emission deterioration factors, but because there are benefits and drawbacks for both approaches, it wants to hear comments before proceeding.

The multiplicative system is now in use by the agency.

EPA said that following the implementation of these changes and some other minor ones, along with stabilization of the emission standards, the total cost to the auto industry of the certification program will be approximately $50 million.

IMPORTED CAR SALES

	Sept., 1981	Sept., 1980	9 mos., 1981	9 mos., 1980
Alfa Romeo	193	282	1,651	2,697
Audi	3,977	3,928	38,644	32,330
BMW	3,611	4,321	32,494	28,875
Challenger	966	867	9,995	10,528
Champ	3,333	3,664	32,873	47,047
Colt	3,522	3,263	33,363	42,764
Datsun	38,274	36,154	368,110	413,147
DeLorean	200	....	729	....
Ferrari	70	66	703	570
Fiat	2,466	2,638	27,687	29,962
Fiesta	....	5,678	32,856	53,744
Honda	30,460	27,053	293,379	278,571
Isuzu	1,664	....	13,411	....
Jaguar	353	328	3,279	2,218
Lancia	94	101	898	1,644
Mazda	12,378	11,388	131,057	113,372
Mercedes-Benz	3,643	5,174	46,583	40,817
MG	186	2,412	3,455	11,831
Peugeot	1,121	1,020	12,861	9,904
Porsche	670	817	8,254	8,383
Renault	2,475	3,081	28,648	24,225
Rover	43	47	599	196
Saab	1,121	1,202	10,700	10,514
Sapporo	1,056	600	10,759	8,313
Subaru	12,845	16,024	118,619	110,702
Toyota	32,416	39,638	459,787	462,390
Triumph	519	1,980	9,063	12,445
Volkswagen	6,924	7,883	67,369	67,911
Volvo	3,311	5,654	52,950	44,701
TOTAL	167,891	185,263	1,850,776	1,869,801

U. S. CAR SALES BY MARKETING UNITS

	Sept., 1981	Sept., 1980	9 mos., 1981	9 mos., 1980
Chevrolet	118,945	134,985	1,158,956	1,340,099
Ford	82,432	74,208	814,945	852,464
Oldsmobile	71,429	61,562	674,118	612,294
Buick	65,539	55,886	560,262	524,444
Pontiac	49,883	49,608	451,542	465,221
Toyota	32,416	39,638	459,787	462,390
Datsun	38,274	36,154	368,110	413,147
Honda	30,460	27,053	293,379	278,571
VW of America	25,952	26,107	240,931	252,372
Plymouth	26,799	21,871	304,210	221,399
Dodge	26,186	22,830	287,314	245,839
Mercury	29,667	21,703	268,461	234,979
Cadillac	20,293	15,409	167,477	154,052
AMC-Renault	14,771	16,646	138,523	138,332
Mazda	12,378	11,388	131,057	113,372
Subaru	12,845	16,024	118,619	110,702
Volvo	3,311	5,654	52,950	44,710
Chrysler/Imperial	4,276	10,401	75,291	116,721
Jaguar-Rover-Triumph	1,101	4,767	16,396	26,690
Mercedes-Benz	3,643	5,174	46,583	40,817
Lincoln	5,273	4,307	46,608	50,730
BMW	3,611	4,321	32,494	28,875
Fiat	2,560	2,739	28,585	31,606
Isuzu	1,664	....	13,411	....
Saab	1,121	1,202	10,700	10,514
Peugeot	1,121	1,020	12,861	9,904
Ferrari	70	66	703	570
Alfa Romeo	193	282	1,651	2,697
DeLorean	200	....	729	....
TOTAL	686,413	671,005	6,776,659	6,783,502

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

New-car sales gain slightly in September

Continued from Page 3

48,384 from 46,708 in 1980. Volkswagen of America climbed 6.69 percent, to 14,381 from 13,479, while AMC was down 9.35 percent, to 12,296 from 13,565.

GM earned 62,89 percent of the domestic market for the month, down from 65.35 percent last year. Ford earned 22.64 percent, up from 19.46 percent. Chrysler slipped to 9.33 percent from 9.62 percent. AMC stood at 2.37 percent compared with 2.79 percent a year earlier, and VWoA cornered 2.77 percent, down from 2.78 percent.

Ten of the 13 U. S. makes reporting sales in September, 1980, were on the upswing this year. Mercury was strongest, up 36.70 percent. Cadillac was up 31.70 percent, Plymouth was up 24.51 percent, Lincoln was up 22.43 percent and Ford was up 20.29 percent. Buick climbed 17.27 percent, Dodge was up 16.03 percent, Oldsmobile was up 16.03 percent, VWoA was up 6.69 percent and Pontiac was up 0.55 percent.

Chrysler plunged 59.30 percent, Chevrolet was off 11.88 percent and AMC was down 9.35 percent.

- With nearly exhausted stock levels, the imports continued to sell well in spite of the domestics' incentives and new models.

For the final 10 days of September, domestic sales were up 11.33 percent, to 228,850 from 205,561 in 1980. On a daily-rate basis they were down 1.04 percent, the nine days this year averaging 25,428 compared with 25,695 for eight a year ago.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1981	Same Period, 1980	Sept., 1981	Same Month, 1980	Jan. 1 to Sept. 30, 1981	Same Period, 1980
Spirit	....	....	3,673	4,082	29,143	40,532
Concord	....	....	5,524	6,742	48,761	50,012
Pacer	....	....	....	83	111	1,966
Eagle	....	....	3,099	2,658	31,860	21,597
AMERICAN MOTORS*	4,000	4,700	12,296	13,565	109,875	114,107
Horizon	1,875	2,468	5,969	6,919	63,230	58,103
TC3	1,382	1,348	3,200	3,922	43,082	44,094
Reliant/Volare	5,797	2,477	13,197	6,766	154,222	63,842
Plymouth	44	....	44	....	44	....
Total Plymouth	9,098	6,293	22,410	17,607	260,578	166,039
LeBaron	476	1,869	1,583	4,874	34,422	46,866
Cordoba	504	1,310	1,449	3,284	19,738	34,002
Chrysler/G. Fury	....	762	862	2,243	17,080	35,853
New Yorker	180	....	180	....	180	....
Total Chrysler	1,160	3,941	4,074	10,401	71,420	116,721
Total Imperial	99	....	202	....	3,871	....
Omni	1,536	1,720	4,443	5,038	45,993	46,215
024	1,726	1,065	4,007	3,414	41,158	37,687
Aries/Aspen	4,703	1,705	10,805	4,899	117,316	48,188
Diplomat	409	980	1,127	2,548	22,173	24,264
Mirada/Magnum	315	802	875	2,025	11,688	21,187
Dodge	....	197	441	776	5,628	15,006
Total Dodge	8,689	6,469	21,698	18,700	243,956	192,547
CHRYSLER CORP.	19,046	16,703	48,384	46,708	579,825	475,307
Pinto	....	6,214	....	16,289	10,037	124,709
EXP	2,492	....	6,344	....	41,601	....
Escort	8,946	....	19,421	....	224,437	....
Mustang	5,984	4,947	13,658	15,374	127,518	179,479
Fairmont	8,378	4,739	18,347	14,905	152,887	214,568
Granada	4,055	2,619	9,230	6,774	78,820	61,448
LTD II	....	....	....	....	....	3,012
Thunderbird	2,345	3,201	6,438	8,442	57,710	104,016
Ford	4,351	2,033	8,994	6,746	89,079	111,488
Ford Division	36,551	23,753	82,432	68,530	782,089	798,720
Bobcat	....	884	....	2,760	2,169	23,271
LN7	734	....	2,022	....	13,954	....
Lynx	3,339	....	6,518	....	72,705	....
Zephyr	2,181	1,932	4,808	5,800	42,777	61,526
Cougar/Monarch	2,377	561	4,425	1,588	33,829	20,499
XR-7	1,176	1,264	2,894	3,455	24,270	41,803
Capri	1,878	1,598	4,398	4,783	39,814	48,915
Mercury	1,940	1,245	4,602	3,317	38,883	38,965
Total Mercury	13,625	7,484	29,667	21,703	268,461	234,979
Versailles	....	84	....	191	....	3,885
Lincoln	1,186	764	2,588	1,926	22,638	21,714
Mark VI	1,207	866	2,685	2,190	23,970	25,131
Total Lincoln	2,393	1,714	5,273	4,307	46,608	50,730
L-M Division	16,018	9,198	34,940	26,010	315,069	285,709
FORD MOTOR	52,569	32,951	117,372	94,540	1,097,158	1,084,429
Skyhawk	....	331	....	465	....	5,388
Skylark	5,777	5,113	14,607	11,821	154,2[illegible]	127,106
Century	4,561	5,247	10,054	11,216	100,650	106,736
Regal	10,184	7,560	23,157	17,054	167,678	142,893
Le Sabre	3,831	2,883	7,967	6,818	60,705	68,224
Electra	3,380	2,257	5,607	5,180	40,965	43,701
Riviera	2,054	1,589	4,147	3,332	35,966	30,396
Buick Division	29,787	24,980	65,539	55,886	560,262	524,444
Cimarron	948	....	2,457	....	8,790	....
Seville	749	1,414	1,688	2,555	16,689	24,776
Cadillac	4,575	4,400	11,186	8,757	102,350	92,754
Eldorado	2,073	2,201	4,962	4,097	39,648	36,522
Cadillac Division	8,345	8,015	20,293	15,409	167,477	154,052
Chevette	11,101	15,595	28,008	32,592	294,586	291,816
Cavalier/Monza	5,616	5,282	14,090	13,856	56,970	116,442
Citation/Nova	8,069	12,070	19,739	24,674	234,761	288,444
Camaro	2,445	3,759	6,829	8,742	86,048	93,165
Malibu	7,658	9,857	15,524	20,434	174,149	199,025
Monte Carlo	7,442	6,998	15,099	14,170	129,939	120,422
Chevrolet	9,085	8,553	17,533	17,492	158,049	203,238
Corvette	812	1,407	2,123	3,025	24,454	27,547
Chevrolet Division	52,228	63,521	118,945	134,985	1,158,956	1,340,099
Starfire	....	234	....	329	....	5,334
Omega	3,384	2,717	8,819	6,406	87,468	65,531
Cutlass	6,584	6,521	13,836	17,768	153,314	156,832
Supreme	11,745	8,944	25,258	19,108	216,890	194,288
Olds 88	5,536	4,432	12,791	9,815	125,977	112,208
Olds 98	3,559	2,776	7,394	5,548	60,471	50,603
Toronto	1,498	1,142	3,331	2,588	29,998	27,498
Oldsmobile Division	32,306	26,766	71,429	61,562	674,118	612,294
T-1000	3,110	....	7,319	....	43,098	....
J-2000/Sunbird	3,992	4,605	8,858	11,920	59,695	101,692
Phoenix	2,156	3,070	5,283	6,507	65,191	72,934
Firebird	1,350	2,480	3,543	6,126	47,121	67,253
LeMans	2,944	2,950	5,868	6,123	57,542	57,811
Grand Prix	5,663	5,330	11,700	11,259	104,356	84,549
Pontiac	3,412	3,582	7,312	7,673	74,539	80,982
Pontiac Division	22,627	22,017	49,883	49,608	451,542	465,221
GENERAL MOTORS	145,293	145,299	326,089	317,450	3,012,355	3,096,110
VOLKSWAGEN	7,942	5,908	14,381	13,479	126,664	143,748
DOMESTIC TOTAL	228,850	205,561	518,522	485,742	4,925,883	4,913,701
IMPORT TOTAL	....	....	167,891	185,263	1,850,776	1,869,801
INDUSTRY TOTAL	....	....	686,413	671,005	6,776,659	6,783,502

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

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Automotive News

IMPORT REGISTRATION SHARES IN U. S.

JULY

	Regis., July, 1981	Percent Share of Market	Regis., July, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	50,155	24.27	51,183	23.73	+ 0.54
Datsun	38,733	18.74	44,891	20.81	— 2.07
Honda	31,992	15.48	30,061	13.94	+ 1.54
Volkswagen	18,676	9.04	24,142	11.19	— 2.15
Mazda	14,150	6.85	13,340	6.19	+ 0.66
Subaru	11,431	5.53	10,305	4.78	+ 0.75
Volvo	6,196	3.00	4,647	2.15	+ 0.85
Mercedes	5,206	2.52	4,412	2.05	+ 0.47
Audi	4,580	2.22	....	....	......
BMW	3,740	1.81	....	....	......
Fiesta	....	....	5,185	2.40	......
Arrow	....	....	4,075	1.89	......
All Others	21,794	10.54	23,436	10.87	— 0.33
TOTAL	206,653		215,677		
Share of U. S. Total		29.95		30.12	— 0.17

SEVEN MONTHS

	Regis., 7 mos., 1981	Percent Share of Market	Regis., 7 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	359,582	24.28	344,707	23.43	+ 0.85
Datsun	269,392	18.19	311,240	21.15	— 2.96
Honda	226,062	15.27	203,741	13.85	+ 1.42
Volkswagen	137,316	9.27	148,752	10.11	— 0.84
Mazda	107,961	7.29	88,728	6.03	+ 1.26
Subaru	81,205	5.49	69,812	4.74	+ 0.75
Volvo	38,113	2.57	....	....	......
Mercedes	35,117	2.37	29,178	1.98	+ 0.39
Fiesta	30,047	2.03	41,155	2.80	— 0.77
Audi	27,042	1.83	....	....	......
Arrow	....	....	37,344	2.54	......
Colt	....	....	34,378	2.34	......
All Others	168,986	11.41	162,253	11.03	+ 0.38
TOTAL	1,480,824		1,471,288		
Share of U. S. Total		29.15		28.47	+ 0.68

Registrations for Oklahoma not available.

First year-to-year decline since January

Month's import registrations dip

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in July dropped from a year ago for the first month since January, according to figures compiled by R. L. Polk & Co.

July import registrations totaled 206,653, down 4.18 percent from 215,677 a year earlier. Record for the month is 219,717, set in 1979.

Imports took 29.95 percent of total U. S. registrations, compared with 29.77 percent the preceding month and 30.12 percent in July last year.

Import registrations for the first seven months of 1981 were 1,480,824, which was still running 0.65 percent ahead of last year's 1,471,288.

Imports accounted for 29.15 percent of total U. S. registrations in the first seven months, compared with 28.47 percent last year.

- Of the top 10 imports in July, Honda posted the biggest gain in market share compared with a year earlier, as it took 15.48 percent of import registrations, up 1.54 percentage points.

Also increasing their shares were Volvo, up 0.85 of a point to 3.00 percent; Subaru, up 0.75 of a point to 5.53 percent; Mazda, up 0.66 of a point to 6.85 percent; Toyota, up 0.54 of a point to 24.77 percent, and Mercedes-Benz, up 0.47 of a point to 2.52 percent.

The gains were at the expense of Volkswagen, which saw its share slip 2.15 points to 9.04 percent, and Datsun, which suffered a 2.07-point loss to 18.74 percent of import registrations.

The top 10 imports accounted for 89.46 percent of the July import total, compared with 89.13 percent a year earlier. In the first seven months, the top 10 accounted for 88.59 percent, compared with 88.97 percent last year.

Japanese nameplates accounted for 75.29 percent of July import registrations, up from 73.83 percent a year earlier.

Registrations by country of origin in July were:

	July, 1981	July, 1980
Japan	155,599	159,244
West Germany	34,761	40,874
Sweden	7,161	5,884
Italy	3,901	4,142
France	3,275	2,927
United Kingdom	1,956	3,596

Registrations by country of origin for the first seven months were:

	7 mos., 1981	7 mos., 1980
Japan	1,114,513	1,103,675
West Germany	257,928	268,181
Sweden	46,077	36,319
France	26,315	20,670
Italy	23,552	27,190
UK	12,439	15,253

Registrations of imported trucks in July totaled 39,795, down 11.28 percent from 44,854 a year earlier. Registrations of imported trucks in July were:

	July, 1981	July, 1980
Toyota	11,724	11,606
Datsun	9,266	9,469
Ford Courier	4,385	5,995
Chevrolet LUV	4,335	6,938
Others	10,085	10,846
TOTAL	39,795	44,854

The truck import total for the first seven months of 1981 was 283,370, down 9.34 percent from 312,571 last year. Registrations of imported trucks in the first seven months were:

	7 mos., 1981	7 mos., 1980
Toyota	71,169	80,731
Datsun	64,285	64,361
Chevrolet LUV	41,904	51,346
Ford Courier	38,241	44,875
Others	67,771	71,258
TOTAL	238,370	312,571

A-bomb inventor tries hand at talking computer for car

NORWALK, Conn. — John Aristotle Phillips, the Princeton undergraduate who designed a beachball-size atomic bomb several years ago, has entered the auto business with a computer with verbal warnings of car troubles.

Phillips, now 25, and his brother, Dean, a 23-year-old MIT graduate, have formed Aristotle, Inc., builder of the $200 aftermarket computer called Copilot.

The computer monitors 10 systems and warns the driver of low fuel, possible brake failure, engaged parking brake, doors that are ajar, headlights that are left on, low oil pressure, overheated engine, low battery voltage, unfastened seat belts, keys left in the ignition and, for diesels, engine that has not been properly warmed.

If the radio is on, the computer automatically lowers the volume, delivers the message in a female's voice, and returns the volume to its prior level, Phillips said. The warning voice also works when the radio is off.

The company said the paperback-book-sized computer is safe and easy to install under the dashboard. It is adaptable to any car, van or truck and weighs under one pound, the company said.

The company said the computer uses a chip developed by National Semiconductor Corp. and is assembled here at STAR, Inc., an association of handicapped workers.

In support of private enterprise

Robert P. Mallon, second from right, chairman of the board of trustees of the National Automobile Dealers Charitable Foundation (NADCF) presents a check for $20,000 to Dr. Michael A. McDowell, president, Joint Council on Economic Education, a group which provides materials and instructs teachers to help promote the private enterprise system among students. Also present were Charles J. Whittey, left, and Kenneth C. Kent, right, both NADCF trustees.

3/36 warranties announced for all models

Mercedes adds turbo diesel models

RYE, N. Y. — Mercedes-Benz of North America has added a three-year, 36,000-mile warranty for its 1982 models.

At the model introductions here, company executives said the warranty is an extension of the former 24-month, 24,000-mile warranty, and covers the entire car except tires.

For 1982 the company will offer two new turbocharged diesels, the 300-D sedan and the 300-CD coupe, as well as a new coupe, the 380SEC, which is a V-8, 3.8-liter model replacing the 330-SLC.

But there have been no major model changes for '82, and the company will continue to offer eight models in the U. S.

Walter Bodack, president of MBNA, stressed the new warranty is not a reaction to any forces.

"We believe this increased warranty coverage, coming when our sales are doing well, demonstrates the faith we have in our automobiles and will add to their total value from the customer's standpoint," he said.

MBNA said its pricing level will remain unchanged from '81, and Bodack said the company hopes to be able to maintain its pricing level throughout the '82 model year.

Hans Jordan, vice president of marketing, noted that the 1982 model year could be considered an end of a phase for the company, as well as the end of parallel model development.

This means the end to offering the same car with diesel and gasoline options.

The company offers five diesels and three gasoline-powered cars for '82.

Jordan noted that during the early 1970s, half the company's sales were V-8 models. Today the company sells nearly 80 percent diesels.

The energy crisis and U. S. CAFE standards prompted a massive development effort on the part of the parent company to eliminate the drawbacks of the diesel. It has led to the introduction of the turbo diesel.

According to Jordan, the company is aiming for 60,000 sales in 1982. Sales for 1981 were projected at 58,000, and 45,000 will be diesels.

NBNA had less than a month's supply of cars at all levels, when the new models went on sale Oct. 5, Jordan said.

The exchange rate was credited for the price restraint. Jordan said it has enabled the company to keep prices constant for the first time in years.

Jordan said the turbo diesels contributed to the anticipated 1982 fleet average of 26.1 MPG.

Prices for the models on the East Coast range from $20,989 for the 240-D to $49,827 for the 380-SEC. The 300-D turbo diesel sedan is priced at $28,483, and the 300-CD turbo diesel coupe at $31,541.

Special day in San Jose

California Gov. Jerry Brown and Ford Motor President Donald E. Petersen drove the first 1982 Ford Escort off the line at the company's San Jose assembly plant recently before 2,000 employes, dealers and guests. The event marked the beginning of California's production of a planned 100,000 Escort, Lynx, EXP and LN7 models during the 1982 model year.

factories list auction dates

Continued from Page 42

10355 S. Woodlawn Ave., Chicago.

Oct. 21—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Hwy., Fremont, Calif.

Oct. 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

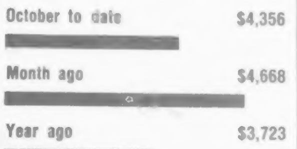
Oct. 27—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Oct. 28—Concord Auto Auction, Hosmer St., Acton, Mass.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 29—Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Used car sales

Auction Averages



Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,690	$7,548	$8,434
1980	5,487	5,814	6,130
1979	4,872	5,051	5,122
1978	3,698	3,963	4,031
1977	2,931	3,045	3,160
1976	2,173	2,122	2,413
1975	1,661	1,587	1,567
1974	1,281	1,180	1,248
Overall Average	$4,356	$4,321	$4,548

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*1980 Erdos & Morgan
†1980 SMRB

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EPA slashes testing requirements

Continued from Page 3

quirement that manufacturers tell it of the existence of all test vehicles with zero miles. Instead, EPA will require only that it be notified when the test vehicle generates data intended for use in the certification process.

EPA said this will relieve the manufacturers of some reporting requirements but admits it is at a cost to the agency. Without the knowledge of what test vehicles exist, there is a reduction in data on which to evaluate a maker's product, the EPA said. Marginal vehicles might well get by because of vehicle-to-vehicle or test-to-test variability, it admitted.

- EPA will allow any manufacturer, regardless of size, to use assigned emissions deterioration factors (DF) for low-sales-volume engine families, with the assigned DF applying only to entire engine families and limited to a combined total of 10,000 units per manufacturer for each model year.

Providing assigned DF's to all makers is expected to result in a wider variety of engines from the large domestic makers—a situation EPA expects will enhance their competitive position.

The agency estimated that if all makers take full advantage of this change, the increase in the number of vehicles and/or engines certified using the less-accurate assigned deterioration factors would be less than 250,000, or approximately 2 percent of total sales.

EPA will also ease its durability testing requirements to allow for excursions beyond the emission standards during testing, as long as the average emissions remain below the standard.

This change is expected to result in the makers having to run fewer durability vehicles.

Along this same line, makers will be given greater flexibility in when to test for emissions during durability runs and will be given permission to modify maintenance schedules.

Previously, EPA tightly regulated when emissions were tested during durability runs and permitted no changes in maintenance schedules once a durability test began. This was done to prevent manipulating the vehicle to get a favorable deterioration factor or to keep it from failing the test.

EPA said today's vehicles are a different breed, requiring less maintenance. The increased flexibility in the durability testing scheme is therefore in order, it said.

"The effect of this change is to allow the manufacturer to 'fine tune' its maintenance schedule without risking the disqualification of an expensive durability-data vehicle," the EPA said.

EPA said it will also allow manufacturers to group light-duty vehicles and light-duty truck designs into engine family groups for durability testing purposes on the grounds that the emission control systems are usually similar enough to allow carry-across of the emission deterioration data from one application to another.

- When choosing engine families for emissions testing purposes, EPA typically makes one vehicle selection based on highest projected sales and two or three selections based on expected "worst case" emissions.

In the future this will not be the case; instead, the agency will allow the manufacturer to choose and test a single vehicle for each engine family and satisfy any additional testing requirements for that engine family by reconfiguring and retesting that vehicle as long as only a single engine/emission control system combination is involved.

EPA said it will also lift its requirement that emission-data vehicles be tested after accumulating 4,000 miles and instead allow the makers to determine the appropriate mileage. However, for fuel-economy testing purposes, it will factor to compensate for any mileage beyond 6,200 miles. The reason is that as cars add mileage, their fuel economy generally improves.

The EPA is also considering whether to use additive rather than multiplicative exhaust emission deterioration factors, but because there are benefits and drawbacks for both approaches, it wants to hear comments before proceeding.

The multiplicative system is now in use by the agency.

EPA said that following the implementation of these changes and some other minor ones, along with stabilization of the emission standards, the total cost to the auto industry of the certification program will be approximately $50 million.

IMPORTED CAR SALES

	Sept., 1981	Sept., 1980	9 mos., 1981	9 mos., 1980
Alfa Romeo	193	282	1,651	2,697
Audi	3,977	3,928	38,644	32,330
BMW	3,611	4,321	32,494	28,875
Challenger	966	867	9,995	10,528
Champ	3,333	3,664	32,873	47,047
Colt	3,522	3,263	33,363	42,764
Datsun	38,274	36,154	368,110	413,147
DeLorean	200	....	729	....
Ferrari	70	66	703	570
Fiat	2,466	2,638	27,687	29,962
Fiesta	....	5,678	32,856	53,744
Honda	30,460	27,053	293,379	278,571
Isuzu	1,664	....	13,411	....
Jaguar	353	328	3,279	2,218
Lancia	94	101	898	1,544
Mazda	12,378	11,388	131,057	113,372
Mercedes-Benz	3,643	5,174	46,583	40,817
MG	186	2,412	3,455	11,831
Peugeot	1,121	1,020	12,861	9,904
Porsche	670	817	8,254	8,383
Renault	2,475	3,081	28,648	24,225
Rover	43	47	599	196
Saab	1,121	1,202	10,700	10,514
Sapporo	1,056	600	10,759	8,313
Subaru	12,845	16,024	118,619	110,702
Toyota	32,416	39,638	459,787	462,390
Triumph	519	1,980	9,063	12,445
Volkswagen	6,924	7,883	67,369	67,911
Volvo	3,311	5,654	52,950	44,701
TOTAL	167,891	185,263	1,850,776	1,869,801

U. S. CAR SALES BY MARKETING UNITS

	Sept., 1981	Sept., 1980	9 mos., 1981	9 mos., 1980
Chevrolet	118,945	134,985	1,158,956	1,340,099
Ford	82,432	74,208	814,945	852,464
Oldsmobile	71,429	61,562	674,118	612,294
Buick	65,539	55,886	560,262	524,444
Pontiac	49,883	49,608	451,542	465,221
Toyota	32,416	39,638	459,787	462,390
Datsun	38,274	36,154	368,110	413,147
Honda	30,460	27,053	293,379	278,571
VW of America	25,952	26,107	240,931	252,372
Plymouth	26,799	21,871	304,210	221,399
Dodge	26,186	22,830	287,314	245,839
Mercury	29,667	21,703	268,461	234,979
Cadillac	20,293	15,409	167,477	154,052
AMC-Renault	14,771	16,646	138,523	138,332
Mazda	12,378	11,388	131,057	113,372
Subaru	12,845	16,024	118,619	110,702
Volvo	3,311	5,654	52,950	44,710
Chrysler/Imperial	4,276	10,401	75,291	116,721
Jaguar-Rover-Triumph	1,101	4,767	16,396	26,690
Mercedes-Benz	3,643	5,174	46,583	40,817
Lincoln	5,273	4,307	46,608	50,730
BMW	3,611	4,321	32,494	28,875
Fiat	2,560	2,739	28,585	31,606
Isuzu	1,664	....	13,411	....
Saab	1,121	1,202	10,700	10,514
Peugeot	1,121	1,020	12,861	9,904
Ferrari	70	66	703	570
Alfa Romeo	193	282	1,651	2,697
DeLorean	200	....	729	....
TOTAL	686,413	671,005	6,776,659	6,783,502

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

New-car sales gain slightly in September

Continued from Page 3

48,384 from 46,708 in 1980. Volkswagen of America climbed 6.69 percent, to 14,381 from 13,479, while AMC was down 9.35 percent, to 12,296 from 13,565.

GM earned 62,89 percent of the domestic market for the month, down from 65.35 percent last year. Ford earned 22.64 percent, up from 19.46 percent. Chrysler slipped to 9.33 percent from 9.62 percent. AMC stood at 2.37 percent compared with 2.79 percent a year earlier, and VWoA cornered 2.77 percent, down from 2.78 percent.

Ten of the 13 U. S. makes reporting sales in September, 1980, were on the upswing this year. Mercury was strongest, up 36.70 percent. Cadillac was up 31.70 percent, Plymouth was up 24.51 percent, Lincoln was up 22.43 percent and Ford was up 20.29 percent. Buick climbed 17.27 percent, Dodge was up 16.03 percent, Oldsmobile was up 16.03 percent, VWoA was up 6.69 percent and Pontiac was up 0.55 percent.

Chrysler plunged 59.30 percent, Chevrolet was off 11.88 percent and AMC was down 9.35 percent.

- With nearly exhausted stock levels, the imports continued to sell well in spite of the domestics' incentives and new models.

For the final 10 days of September, domestic sales were up 11.33 percent, to 228,850 from 205,561 in 1980. On a daily-rate basis they were down 1.04 percent, the nine days this year averaging 25,428 compared with 25,695 for eight a year ago.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1981	Same Period, 1980	Sept., 1981	Same Month, 1980	Jan. 1 to Sept. 30, 1981	Same Period, 1980
Spirit	....	....	3,673	4,082	29,143	40,532
Concord	....	....	5,524	6,742	48,761	50,012
Pacer	....	....	....	83	111	1,966
Eagle	....	....	3,099	2,658	31,860	21,597
AMERICAN MOTORS*	4,000	4,700	12,296	13,565	109,875	114,107
Horizon	1,875	2,468	5,969	6,919	63,230	58,103
TC3	1,382	1,348	3,200	3,922	43,082	44,094
Reliant/Volare	5,797	2,477	13,197	6,766	154,222	63,842
Plymouth	44	....	44	....	44	....
Total Plymouth	9,098	6,293	22,410	17,607	260,578	166,039
LeBaron	476	1,869	1,583	4,874	34,422	46,866
Cordoba	504	1,310	1,449	3,284	19,738	34,002
Chrysler/G. Fury	....	762	862	2,243	17,080	35,853
New Yorker	180	....	180	....	180	....
Total Chrysler	1,160	3,941	4,074	10,401	71,420	116,721
Total Imperial	99	....	202	....	3,871	....
Omni	1,536	1,720	4,443	5,038	45,993	46,215
024	1,726	1,065	4,007	3,414	41,158	37,687
Aries/Aspen	4,703	1,705	10,805	4,899	117,316	48,188
Diplomat	409	980	1,127	2,548	22,173	24,264
Mirada/Magnum	315	802	875	2,025	11,688	21,187
Dodge	....	197	441	776	5,628	15,006
Total Dodge	8,689	6,469	21,698	18,700	243,956	192,547
CHRYSLER CORP.	19,046	16,703	48,384	46,708	579,825	475,307
Pinto	....	6,214	....	16,289	10,037	124,709
EXP	2,492	....	6,344	....	41,601	....
Escort	8,946	....	19,421	....	224,437	....
Mustang	5,984	4,947	13,658	15,374	127,518	179,479
Fairmont	8,378	4,739	18,347	14,905	152,887	214,568
Granada	4,055	2,619	9,230	6,774	78,820	61,448
LTD II	....	....	....	....	....	3,012
Thunderbird	2,345	3,201	6,438	8,442	57,710	104,016
Ford	4,351	2,033	8,994	6,746	89,079	111,488
Ford Division	36,551	23,753	82,432	66,530	782,089	798,720
Bobcat	....	884	....	2,760	2,169	23,271
LN7	734	....	2,022	....	13,954	....
Lynx	3,339	....	6,518	....	72,765	....
Zephyr	2,181	1,932	4,808	5,800	42,777	61,526
Cougar/Monarch	2,377	561	4,425	1,588	33,829	20,499
XR-7	1,176	1,264	2,894	3,455	24,270	41,803
Capri	1,878	1,598	4,398	4,783	39,814	48,915
Mercury	1,940	1,245	4,602	3,317	38,883	38,965
Total Mercury	13,625	7,484	29,667	21,703	268,461	234,979
Versailles	....	84	....	191	....	3,885
Lincoln	1,186	764	2,588	1,926	22,638	21,714
Mark VI	1,207	866	2,685	2,190	23,970	25,131
Total Lincoln	2,393	1,714	5,273	4,307	46,608	50,730
L-M Division	16,018	9,198	34,940	26,010	315,069	285,709
FORD MOTOR	52,569	32,951	117,372	94,540	1,097,158	1,084,429
Skyhawk	....	331	....	465	....	5,388
Skylark	5,777	5,113	14,607	11,821	154,298	127,106
Century	4,561	5,247	10,054	11,216	100,650	106,736
Regal	10,184	7,560	23,157	17,054	167,678	142,893
Le Sabre	3,831	2,883	7,967	6,818	60,705	68,224
Electra	3,380	2,257	5,607	5,180	40,965	43,701
Riviera	2,054	1,589	4,147	3,332	35,966	30,396
Buick Division	29,787	24,980	65,539	55,886	560,262	524,444
Cimarron	948	....	2,457	....	8,790	....
Seville	749	1,414	1,688	2,555	16,689	24,776
Cadillac	4,575	4,400	11,186	8,757	102,350	92,754
Eldorado	2,073	2,201	4,962	4,097	39,648	36,522
Cadillac Division	8,345	8,015	20,293	15,409	167,477	154,052
Chevette	11,101	15,595	28,008	32,592	294,586	291,816
Cavalier/Monza	5,616	5,282	14,090	13,856	56,970	116,442
Citation/Nova	8,069	12,070	19,739	24,674	234,761	288,444
Camaro	2,445	3,759	6,829	8,742	86,048	93,165
Malibu	7,658	9,857	15,524	20,434	174,149	199,025
Monte Carlo	7,442	6,998	15,099	14,170	129,939	120,422
Chevrolet	9,085	8,553	17,533	17,492	158,049	203,238
Corvette	812	1,407	2,123	3,025	24,454	27,547
Chevrolet Division	52,228	63,521	118,945	134,985	1,158,956	1,340,099
Starfire	....	234	....	329	....	5,334
Omega	3,384	2,717	8,819	6,406	87,468	65,531
Cutlass	6,584	6,521	13,836	17,768	153,314	156,832
Supreme	11,745	8,944	25,258	19,108	216,890	194,288
Olds 88	5,536	4,432	12,791	9,815	125,977	112,208
Olds 98	3,559	2,776	7,394	5,548	60,471	50,603
Toronto	1,498	1,142	3,331	2,588	29,998	27,498
Oldsmobile Division	32,306	26,766	71,429	61,562	674,118	612,294
T-1000	3,110	....	7,319	....	43,098	....
J-2000/Sunbird	3,992	4,605	8,858	11,920	59,695	101,692
Phoenix	2,156	3,070	5,283	6,507	65,191	72,934
Firebird	1,350	2,480	3,543	6,126	47,121	67,253
LeMans	2,944	2,950	5,868	6,123	57,542	57,811
Grand Prix	5,663	5,330	11,700	11,259	104,356	84,549
Pontiac	3,412	3,582	7,312	7,673	74,539	80,982
Pontiac Division	22,627	22,017	49,883	49,608	451,542	465,221
GENERAL MOTORS	145,293	145,299	326,089	317,450	3,012,355	3,096,110
VOLKSWAGEN	7,942	5,908	14,381	13,479	126,664	143,748
DOMESTIC TOTAL	228,850	205,561	518,522	485,742	4,925,883	4,913,701
IMPORT TOTAL	....	....	167,891	185,263	1,850,776	1,869,801
INDUSTRY TOTAL	....	....	686,413	671,005	6,776,659	6,783,502

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

Domestic-car total was 452,257

September output lowest since 1961

By Patricia Hoffman
Staff Writer

Domestic auto production in September was the lowest for that month in 20 years, with output marred by late and extended model-changeover schedules.

Despite a sluggish September, however, third-quarter production was 7.99 percent ahead of the comparable 1980 period, and the nine-month total showed a 5.58 percent gain over the comparable period last year.

The makers finished 452,257 units in September, a drop of 15.38 percent from the 534,480 cars completed in the comparable 1980 month, and the lowest for that month since 1961 when only 355,202 units were built because of a strike against General Motors.

Three of the auto makers showed improvement in September over last year, but the other three, including GM, suffered substantial declines.

GM assembled 250,999 cars in September, down 26.51 percent from 341,553 in the comparable 1980 month. Also down were American Motors, with an output of 10,252, off 30.48 percent from 14,746, and Checker Motors, down 7.36 percent to 340 from 367.

Ford Motor showed a 5.58 percent gain last month, to 55,540 from 52,903 last year, and Volkswagen of America which had 6,114 units, a substantial gain from 2,717 in 1980.

- Third-quarter output for the makers was 1,365,263 units, up 7.99 percent from the 1,264,276 completed in the comparable 1980 period, and the total for the first three quarters in 1981 was 4,968,136 units, up 5.58 percent above 4,705,704 completed during nine months of assembly last year.

Breakdown for September by company was: GM, 55.49 percent; Ford, 28.53 percent; Chrysler, 12.28 percent; AMC, 2.27 percent; VWoA, 1.35 and Checker Motors, 0.08 percent.

Last week's auto output was targeted at 115,669 units, a gain of 7.56 percent above 107,538 in the previous week, but down 19.15 percent from 143,067 in the comparable week last year.

Year-to-date output for the makers is 5,151,266, up 4.46 percent from the 4,931,243 cars completed in the comparable 1980 period.

Saturday overtime was scheduled last week at three GM assembly points. They were: Arlington, Lansing and Flint.

Chrysler's Newark and AMC's Kenosha points resumed operations last week (Oct. 5) after being idle one week for inventory control.

Ford's Kansas City and Dearborn facilities were idle last week for inventory adjustments.

Checker's Kalamazoo assembly point has slated downtime beginning Nov. 18 until sometime in January for model changeover.

Saab for Shelton

BURNSIDE, Ore. — Monte Shelton's Motor Co. here has been awarded a Saab franchise.

Sept. truck outlook slides but 3rd quarter is up

U. S. truck production in September was the lowest for the month in 14 years. But a gain in the July and August totals over the comparable 1980 months put third-quarter output above that of last year's period.

September output for the truck manufacturers was 123,622 units, a decline of 4.95 percent from 130,060 in the comparable 1980 month. The total was the lowest for that month since 106,937 in 1967.

The third-quarter total was 336,933 units, up 13.11 percent from the 297,877 trucks completed in the third quarter of 1980.

The domestic truck makers estimated production last week at 31,210 units, a gain of 17.60 percent above the 26,540 trucks in the previous week, but down 24.46 percent from 41,316 in the comparable week last year.

Year-to-date, the makers have assembled 1,309,779 trucks, up 9.43 percent from 1,196,955 in the same period last year.

American Motors' Toledo (Jeep) facility resumes operations today (Oct. 12) after being idle one week for inventory control.

Downtime was scheduled last week at Ford Motor's Norfolk, San Jose, St. Paul and Kansas City truck points. The facilities were idle for inventory adjustments.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 10, 1981	Week Ended Oct. 11, 1980	Week Ended Oct. 3, 1981	Sept. Total	Jan. 1 to Oct. 11, 1980	Jan. 1 to Oct. 10, 1981
CHEVROLET	9,857	11,850	7,981	25,515	345,177	375,260
DODGE/PLYMOUTH	2,000	3,000	2,061	4,664	105,788	73,035
FORD	9,972	16,985	10,335	61,704	433,722	502,946
GMC	3,666	3,781	2,800	9,730	123,927	133,091
INTERNATIONAL	1,325	1,985	1,316	6,017	51,257	58,056
MACK	....	425	....	....	18,509	....
JEEP	2,000*	1,900*	....	8,631	60,875*	78,188
AMC CORP.	50*	190*	50*	220*	6,054*	3,086*
VOLKSWAGEN	1,400*	550*	1,400*	6,160*	30,225*	52,920*
MISCELLANEOUS	940	650	597	981	21,421	33,197
Total Trucks, U. S.	31,210	41,316	26,540	123,622	1,196,955	1,309,779

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 10, 1981	Week Ended Oct. 11, 1980	Week Ended Oct. 3, 1981	Sept. Total	Jan. 1 to Oct. 11, 1980	Jan. 1 to Oct. 10, 1981
CHRYSLER CORP.	2,000	1,600	....	7,383	39,559	64,838
FORD MOTOR	337	4,628	420	11,283	144,502	111,063
GENERAL MOTORS	6,095	6,190	6,151	16,784	189,889	211,793
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	208	295	....	1,058	13,410	8,881
MACK	....	32	....	....	1,706	....
Total Trucks, Canada	8,640	12,745	6,571	36,508	400,710	396,575
N. American Trucks	39,850	54,061	33,111	160,130	1,597,665	1,706,354

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Canadian output off for month, but tops '80 quarter

Canadian auto and truck production in September was substantially below that of the comparable 1980 month. But third-quarter totals surpassed those of last year.

In September, the auto makers completed 58,276 units, a drop of 21.72 percent from the 74,445 cars in the comparable 1980 month. Output was the lowest for the month since 1967 when 58,135 cars were assembled.

For third quarter, the auto manufacturers built 167,450 units, 2.33 percent above the 163,643 in the same period last year.

Truck production in September also declined, dropping 26 percent from the 49,336 trucks in the comparable 1980 month to 36,508, the lowest for the month since 32,909 in 1972.

For third quarter, the truck manufacturers completed 103,460 units, up 5.91 percent from 97,689 in the same period last year.

Last week's auto output was estimated at 12,133 units, down 13.47 percent from 14,021 the previous week, and a drop of 25.06 percent below the 16,190 in the comparable week last year.

Year-to-date, the auto makers have completed 638,925 units, down 1.37 percent from 647,823 in the comparable 1980 period.

Truck production last week was targeted at 8,640, a 31.49 percent increase over the 6,571 units in the previous week, but a drop of 32.21 percent from 12,745 in the comparable 1980 week.

Year-to-date output for the truck makers slid below that of the 1980 period for the first time since the period ended June 6.

The makers have completed 396,575 trucks so far this year, 1.03 percent less than the 400,710 trucks in the comparable period last year.

Three truck assembly points resumed operations last week (Oct. 5) after inventory-control closings. They were Chrysler Windsor, Ford Oakville, and International Harvester. Each was idle one week.

General Motors' Oshawa (No. Two) and Ford's Oakville car points will remain idle this week for changeover. The GM Oshawa plant, which closed Aug. 6, is slated to remain down until Nov. 9.

Ford's St. Thomas facility, which closed Aug. 31, is slated to return Nov. 10.

American Motors' Brampton car point will begin second-shift operations Oct. 19, and second-shift operations will begin Oct. 13 at Ford's Oakville car facility.

Downtime was scheduled last week at Ford's Ontario truck plant. It is slated to remain idle until Oct. 19 for inventory adjustments.

U. S. CAR PRODUCTION

	Week Ended Oct. 10, 1981	Week Ended Oct. 11, 1980	Week Ended Oct. 3, 1981	Sept. Total	Jan. 1 to Oct. 11, 1980	Jan. 1 to Oct. 10, 1981
AMERICAN MOTORS	2,000*	3,500*	....	10,252	135,368*	99,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	2,175	....	....
Concord	....	....	....	5,974	....	....
Eagle	....	....	....	2,103	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	14,500	18,770	12,775	55,540	472,058	620,286
Plymouth Total	5,300	8,720	4,760	26,703	216,311	316,910
Horizon	1,400	3,500	2,914	9,880	125,948	122,198
Reliant	3,900	5,000	1,846	16,823	20,066	185,125
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	5,065	2,139
Gran Fury	....	120	....	....	13,492	7,448
Chrysler Total	3,600	2,500	2,787	4,628	61,593	31,234
LeBaron	3,600	1,300	2,787	4,628	48,381	26,372
Chrysler	....	1,200	....	....	13,212	4,862
Dodge Total	5,600	7,550	5,228	24,209	194,154	272,142
Omni	1,700	2,600	2,966	8,936	106,466	106,730
Aspen	....	....	....	....	36,899	....
Aries	3,000	3,900	1,365	12,677	15,840	145,468
Diplomat	....	750	....	....	23,788	12,644
Dodge 400	900	....	897	2,596	....	3,618
St. Regis	....	300	....	....	11,161	3,682
FORD MOTOR	23,486	28,585	25,096	129,012	969,325	1,096,767
Ford Division	15,407	19,939	16,385	87,035	697,071	748,280
Escort	9,645	5,681	9,706	39,488	30,403	295,411
Pinto	....	....	....	....	68,179	....
Fairmont	618	....	668	14,162	170,847	148,772
Must./Must. II	....	4,255	4,214	14,817	187,706	128,925
Granada	3,937	4,370	951	14,265	74,915	79,572
Thunderbird	1,207	3,197	846	4,303	93,870	54,714
Ford	....	2,436	....	....	71,151	40,886
L-M Division	8,079	8,646	8,711	41,977	272,254	348,487
Mercury Total	6,438	7,718	7,087	36,148	237,443	300,955
Bobcat	....	....	....	....	12,445	....
Lynx	2,602	2,118	3,140	15,022	10,106	101,053
Capri	....	1,201	843	3,289	55,297	42,378
Zephyr	134	....	83	2,953	55,914	43,694
Cougar/Monarch	1,299	....	318	4,844	16,409	36,362
XR-7	389	3,107	746	3,032	46,201	26,137
EXP	275	....	246	318	....	699
Mercury	1,616	1,292	1,635	6,547	41,071	50,334
LN7	123	....	76	143	....	298
Lincoln Total	1,641	928	1,624	5,829	34,811	47,532
Continental ('82)	820	....	806	2,392	....	4,049
Lincoln	480	705	441	1,814	14,581	21,434
Mark VI	341	223	377	1,623	18,369	22,049
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	71,898	87,579	65,471	250,999	3,200,831	3,199,668
Buick Division	17,323	14,912	13,321	46,179	609,979	708,169
Skylark	4,460	4,147	2,655	4,525	172,945	218,261
Skyhawk J	....	....	....	....	....	....
Century	975	3,921	64	64	132,364	87,920
Regal	6,058	3,319	5,209	20,711	158,313	212,092
Buick	4,365	2,605	3,948	15,298	112,928	135,346
Riviera	1,465	920	1,445	5,581	33,429	54,550
Cadillac Division	6,950	4,609	6,412	25,353	152,588	211,561
Cimarron	640	....	895	4,200	....	18,516
Seville	900	640	679	2,411	26,441	19,856
Eldorado	1,170	1,245	1,214	5,170	40,912	47,548
Cadillac	4,240	2,724	3,624	13,572	85,235	125,641
Chevrolet Division	25,305	37,528	23,269	90,038	1,386,490	1,182,070
Chevette	7,201	9,040	7,362	28,802	368,062	280,727
Cavalier	5,050	....	4,690	17,992	....	88,358
Celebrity	234	....	....	....	....	234
Monza ('80)	....	2,780	....	....	132,168	....
Camaro	....	2,184	....	....	96,301	87,694
Citation	1,249	10,779	163	4,327	365,859	257,346
Malibu	4,126	5,810	3,448	12,500	208,913	188,386
Monte Carlo	2,801	3,535	2,178	9,388	87,551	111,613
Chevrolet	4,044	2,400	4,805	15,158	92,967	143,705
Corvette	600	1,000	623	1,871	34,669	24,007
Oldsmobile Division	16,099	16,435	14,492	52,224	593,985	684,357
Omega	2,490	2,344	2,148	2,694	90,946	115,432
Cutlass	4,800	8,361	4,795	20,217	297,125	312,651
Ciera	1,329	....	56	....	....	1,385
Oldsmobile	6,535	4,890	6,560	25,645	177,174	219,667
Toronado	945	840	933	3,668	28,740	35,222
Pontiac Division	6,221	14,095	7,977	37,205	457,789	413,511
Acadian†	200	240	68	798	16,527	16,438
J2000	2,285	....	2,553	11,416	....	58,788
Sunbird ('80)	....	3,620	....	....	117,348	....
T1000	....	....	2,065	10,446	....	69,107
Firebird	....	2,016	....	....	62,671	43,468
Phoenix	456	3,224	....	1,301	112,365	82,268
Grand Prix	1,640	2,045	1,596	6,602	55,892	79,993
Bonneville G ('82)	1,640	....	1,695	6,642	....	11,358
LeMans	....	2,015	....	....	47,087	42,027
Pontiac	....	935	....	....	45,899	10,064
VOLKSWAGEN	3,760	4,550	4,171	6,114	151,244	133,354
CHECKER	25*	83*	25*	340*	2,417*	1,619*
Total Cars, U. S.	115,669	143,067	107,538	452,257	4,931,243	5,151,266

CANADIAN CAR PRODUCTION

	Week Ended Oct. 10, 1981	Week Ended Oct. 11, 1980	Week Ended Oct. 3, 1981	Sept. Total	Jan. 1 to Oct. 11, 1980	Jan. 1 to Oct. 10, 1981
AMERICAN MOTORS	570	....	852	3,290	....	26,604
CHRYSLER CORP.	....	2,400	2,750	8,808	58,182	47,151
FORD MOTOR	2,475	1,808	2,162	8,852	198,454	168,943
GENERAL MOTORS	8,864	11,765	8,032	36,381	383,420	388,152
VOLVO	224	217	225	945	7,767	8,075
Total Cars, Canada	12,133	16,190	14,021	58,276	647,823	638,925
N. American Cars	127,802	159,257	121,559	510,533	5,579,066	5,790,191
N. American Trucks	39,850	54,061	33,111	160,130	1,597,665	1,706,354
North American Cars and Trucks	167,652	213,318	154,670	670,663	7,176,731	7,496,545

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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An Austrian dream

Scorpio—for $75,000

Heinz M. Riemer, of Gattendorf, Austria, is offering the Scorpio, a high-performance sports car with a fiberglass body and gull-wing doors. It is powered by a Chevrolet V-8 or other American engines. It's not for the bargain hunter—the price is about $75,000.

Lackluster new-car intros hike inventory to 69 days

By Richard A. Wright
Assistant Managing Editor

September was marked by a new-car introduction period that stirred little excitement among dealers or the public and no sales surge. One result: Domestic new-car inventories climbed during the month to 69 days, up from 64 a month earlier.

Another result: More rebates.

The domestic new-car inventory totaled 1,426,922 on Oct. 1, which was actually down from 1,485,692 on Sept. 1. But because of the lower sales rate in the past month, the stockpile grew in terms of days supply.

A year ago, the industry had 1,373,383 new cars in inventory, which was a 71-day supply, heaviest ever for an Oct. 1. So the situation has improved a bit in the past year.

A new sales pattern seems to be emerging, however, which could cause some changes in the way cars are marketed. The importance of new-model announcements has been declining in recent years and this year new-model time seemed dead, or at least seriously wounded.

Sales were better in August, when the industry was awash with various rebate schemes, and they may pick up in October as rebates return. It appears that price, not romance or hoopla, is firmly in the saddle.

Roughly half of the Oct. 1 domestic stockpile was made up of carryover '81 models.

Only American Motors and Volkswagen of America opened October with lighter supplies than a month earlier, although General Motors cut its unit count despite its higher days-supply figure. AMC had a 60-day supply Oct. 1, down from 79½ days, and VWoA had a 61-day stockpile, down from 76 days.

GM opened October with a 62-day supply, up from 60 days on Sept. 1, despite the fact that

Continued on Page 41, Col. 4

Dealers must buy quota to qualify for retail payments

Chrysler launches $300-$1,000 push-pull rebate program

By Joseph Bohn
Marketing Editor

Chrysler Corp. uncorked a controversial push-pull type rebate last week, designed to drum up wholesale orders and spur retail activity. Payments to customers range from $300 to $1,000.

Meanwhile, Toyota and Datsun continued hammering at soft truck sales with new cash incentives of their own.

Under the Chrysler program, dealers are compelled to step up to their full allocation of fourth-quarter units to participate in the retail rebate.

They are required to submit 70 percent of their domestic vehicle and 30 percent of their import allocation orders by Oct. 23; 100 percent of their domestic and 70 percent of their import orders by Nov. 20 and 100 percent of the import orders by Dec. 11 to participate.

Dealers were waiting to see what their assigned purchase requirements were before assessing the program. They expected them to be pretty high.

Ray Cohen, executive vice president of the Independent Dealers Committee Dedicated to Action, expressed concern that the new Chrysler program "puts dealers who are economically unable to participate in a precarious position."

At presstime, dealers in the Detroit area were busily calling one another to get a reading on the numbers which weren't yet available.

One Detroit dealer said that dealers would decide as a group "more so than with other programs" whether to participate.

Company officials, who had previously sworn off push-pull programs, seemed to feel they had little choice this time around. Fourth-quarter orders have not been high enough to sustain production.

Payments under the retail portion of the program, which runs from Oct. 14 to Dec. 31,

Continued on Page 44, Col. 1

Turnbull, Derrick also elected to offices

Lyles is NADA president for '82

COLORADO SPRINGS. — George W. Lyles, a Chevrolet and Rolls-Royce dealer in High Point, N.C., has been elected NADA president for 1982.

He was elected by NADA directors at a meeting here last week and will take office following the NADA convention in Atlanta next February.

George W. Lyles

As president, Lyles will succeed Wendell H. Miller, a Dodge - Honda - Lincoln - Mercury dealer in Binghamton, N. Y.

The board also elected William C. Turnbull Sr. first vice president and H. E. (Buddy) Derrick Jr. secretary. They also will take office next February. As first vice president, Turnbull will be NADA president-elect and will move into the top job in 1983. Lyles currently is first vice president.

Turnbull is a Buick-Subaru dealer in Huntington, W. Va., and Derrick handles Pontiac, Cadillac, GMC, AMC and Jeep in Lexington, Va.

Lyles is president of Lyles Chevrolet Co. and Transco, Inc. (Rolls-Royce), High Point, N.C. He has been a new-car dealer since 1946 and an NADA director since 1975.

He was chairman of the Industry Relations committee in 1978, NADA treasurer in 1979-80 and first vice president the past year. Lyles is a past president of the North Carolina Automobile Dealers Assn. and is a former chairman of the Chevrolet National Dealer Council.

Turnbull is owner-operator of Turnbull Buick-Subaru, Huntington, W. Va. He has been an NADA board member since 1976 and currently is treasurer

Continued on Page 8, Col. 3

breaking news

Peugeot shuffles production setup

BELFORT, France. — Assembly of the Peugeot 305 is being transferred out of the giant Sochaux complex to the Mulhouse plant. At Mulhouse, which assembles the 104 at the rate of 1,290 cars a day, the 305 will add 103 cars a day. Industry sources believe freeing up capacity at Sochaux can only mean retooling for a new model.

Chrysler salaried workers to get profit-sharing

DETROIT.—Chrysler Corp. is setting up a profit-sharing program for non-union employes who made wage concessions.

See BREAKING NEWS, Page 8, Col. 1

Committee may ignore industry pleas to loosen up

Senate eyes even tougher emission controls

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A proposal to retain and even tighten emission controls on new cars is under active consideration and is slated for committee markup in the Senate, despite strong industry efforts to retreat from the present standards.

The draft developed by a Senate committee staff would not allow CO emissions to go from the statutory 3.4 gpm to 7 gpm (as in the industry-backed proposal now in the House of Representatives) but would require three years of waivers for an auto maker which showed actual savings to the customer.

It would make no change in NOx emissions — keeping them at 1.0 gpm instead of the House provision for loosening NOx to 2.0 gpm.

Further regulation under the Senate draft might be possible for diesel engines — requiring that no later than Jan. 1, 1984, EPA would have to decide whether sulfur emissions from diesels should be regulated.

The Senate draft would also set into legal concrete a diesel particulate standard of 0.2 gpm for cars and 0.26 gpm for light trucks and vans, effective no later than 1986 models.

But in the area of heavy-duty engines, both House and Senate bills are similar. The Senate draft would mandate a minimum leadtime of four years and a minimum stable period for emissions. The House bill would give EPA flexibility.

The Senate draft—scheduled for markup during the last week in October—would provide that high-altitude vehicles starting with '84 models meet national standards. But compliance could be determined by the test used by EPA for '82 and '83 models or by California. This is also different from the House "Traxler-Hillis" bill.

Finally, in the Senate draft bill, there is no mention of "averaging" or a "mobile bubble" which are included by way of a study in the House bill.

The Senate proposal also gives no consideration to controlling only reactive HC.

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Calls Van de Water a 'union buster'

Fraser blasts Reagan's NLRB choice

By Marjorie Sorge
Labor Editor

DETROIT. — The Federal Reserve Board should be reconstructed and John R. Van de Water, President Reagan's nominee as chairman of the National Labor Relations Board, is a "union buster" and should not be confirmed, according to UAW President Douglas A. Fraser.

After speaking to the Graphic Arts International Union Convention here last week, Fraser said the NLRB would be tainted if Van de Water is confirmed.

He also said "it's time to end the dictatorship over this economy of Paul Volcker (current Fed chairman)." He said the U. S. will not have a healthy economy until Volcker is out, and he said the board chairman should be elected not appointed. According to Fraser, Volcker would have been put out of office if he had to stand for election.

Currently, the Fed chairman is appointed by the President for a four-year term. Volcker's expires in August, 1983. The appointment to the Fed is for 14 years. Volcker will be on the board until 1992 if he chooses.

"I question a democratic society where an appointee for 14 years has such power in a bureaucratic society," Fraser said.

He also predicted there would be another Reagan proposal to cut Social Security benefits, and he suggested borrowing money from the health and disability funds to help pump up general Social Security funds. He said 71 cents of every dollar paid into the fund goes to Social Security per se, 19 cents goes to health care and 10 cents is for disability.

- The union has long blamed the problems in the auto industry on tight money and high interest rates, policies of the Fed. Fraser said he "sees no light at the end of the tunnel until the interest rates come down substantially."

He said the industry will not show sales gains in the fourth quarter but said he is hopeful that the first quarter of 1982 will show some kind of upswing.

The union is hopeful for an upturn in the auto industry before negotiations begin next year. It already faces a difficult round of bargaining since the auto companies are threatening takeaways in benefits and more offshore sourcing to cut costs.

Since bargaining next year promises to be complicated, Fraser said the UAW will set up study teams "within a matter of days" to begin ironing out the more complicated issues with similar teams at Ford and General Motors.

Spokesmen for both Ford and GM said the companies have made no concrete plans for study groups and are waiting for the UAW to approach them on the subject.

While the complexity of next year's negotiations is plaguing the union, so is President Reagan's nominee as chairman of the NLRB. The UAW and the AFL-CIO say Van de Water is an anti-union labor lawyer hired by U. S. companies as a consultant to keep the unions out.

One AFL-CIO official said Van de Water's situation is of paramount importance in labor relations. He said the nominee's Los Angeles law firm, Van de Water and Associates, has been involved in anti-union practices and "management people have been paying his way for years now."

Both the AFL-CIO and the UAW want a neutral chairman

Continued on Page 46, Col. 1

Mercedes 540-K by Sbarro

Sbarro, the Italian-Swiss car designer and builder, has developed a replica of the 1936 Mercedes-Benz 540-K sport roadster. It costs $100,000 and up, and five have been sold. The body is fiberglass and the mechanical parts are from today's Mercedes-Benz 500-SE, including 5-liter V-8 and four-speed automatic transmission. The top and rumble seat are electrically operated.

Domestic total is 147,366; all makers down

Early October sales lowest since '58

By Jenny L. King
Staff Writer

The 1982 domestic model year got underway in early October with one essential ingredient missing: Customers.

Early October new-car sales were at their lowest level since 1958, and stood at about one-half the number of passenger cars sold in 1968, the record for the period.

Oct. 1-10 sales this year totaled 147,366, down 34.56 percent from 225,202 in 1980 and worst since the pallid 88,254 sold back in 1958. Strongest sales for early October were in 1968 when 298,105 new cars were retailed by the U. S. auto dealers.

Not one sales increase—either by corporation or make — was notched during the period. Chrysler Corp., which had a long string of 10-day increases (based on daily-rate comparisons) stretching back to early February of this year, finally slipped back, its sales down 28.46 percent, to 19,932 from 27,860.

General Motors reported sales of 86,887 new cars, down 31.89 percent from 127,573 a year earlier. Ford Motor Co. plunged 43.28 percent, to 34,618 from 61,029. Volkswagen of America retailed 2,529 new Rabbit sedans, down 7.70 percent from 2,740. Sales of American Motors passenger cars were estimated at 3,400, down 43.33 percent from 6,000.

Market shares were redistributed in this fashion: GM was up to 58.96 percent from 56.65 percent last year. Ford dropped to 23.49 percent from 27.10 percent; Chrysler expanded to 13.52 percent from 12.37 percent; AMC dipped to 2.31 percent from 2.66 percent, and VWoA was up to 1.72 percent from 1.22 percent.

VWoA's 7.70-percent drop and Cadillac's 3.08-percent slip looked good compared with the declines suffered by the 12 competing makes. Imperial was down 84.77 percent, Chrysler was down 67.15 percent, Ford was down 45.46 percent, AMC was down 43.33 percent and Mercury was down 38.65 percent.

Buick was down 38.16 percent, Lincoln was down 33.17 percent, Oldsmobile was down 32.63 percent, Pontiac was down 32.19 percent, Chevrolet was down 32.17 percent, Plymouth was down 22.57 percent and Dodge was down 17.99 percent.

With nine selling days in the period both years, the daily rate of 16,374 for Oct. 1-10 was down 34.56 percent from the 25,022 average in 1980.

Oldsmobile Cutlass Supreme was the top nameplate in early October, with sales of 7,038. It was followed by Plymouth Reliant at 6,260, Ford Escort at 6,017, full-size Chevrolet at 5,377 and newcomer Dodge Aries at 5,108.

DOMESTIC SALES

	Oct. 1-10, 1981	Oct. 1-10, 1980
AMERICAN MOTORS	3,400†	6,000†
Chrysler	1,347	4,101
Imperial	78	512
Plymouth	9,438	12,189
Dodge	9,069	11,058
CHRYSLER CORP.	19,932	27,860
Ford	24,018	44,034
Mercury	8,478	13,820
Lincoln	2,122	3,175
FORD MOTOR	34,618	61,029
Buick	16,932	27,380
Cadillac	7,137	7,364
Chevrolet	29,435	43,397
Oldsmobile	21,095	31,312
Pontiac	12,288	18,120
GENERAL MOTORS	86,887	127,573
VOLKSWAGEN	2,529	2,740
INDUSTRY TOTAL	147,366	225,202

† Estimate

Scotland Yard investigation uncovers no wrongdoing

DeLorean files libel suits after financial probe

By Edward Lapham
Financial Editor

John Z. DeLorean last week filed libel suits in a London court against seven parties, including two former employes and the British Broadcasting Corp.

The suits were filed after British legal officials announced they had not uncovered any financial wrongdoing on the part of DeLorean or his organization.

The investigation by Scotland Yard was prompted when Marian Gibson, a former secretary in the New York office of DeLorean Motor Co., gave certain information to Nicholas Winterton, a member of Parliament. Winterton gave the information to legal officials who launched what was termed a routine investigation.

The investigation seemed to center on a memo from William Haddad, former DeLorean Motor Co. vice president, to DeLorean, warning the former GM executive of several possible financial irregularities in the company and other situations Haddad felt threatened the company.

DeLorean denied having received the memo and told British reporters it was "a forgery."

Haddad, the former executive director of corporate communications, said he and DeLorean began renegotiating his employment contract in September before any of this came to light. Haddad told Automotive News he had confirmed to Scotland Yard that it was a memo he had written last December.

In addition to the BBC, Haddad, Winterton and Gibson, the London libel writs also included British freelance writer John Lisners, who wrote a story about the alleged irregularities; Mirror Group Newspapers, Ltd., publisher of the Daily Mirror, which printed the article, and Independent Television News. London sources put the potential award value of the lawsuit at about $250 million.

DeLorean retained the services of Goodman, Derrick & Co., a respected London law firm headed by Lord Goodman, who filed the suits on behalf of DeLorean, DMC and the DeLorean Motor Cars, Ltd., unit.

The language of the British officials who announced the end of the investigation was quite explicit.

Sir Michael Havers, British attorney general, said that Scotland Yard had found "no grounds" for "continuing police inquiries into the firm's affairs." Havers was joined in halting the investigation by Sir Thomas Hetherington, director of public prosecutions.

Most observers were surprised by the libel writs.

One observer close to the situation said, "I would think that DeLorean would want to get this off the front page and just plain let it die down. He was already cleared by Scotland Yard."

A DMC spokesman in New York told Automotive News, "John's goal is to clear the company completely."

DeLorean, who went to Belfast for a press conference, told one newspaper he believed there might be a political or economic conspiracy to kill his company.

Assessments aimed at pedestrian protection

Cadavers used in NHTSA crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Cadavers are being used as surrogates for real people in research by Calspan in trying to assess the effectiveness of changes in the front ends of cars to reduce pedestrian deaths and injuries.

Some 8,000 pedestrians are killed each year and some 140,000 are injured annually in relatively low-speed auto crashes.

NHTSA said it uses bodies that have been willed to science and only after careful consultation with families. They are being used in this particular research project because anthropomorphic dummies have inadequate responses for legs and pelvic areas.

Some years ago, then-California Rep. John Moss raised questions about the use of cadavers which were used in the '70s for crash testing. At that time, NHTSA had no formal internal regulations or formal policies for using corpses. It relied on contractors and universities which abided by guidelines set by the Health, Education and Welfare Department.

After that Congressional hearing, NHTSA established its own program for justification and monitoring and went to the National Academy of Science for guidance. In reviewing its earlier uses for cadavers, NHTSA found the guidelines used by its contractors were essentially the same.

Its policy is to use cadavers only when dummies are clearly inadequate and where live volunteers are not available.

Live volunteers are commonly used for sled tests, but a NHTSA spokesman noted it is not possible to use volunteers for tests that could result in broken legs.

NHTSA, through three contractors, is using cadavers for frontal and side impact studies and to investigate possible changes to the dummy to make it more lifelike — areas such as the chest cavity.

- In the Calspan research — done as part of a pending proposal for pedestrian protection to see if a vehicle modified to produce a 700-pound weight (about 100 G-forces at 25 MPH) impacting a seven-pound leg can mitigate injuries.

A baseline Pontiac LeMans is used along with a modified LeMans. Eight cadavers are being used for each vehicle as the cadavers become available. Cal-

Continued on Page 46, Col. 4

Cites peril of today's labor costs

Talk now or lose jobs, GM's Smith tells UAW

NEW YORK. — General Motors Chairman Roger B. Smith last week issued a strong call to the UAW to sit down now and discuss labor costs.

The alternative, he said, is more plant closings, more lost jobs and more domestic auto work going offshore.

"The lights in U. S. auto plants have been going out all over America — extinguished by high labor costs," Smith told the 50th international conference of the Financial Executives Institute.

"The price is too high for us," he said, "and it's too high for our employes. Remember, the ultimate cost of noncompetitive labor costs is jobs."

He said that figures compiled by the U. S. Department of Transportation show that in the last two years, domestic auto makers have closed or announced closing of more than 20 facilities affecting 50,000 workers.

In many cases, he said, those jobs were permanently lost, and there was a reduction in the community's economic base.

Smith said there is an urgent need for GM and the UAW to sit down now and discuss these labor costs.

"Unless we can get a handle on excessive labor costs in our industry, there will be more plants shutting down — and more auto industry jobs going offshore," he said.

"Because of our long lead times, important business decisions affecting General Motors' future — and our employes' future — are being made every day, based on present circumstances. We can't wait until next year to start our discussions. We need to address the labor cost differential now, before too many jobs are lost."

The "next year" was a reference to the Sept. 15, 1982 expiration date of the auto makers' present contracts with the UAW.

- Smith said GM's labor costs are currently 80 percent higher than those of Japanese auto makers and also about 80 percent higher than the average costs for all of American manufacturing.

Over the last decade, the situation has greatly deteriorated, he added. For example, he said, the premium in labor costs at GM was only some 50 percent higher than those in the rest of American manufacturing, but today, the premium has grown to 80 percent.

"If this sort of trend were to continue, becoming competitive would be not just difficult, but impossible," Smith said.

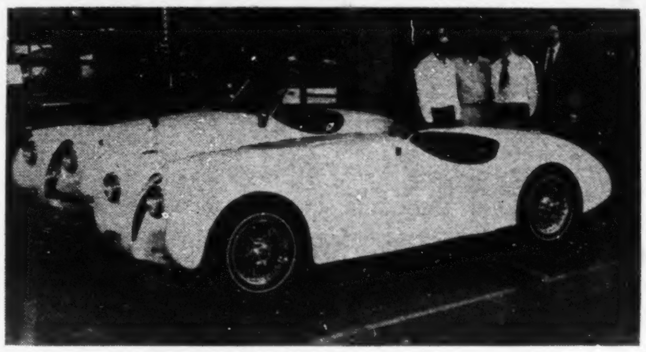
"All this adds up to one simple fact of life: If GM is to continue to have viable operations here in North America, and if we are to continue to maintain a high level of employment in the U. S., then we and the union are going to have to sit down together."

Any agreement that would help correct the labor-cost disparity could send positive signals throughout the economy — particularly at a critical time like this, according to Smith.

Such an agreement, he said, could have a beneficial influence on negotiations in other American industries, and it would represent an enormously important contribution to the welfare of the entire country.

Smith said that while plant

Continued on Page 46, Col. 3



Z-Jag production begins

Automobili Intermeccanica has begun assembling the Z-Jag, a fiberglass reproduction of the Jaguar XK-120 with Datsun 240-Z engine, under contract to Coventry Classics, Santa Ana, Calif. Output of the $30,000 Z-Jag is put at one per week. At Intermeccanica's Fountain Valley (Calif.) plant are, from left, Tony Baumgartner, Intermeccanica president; Martin LeVan, Coventry Classics president; Howard Goldman, president of Z-Jag dealership Moss Motors, Santa Barbara, and Glen Adams, Moss Motors general manager.

EXP crash test data found to be invalid

WASHINGTON. — A reexamination of the 35 MPH crash test data run on a 1981 Ford EXP at a California lab known as AETL shows the head forces first reported for the passenger dummy were much too high.

Compared with a head injury criteria of 1,000 — intended to indicate a passenger would survive — the data was first reported as 2,260.

The reassessment shows 1,145 HIC. This is a number much closer to reality, since test cars must meet the 1,000-HIC mark at 30 MPH, and a crash at 35 MPH has some 36 percent more energy to be dissipated.

Ford and NHTSA examined the test data at AETL and found a malfunction in the electronic recording equipment, causing a signal from the passenger dummy's head to be misrecorded. This was compounded during playback of the magnetic tape to a paper chart by a technician who set the calibration wrong.

EPA Administrator Raymond A. Peck first suspected something might be awry with the EXP test when he spotted a piece of tape holding a belt load sensor that failed to come loose.

Although the tape turned out to be irrelevant, it was found that the accelerometer reading on the passenger dummy head was higher than expected before impact.

The AETL mistakes may also involve a high-speed crash of an Audi 5000 which Peck also declared invalid. NHTSA is checking data on other cars tested by that contractor.

CAS would prevent makers from exchanging emission-control data

Suit tries to revive 'conspiracy' ban

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Center for Auto Safety has asked the federal district court in Los Angeles to intervene in the action allowing two key provisions of the "smog conspiracy" consent decree to lapse.

CAS asked that the Aug. 3 court order be set aside on grounds that the U. S. failed to comply with the Antitrust Procedures and Penalties Act by not affording the public the opportunity to comment on the proposed settlement.

The two provisions had been dropped by Judge Jesse Curtis at the request of the Justice Department. The provisions had forbidden companies from exchanging restricted information on emissions controls and had banned joint company filings on regulated matters through trade associations or other means.

Theoretically, at least, this ended the most onerous requirements of a 10-year-old consent settlement affecting the four domestic makers and the MVMA.

In January, 1969, the U. S. filed a civil antitrust case against the domestic auto industry, charging conspiracy to delay the installing of emission control devices in California.

Nine months later — Oct. 29, 1969 — agreement was reached in a consent decree. A year before the decree's two provisions were due to expire, the Justice Department moved in court for a 10-year extension, arguing it was needed to assure a "healthy competitive climate."

The court agreed but later, in response to a petition for reconsideration by Ford Motor Co., the court reversed itself and denied the government's motion.

On appeal, the Ninth Circuit Court reversed the district court and remanded the case to the lower court for further procedures. But last April, the Reagan Administration announced a change in position, and the Justice Department and the companies entered into a single-sentence stipulation dismissing the government's motion to extend the two provisions for another 10 years.

It is this lack of notice to the public that forms the basis for the challenge being mounted by the Center for Auto Safety.

If the court allows CAS to intervene, it would presumably then allow the Justice Department to give notice and explanation. If still convinced the provisions should lapse, the court could then make the stipulation. The court would then hear the opposing viewpoint of CAS and possibly others.

The center is invoking its right to be informed and heard — and issue closely linked to the act which was created in part, CAS said, because the settlement process (including stipulation) was often cloaked in secrecy, subject to political abuse and often without views of a third party.

Chrysler designers seek to decertify UAW

DETROIT. — Some Chrysler Corp. designers are seeking to decertify the UAW because the union forced the company to take away pay increases for those employes.

Five of the company's 650 designers, representing an unknown number of their fellow workers, have filed a decertification petition with the National Labor Relations Board in Detroit. Hearings have been held, and the regional director is expected to hand down a decision by the end of this month, according to an NLRB official.

It usually takes 30 percent of the employes in the bargaining unit to sign a petition before the process is begun. The designers would then decide in secret ballot if they want to decertify the UAW.

The Chrysler designers are angry with the UAW because the union voiced strong objections to a 12-percent raise for the designers last July while salaries of other workers remained unchanged. Chrysler used the raises to try to prevent a mass exodus of highly trained designers to other companies.

Other workers said the raise violated the "equality of sacrifice" provision made when the union gave Chrysler concessions to allow it to be eligible for federal loan guarantees.

UAW President Douglas A. Fraser said he doesn't like the decertification petition but understands it and doesn't think it will come to anything.

The designers were earning between $515 and $545 a week before the raise.

How Automotive News classifies 1982 models

Following are the AUTOMOTIVE NEWS market-class categories for the 1982 model year and the U.S.-built car lines in each segment:

SUBCOMPACT

American Motors: Eagle Kammback, Eagle SX/4 and Spirit.

Chrysler Corp.: Dodge Omni and 024; Plymouth Horizon and TC3.

Ford Motor Co.: Ford Escort and EXP; Mercury Lynx and LN7.

General Motors: Chevrolet Chevette and Cavalier; Pontiac T1000 and J2000.

Volkswagen of America: Volkswagen Rabbit.

COMPACT

American Motors: Concord and Eagle.

Chrysler Corp.: Dodge Aries; Plymouth Reliant.

Ford Motor Co.: Ford Fairmont and Mustang; Mercury Capri and Zephyr.

General Motors: Buick Skylark; Chevrolet Camaro and Citation; Oldsmobile Omega; Pontiac Phoenix and Firebird.

INTERMEDIATE

Chrysler Corp.: Chrysler Cordoba, LeBaron and New Yorker; Dodge Diplomat and 400; Plymouth Gran Fury.

Ford Motor Co.: Ford Granada and Thunderbird; Mercury Cougar and XR-7.

General Motors: Buick Century and Regal; Chevrolet Celebrity, Malibu and Monte Carlo; Oldsmobile Ciera, Cutlass and Cutlass Supreme; Pontiac Bonneville, Grand Prix and 6000.

STANDARD-SIZE

Ford Motor Co.: Ford LTD and Mercury Marquis.

General Motors: Buick LeSabre and Electra; Chevrolet Impala and Caprice Classic; Oldsmobile Eighty-Eight and Ninety-Eight.

LUXURY

Chrysler Corp.: Imperial.

Ford Motor Co.: Lincoln, Mark VI and Continental.

General Motors: Buick Riviera; Cadillac deVille, Fleetwood Brougham, Limousine, Cimarron, Eldorado and Seville; Chevrolet Corvette; Oldsmobile Toronado.

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57th year — No. 4885

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Use Automotive News Classified Section

Despite dip in unit count

Lackluster intro hikes car stocks to 69 days

Continued from Page 1

it trimmed more than 70,000 units from its inventory during September.

Ford Motor Co. had a 79-day supply Oct. 1, up from 75 days. and Chrysler Corp. saw its inventory jump to 95 days from 62 days a month earlier. Chrysler's sharp rise was mainly the result of a lower sales rate, while Ford's increase was entirely due to a buildup in its unit count.

The Oct. 1 domestic inventory was divided this way: GM, 56.64 percent; Ford Motor Co., 26.00 percent; Chrysler Corp., 12.85 percent; VWoA, 2.45 percent, and AMC, 2.06 percent.

A month earlier, the inventory was divided as follows: GM, 59.65 percent; Ford Motor Co., 23.71 percent; Chrysler Corp., 11.61 percent; VWoA, 3.01 percent, and AMC, 2.02 percent.

- By size class, all segments were up in terms of days supply except intermediates. The industry had a 60-day supply of intermediates Oct. 1, down from a 63-day supply Sept. 1.

Subcompacts were in 78-day supply Oct. 1, up from 66 days a month earlier, and compacts were in 80-day stock, up from 67 days.

The industry had a 54-day supply of standard models, up from 50 days a month earlier, and a 64-day stock of luxury cars, up from 56 days.

The Oct. 1 inventory was divided this way by size segment: Subcompact, 27.86 percent; compact, 29.74 percent; intermediate, 24.90 percent; standard, 11.15 percent, and luxury, 6.35 percent.

A month earlier, the inventory was divided as follows: Subcompact, 25.58 percent; compact, 31.08 percent; intermediate, 26.92 percent; standard, 10.93 percent, and luxury, 5.49 percent.

Several new models had inventories Oct. 1 but had not been on the market long enough to establish a selling rate. These included the intermediate Plymouth Gran Fury and Chrysler New Yorker.

- The Oct. 1 days-supply figures by market class were:

Subcompact — Chevette, 46; Spirit, 58; J2000, 60; Cavalier, 61; Rabbit, 61; T1000, 76; Dodge 024, 85; Eagle SX/4, 102; Horizon, 102; Plymouth TC3, 102½; Escort, 104; LN7, 111; Lynx, 115; Omni, 115½, and EXP, 118.

Compact — Concord, 48; Camaro, 49; Zephyr, 50; Fairmont, 52; Firebird, 58; Omega, 66; Capri, 69; Eagle, 71; Mustang, 82; Aries, 88; Citation, 89; Reliant, 90; Skylark, 101, and Phoenix, 117.

Intermediate — Century, 32; Cutlass, 32; Supreme, 41; LeBaron, 44½; Cougar, 56; Regal, 61½; Grand Prix, 65; Malibu, 70; Monte Carlo, 71; Thunderbird, 75; XR-7, 75; Bonneville/LeMans, 75; Granada, 90; Cordoba, 92; Diplomat, 95, and Mirada, 103.

Standard — Olds 98, 39; Pontiac, 41½; Olds 88, 42; LeSabre, 53; Mercury, 58; Ford, 61; Electra, 67, and Chevrolet, 72.

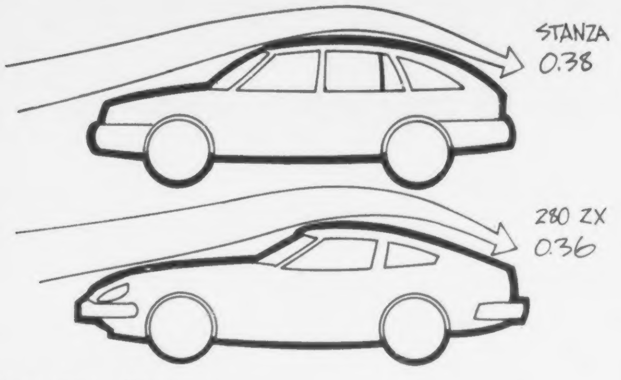
Luxury — Lincoln, 40; Toronado, 41; Riviera, 50; Mark VI, 53; Corvette, 55; Eldorado, 57; Cadillac, 59; Cimarron, 89; Seville, 96, and Imperial, 149.

NEW-CAR STOCKS

	Oct. 1, 1981	Sept. 1, 1981	Oct. 1, 1980
Spirit	58	90	85
Concord	48	63	61
Eagle	71	93	93
Eagle SX-4	102	93	93
AMERICAN MTRS.	60	79½	74
Horizon	102	85½	91
TC3	102½	85½	91
Reliant	90	51	—
Gran Fury	—	12	77
Plymouth	96	62	78
LeBaron	44½	31	106
Cordoba	92	76½	142
New Yorker	—	—	—
Chrysler	—	58	68
Chrysler	87	50	111
Imperial	149	78	—
Omni	115½	76	97
024	84	76	97
Aries	88	57	—
Dodge 400	—	—	—
Diplomat	95	51	122
Mirada	103	92	150
St. Regis	—	49	69½
Dodge	95	64	97
CHRYSLER CORP.	95	62	97
Escort	104	73	—
EXP	118	154	—
Mustang	82	92	89
Fairmont	52	58	117
Granada	90	81	100
Thunderbird	75	83	83
Ford	61	55	111
Ford	82	76	94
Lynx	115	92	—
LN7	111	99	—
Capri	69	74	84
Zephyr	50	81	95
Cougar	56	73	156
XR-7	75	60	87
Mercury	58	38	75
Mercury	77	74	94½
Lincoln	40	55	91
Continental	—	—	—
Mark VI	58	82	91
Lincoln	47	55	91
FORD MOTOR CO.	79	75	73
Skylark	101	72	57
Century	32	62	59½
Regal	61½	66	57
LeSabre	53	53½	50
Electra	67	78	55
Riviera	50	36	48
Buick	64½	64	55
Cimarron	89	75	—
Seville	96	102½	78½
Cadillac	59	56	46
Eldorado	59	64	49
Cadillac	65	59	52
Chevette	46	37½	67
Cavalier/Monza	61	56	47
Citation	113	110	61½
Camaro	49	47	71
Malibu	70	67	79½
Monte Carlo	71	74½	71
Chevrolet	72	67	76
Corvette	55	44	57
Chevrolet	69	65	67½
Omega	66	66	52½
Ciera	—	—	—
Cutlass	32	46	44
Supreme	41	48½	48
Oldsmobile 88	42	28	46
Oldsmobile 98	39	42	50
Toronado	41	34½	43
Oldsmobile	42	45	47
T-1000	76	53½	—
J-2000/Sunbird	60	47	57
Phoenix	117	111	69½
Firebird	58	54	68
Bonneville/LeMans	75	67	77
Grand Prix	65	63	67
Pontiac	41½	46	60
Pontiac	68	61	65
GENERAL MOTORS	62	60	60
VOLKSWAGEN	61	76	44
TOTAL	69	64	71

Elgin wins award

ELGIN, Ill.—Elgin Chrysler-Plymouth, Inc., has received the Five Star quality service award from Chrysler Corp.



Low-drag Stanza

Nissan has come up with an air-drag coefficient of 0.38 for its new five-passenger Stanza. The figure approaches the 0.36 coefficient achieved by the Datsun 280-ZX Nissan builds.

Name change big topic as Datsun unveils '82s

By John A. Russell
New York Staff Writer

NEW YORK.—The first move in the biggest product name change of an automobile in modern U. S. history began last week with the introduction of the Nissan Stanza, a "global car" from the Japanese maker.

This step is to be followed in the spring with a massive advertising campaign, being prepared in Japan, to change the nameplate of Datsun to Nissan.

Company officials at the press introduction here said they did not know the precise form the campaign would take, nor did they have any estimate of the costs for the entire name change down to the dealer level.

While the purpose of the meeting was to introduce the '82 model lineup for Datsun in the U. S., the question of the name change became dominant.

Datsun announced the impending change several months ago, and C. P. (Chuck) King, vice president and general manager of sales for the U. S. company, said last week that the move, ordered by the Japanese parent company, was an effort to bring all the parent company's operations under a single corporate identity.

He noted that Nissan is not only a manufacturer of cars and trucks, but is a diverse manufacturing company whose operations include electronics and other products. The goal of the parent company is to create a single identity for all its operations, he said.

But Nissan has spent millions developing and promoting the Datsun nameplate in the U. S. over the past 21 years. Now it will begin the process again.

- Corporate officials, including King, said that the cost estimates, down to the dealer level are being prepared as the parent company readies the corporate advertising campaign.

These officials also said that dealers attending meetings here before the press preview expressed concern over the nameplate change. While the dealers were enthusiastic about the product, they still wanted to know the exact extent of their contribution in the name change.

Nissan officials have not, as yet, worked out the details. For dealers, one of the largest expenses will be signs at the dealerships. Nissan has not decided whether it will replace all the signs at a dealership or only the major ones and the dealer, if he added more, would have to replace the remainder at his expense.

One company official said a survey is now being taken of all 1,100 Datsun dealerships across the country to discover the exact number of signs involved. Then a decision will be made.

King was optimistic about next year for Nissan USA, predicting sales of 500,000 cars and 130,000 trucks. This figure includes what he anticipates will be a 16 percent increase in the import quotas levied against Japanese car makers this year.

- He noted that the quotas have not had the desired result of increasing domestic auto sales. Instead, he said, "what is unfortunate about those limitations is that, as we and other importers predicted, the restrictions merely resulted in higher retail prices and increased demand for our cars."

"New-car inventories for importers are down, and Detroit is still suffering," he said.

King said he expected tough competition from the domestic auto makers in the small-car segment of the market and to illustrate this drive he noted that the recent rebates, special financing offers and price holds for 1982 by the domestic manufacturers are on their small cars.

He also said he expected stiffer competition from the European importers who are not confronted with restrictions.

But King still remained optimistic about the new model year, predicting sales of 10 million cars and 3 million trucks, an increase of 1.6 million units from 1981. King said he anticipated that import sales will remain about the same and the gains will be made by the domestic manufacturers.

Prices of the new front-wheel-drive Nissan Stanza start at $6,799 for the Deluxe two-door hatchback. The Deluxe four-door hatchback is $6,999. Stanza XE prices are $7,799 for the two-door and $7,999 for the four-door.

The company also priced its 280-ZX sports cars. The 2-seat coupe is $14,499, and the 2+2 coupe is $15,499. Both are up $550. The increase is $300 on the 2-seat Turbo coupe, now $17,299, and the new-for-'82 2+2 Turbo is $18,299. Last year's base 280-ZX coupe has been dropped, and the new prices compare with the '81 GL units.

U. S. cars up 5 pct., imports down 4 pct. in August

Domestics gain registration ground

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. in August were up compared with both the preceding month and August last year, according to figures compiled by R. L. Polk & Co.

New-car registrations in August totaled 720,804, up 2.40 percent from 703,923 a year earlier. August registrations were up 4.46 percent from the July total of 690,025.

Registration table on Page 12

The record registration total for August is 1,060,588, set in 1978.

Domestic registrations totaled 515,297, up 5.34 percent from 489,181 a year earlier, while registrations of new imported cars totaled 205,507, down 4.30 percent from 214,742 a year earlier.

For the first eight months of 1981, new-car registrations totaled 5,801,537, down 1.19 percent from 5,871,206 last year.

Domestic registrations for the first eight months totaled 4,115,206, down 1.67 percent from 4,185,176 last year, while import registrations of 1,686,331 were still running 0.02 percent ahead of last year's eight-month total of 1,686,030.

- General Motors, Ford Motor Co. and Chrysler Corp. all increased their market shares in August compared with a year earlier, mainly at the expense of the imports.

General Motors took 47.48 percent of U. S. registrations in August, up 0.11 of a percentage point from a year earlier, while Ford Motor Co. accounted for 14.05 percent, up 0.55 of a point.

Biggest gainer was Chrysler Corp., which boosted its market share 1.61 points to 8.86 percent.

Imports took 28.51 percent of August registrations, down 2.00 points from a year earlier, and American Motors was off 0.26 of a point to 1.06 percent. Miscellaneous domestics accounted for 0.04 percent, down 0.01.

Among the divisions, Oldsmobile moved into second place behind Chevrolet in August registrations, elbowing Ford into third place.

Excluding imports, August domestic registrations were divided as follows: GM, 66.42 percent; Ford Motor Co., 19.64 percent; Chrysler Corp., 12.39 percent; AMC, 1.49 percent, and miscellaneous, 0.06 percent.

- By size segments, subcompacts, standards and luxury cars showed increases over August of last year. Subcompacts posted the biggest gain, up 2.93 percentage points to 16.21 percent of total registrations.

The luxury segment was up 0.50 of a point to 4.75 percent, while standard gained 0.08 of a point to 10.85 percent.

Biggest losers were imports, which dropped 2.00 points to 28.51 percent, and intermediates, off 1.40 points to 20.11 percent. Compacts dipped 0.11 of a point to 19.57 percent.

Registrations by market class in August were: Subcompact, 116,877; compact, 141,026; intermediate, 144,961; standard, 78,220; luxury, 34,213, and import, 205,507.

Chevrolet Chevette moved back into the top spot among the leading nameplates and Oldsmobile Cutlass Supreme took second, pushing the July leader, Ford Escort, down into third.

The top 20 nameplates in August registrations were.

1—Chevrolet Chevette	30,375
2—Olds Cutless Supreme	25,038
3—Chevrolet Citation	24,557
4—Standard Oldsmobile	21,715
5—Buick Regal	19,265
6—Ford Escort	19,096
7—Standard Chevrolet	19,070
8—Plymouth Reliant	18,363
9—Chevrolet Malibu	17,535
10—Buick Skylark	17,402
11—Chevrolet Monte Carlo	14,537
12—Olds Cutlass	14,352
13—Dodge Aries	14,128
14—Ford Fairmont	13,752
15—Pontiac Grand Prix	12,444
16—Standard Buick	11,868
17—Cadillac	11,370
18—Chevrolet Cavalier	10,887
19—Plymouth Horizon	10,799
20—Dodge Omni	10,160

NHTSA rejects bid to toughen post-1985 CAFE

WASHINGTON. — NHTSA has rejected the Center for Auto Safety's petition aimed at requiring CAFE improvements for cars and light trucks after 1985.

The consumer group argued that rulemaking (abandoned by NHTSA in April) should continue because improvements in fuel efficiency . . . "particularly in view of limited improvements achieved prior to the establishment of a fuel-economy standards program."

NHTSA countered that the market has changed since the early 1970s "in light of major gasoline-price increases and threats to continued gasoline supply occurring over the past three years."

It added that it would "continue to monitor the efforts of the vehicle manufacturers to achieve fuel-economy improvements consistent with national energy needs."

Lund sees 20 pct. rise in '82 Chevy car sales

By Roger Rowand
Engineering Editor

SCOTTSDALE, Ariz. — Chevrolet is targeting a 20-percent sales increase in cars in the 1982-model year and a truck sales increase of about 30 percent, Robert D. Lund, general manager said.

In 1981, Chevrolet sold 1,566,391 cars and 698,100 trucks. Lund's 1982 estimate would indicate car sales of about 1.88 million and truck sales of about 900,000.

In a state-of-the-business speech at a technical press conference, Lund ticked off the reasons for his optimism:

1. Pent-up demand is high.
2. The prime rate should drop to 16 or 17 percent during the model year.
3. Gasoline is plentiful with prices stable or declining in some parts of the country.
4. The tax cut will put $54 billion in the hands of the consumers.
5. The inflation rate should be in the single-digit range during '82.
6. Real disposable income is high.
7. The scrappage rate is increasing more rapidly than the selling rate.

Lund called his final reason the biggest of them all: "Chevrolet has the products to capture more sales as buyers come back to the market."

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1981	Percent Share of Market	Regis., Aug., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 8 mos., 1981	Percent Share of Market	Regis., 8 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	130,033	18.04	138,781	19.72	— 1.68	996,719	17.18	1,169,356	19.92	– 2.74
Oldsmobile	74,773	10.38	67,377	9.57	+ 0.81	568,690	9.80	528,538	9.00	+ 0.80
Ford	71,621	9.94	69,529	9.88	+ 0.06	679,113	11.71	718,916	12.24	— 0.53
Buick	61,792	8.57	60,835	8.64	— 0.07	481,597	8.30	454,247	7.74	+ 0.56
Pontiac	56,741	7.87	50,935	7.24	+ 0.63	375,462	6.47	405,361	6.90	— 0.43
Plymouth	29,696	4.12	19,378	2.75	+ 1.37	233,791	4.03	150,466	2.56	+ 1.47
Dodge	28,401	3.94	21,099	3.00	+ 0.94	213,184	3.68	161,835	2.76	+ 0.92
Mercury	25,760	3.57	20,527	2.91	+ 0.66	233,415	4.02	215,241	3.67	+ 0.35
Cadillac	18,908	2.62	15,494	2.20	+ 0.42	138,883	2.40	139,372	2.37	+ 0.03
AMC	7,657	1.06	9,292	1.32	— 0.26	88,784	1.53	99,628	1.70	— 0.17
Chrysler	5,749	0.80	10,585	1.50	— 0.70	63,937	1.10	90,264	1.54	— 0.44
Lincoln	3,851	0.54	5,010	0.71	— 0.71	39,668	0.68	49,602	0.84	— 0.16
GENERAL MOTORS	342,247	47,48	333,422	47.37	+ 0.11	2,561,351	44.15	2,696,874	45.93	— 1.78
FORD MOTOR CO.	101,232	14.05	95,066	13.50	+ 0.55	952,196	16.41	983,759	16.75	— 0.34
CHRYSLER CORP.	63,846	8.86	51,062	7.25	+ 1.61	510,912	8.81	402,565	6.86	+ 1.95
AMERICAN MOTORS	7,657	1.06	9,292	1.32	— 0.26	88,784	1.53	99,628	1.70	— 0.17
IMPORTS	205,507	28.51	214,742	30.51	— 2.00	1,686,331	29.07	1,686,030	28.72	+ 0.35
MISCELLANEOUS	315	0.04	339	0.05	— 0.01	1,963	0.03	2,350	0.04	— 0.01
TOTAL	720,804		703,923			5,801,537		5,871,206		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Delaware.

Makers must balance imports with exports during 1982

Mexico toughens its auto trade rules

By Letitia Baldwin
Crain News Service

Mexico's early-1981 vehicle sales boom has been flattened by a new round of government measures meant to deflate the industry's trade deficit.

First-quarter auto sales had registered a 22.6-percent gain over year-earlier totals, and trucks were up 35.5 percent.

But the vehicle industry's trade deficit also widened — nearly 50 percent during the first half of the year, compared with the first half of 1980.

The government's answer was to reissue a 1977 decree meant to strengthen the domestic industry, but this time with more force. Foreign exchange budgets of Mexican auto and truck makers must balance as of the 1982 model year.

Production quotas have been set for each company and for the entire industry. Unless a maker's exports exceed its imports, its output is not allowed to exceed the quota.

Meanwhile, the government has published an expanded list of optional accessories that are subject to import licenses. The list includes such items as tinted glass, remote-control mirrors, leather upholstery, electric antennas, acoustic alarms, digital clocks, air conditioning units and FM stereos.

The government measures come at a time when the Mexican auto makers have been expanding to increase their production capacity, as well as to step up their export of au parts and components.

About $2.5 billion has been invested by the auto makers over the last three years.

General Motors and Chrysler are building plants in Saltillo, in the state of Coahuila, which will make engines for export. Ford has a plant under construction in Chihuahua, in which it will build engines for export.

It will likely take a year to 18 months to begin manufacturing some of the accessories on the government list.

GM and Chrysler officials say their engine plants could begin exporting in six months; Ford expects to begin exporting engines by the middle of 1983.

It may be possible for the auto industry to balance its trade as mandated by the end of 1982, or early in 1983.

One reason for the government crackdown is apparently to take pressure off the peso by reducing the trade deficit, to which the auto industry has been a sizeable contributor.

For the first half of the year, its deficit made up 40 percent of the total trade deficit of Mexico's entire manufacturing sector. Forty percent of all parts in Mexican-built autos are imported.

The government has been particularly worried since its income this year from petroleum is slightly lower than last year.

The companies most affected by the measures are luxury-model manufacturers such as Ford, Chrysler, GM and the American Motors subsidiary Vam.

According to the Mexican Auto Industry Assn., luxury cars accounted for 13.7 percent of the total market in July, 1981, compared with 12.13 percent in July, 1980.

The companies least affected by the measures are Volkswagen, Renault and Datsun, since they use few imported accessories in their models.

Luxury accessories are highly lucrative, therefore, it would seem only logical that the measures would have some impact on the profits of Ford, Chrysler, GM and Vam.

However, a Ford spokesman didn't seem to think so. He said Ford does not anticipate any major reduction in profits during the 12-month period beginning Nov. 1.

He also said Ford does not foresee any difficulty in balancing its trade in the 1982 model year.

The auto industry on the whole, has responded to the government measures by claiming that exports cannot be increased sufficiently to compensate for imports, because 50 percent of all Mexican auto industry's exports come from the parts industry.

The makers say it has been difficult to provide even enough cars for the domestic market. Another factor has been the state of the U. S. economy. The Mexican industry's biggest customer, the U. S., has bought less because of its depressed market.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
August '81 vs. August '80

	1981		1980	
	August	Yr.	August	Yr.
AMC Spirit	2,284	24,814	3,485	35,394
Concord	2,239	26,978	2,764	33,596
Concord Sta Wgn	764	9,676	804	9,630
Eagle 4 WD	344	4,506	1,009	7,959
Eagle Sta Wgn	922	10,429	1,080	11,076
Eagle SX4 4 WD	1,104	12,381		
Pacer			47	606
Pacer Sta Wgn			103	1,367
TOTAL AMC	7,657	88,784	9,292	99,628
Chrysler Le Baron	2,947	27,408	4,100	35,282
Le Baron Sta Wgn	299	4,782	658	5,494
Cordoba	1,740	18,886	3,500	28,964
Newport	151	3,888	1,100	8,555
New Yorker	257	5,265	1,227	11,969
Imperial	355	3,708		
Total	5,749	63,937	10,585	90,264
Plymouth Horizon	10,799	95,755	12,049	85,697
Reliant	12,262	87,698		
Reliant Sta Wgn	6,101	36,250		
Volare	219	6,421	4,838	44,831
Volare Sta Wgn	35	1,340	1,323	10,410
Gran Fury	280	6,327	1,168	9,528
Total	29,696	233,791	19,378	150,466
Dodge Omni	10,160	76,246	9,731	70,436
Aries	9,625	66,736		
Aries Sta Wgn	4,503	27,363		
Aspen	198	5,416	4,192	34,223
Aspen Sta Wgn	37	1,250	1,082	7,861
Diplomat	2,483	18,374	2,170	17,234
Diplomat Sta Wgn	120	2,394	318	2,963
Mirada	1,058	10,925	2,122	17,750
St. Regis	217	4,480	1,484	11,368
Total	28,401	213,184	21,099	161,835
Total Chrysler Corp.	63,846	510,912	51,062	402,565
Ford Escort	11,218	119,446		
Escort Sta Wgn	7,878	83,117		
EXP	6,194	30,099		
Pinto	282	9,018	9,055	82,622
Pinto Sta Wgn	56	2,672	2,733	22,682
Fairmont	9,652	96,426	11,121	146,548
Fairmont Sta Wgn	4,100	36,614	5,049	52,325
Granada	6,920	66,870	6,373	52,506
LTD II			161	2,933
LTD	5,083	37,161	6,704	66,400
LTD Crn Victoria	3,495	25,820	2,047	17,042
Ford Sta Wgn	1,499	13,709	1,674	18,443
Mustang	9,728	109,347	16,160	160,993
Thunderbird	5,516	48,814	8,452	96,422
Total	71,621	679,113	69,529	718,916
Lincoln Town Car	1,947	19,151	2,263	20,914
Cont Mark	1,904	20,517	2,406	24,784
Versailles			341	3,904
Total	3,851	39,668	5,010	49,602
Mercury Lynx	4,087	41,930		
Lynx Sta Wgn	2,121	24,231		
LN7	2,260	9,974		
Bobcat	49	2,056	1,886	16,802
Bobcat Sta Wgn	11	474	343	3,596
Zephyr	2,179	30,607	3,630	42,894
Zephyr Sta Wgn	885	9,092	1,328	12,855
'81 Cougar/Monarch	3,338	28,821	1,883	18,905
Marquis	768	5,178	1,198	9,661
Marquis Brougham	1,148	7,896	826	8,093
Grand Marquis	1,999	14,685	1,084	12,509
Marquis Sta Wgn	451	4,621	422	5,076
XR7	2,660	19,478	3,382	40,653
Capri	3,804	34,372	4,545	44,197
Total	25,760	233,415	20,527	215,241
Linc Merc Div. Total	29,611	273,083	25,537	264,843
Total Ford Motor Co.	101,232	952,196	95,066	983,759
Buick Skyhawk			399	5,287
Skylark	17,402	135,729	14,791	111,452
Century	7,613	79,425	10,776	79,890
Regal	13,265	138,934	17,233	121,793
Century Sta Wgn	1,158	11,253	1,459	11,505
Le Sabre	2,086	14,450	2,831	19,258
Le Sabre Limited	4,306	29,507	4,065	33,731
Electra 225	4,645	34,714	5,019	38,007
Buick Sta Wgn	831	7,157	730	6,843
Riviera	4,486	30,428	3,532	26,481
Total	61,792	481,597	60,835	454,247
Cadillac de Ville	8,916	63,752	7,758	65,826
Cimarron	2,000	3,924		
Fleetwood & Chassis	2,454	22,852	2,012	18,743
Eldorado	4,082	33,012	3,704	31,551
Seville	1,456	15,343	2,020	23,252
Total	18,908	138,883	15,494	139,372
Chevrolet Chevette	30,375	257,074	28,385	250,507
Camaro	9,865	73,840	9,801	82,789
Monza	272	15,670	13,488	96,638
Cavalier	8,112	15,549		
Cavalier Sta Wgn	2,775	5,740		
Citation	24,557	211,375	31,415	255,739
Malibu	12,417	111,683	16,181	129,866
Malibu Sta Wgn	5,118	40,495	5,415	42,708
Monte Carlo	14,537	109,231	12,677	104,726
Impala	5,958	41,874	6,369	60,187
Caprice	8,860	62,073	8,104	81,337
Chevrolet Sta Wgn	4,252	30,590	3,983	40,720
Corvette	2,935	21,525	2,963	24,139
Total	130,033	996,719	138,781	1,169,356
Oldsmobile Starfire			239	5,171
Omega	9,990	73,882	7,736	56,288
Cutlass Salon	11,675	111,903	13,763	111,070
Cut. Supr/Calais	25,038	181,023	22,910	168,689
Cutlass Sta Wgn	2,677	22,526	2,685	21,523
Delta 88	1,064	8,066	1,665	13,539
Delta 88 Royale	13,374	85,421	9,185	73,774
98	5,977	49,711	4,934	42,455
Oldsmobile Sta Wgn	1,300	11,804	1,302	12,254
Toronado	3,678	24,354	2,958	23,775
Total	74,773	568,690	67,377	528,538
Pontiac T1000	8,138	29,800		
Sunbird	278	27,765	11,690	82,602
J2000	7,187	15,422		
J2000 Sta Wgn	1,237	2,718		
Phoenix	6,331	59,105	8,808	64,914
LeMans	3,622	33,946	3,851	35,112
LeMans Sta Wgn	2,316	16,220	1,959	17,066
Catalina	536	4,753	1,101	9,182
Bonneville	4,815	29,158	4,286	32,140
Bonne. Brougham	3,634	22,360	2,215	22,254
Pontiac Sta Wgn	910	6,180	748	8,346
Grand Prix	12,444	87,303	9,357	72,530
Firebird	5,284	40,732	6,920	61,215
Total	56,741	375,462	50,935	405,361
TOTAL GM CORP.	342,247	2,561,351	333,422	2,696,874
(Checker)	262	1,559	323	2,153
Misc. Domestic	315	1,963	339	2,350
Domestic Station Wagon Total	52,356	422,697	35,212	325,147
Domestic Grand Total	515,297	4,115,206	489,181	4,185,176
Import Total	205,507	1,686,331	214,742	1,686,030
Grand Total All Registrations	720,804	5,801,537	703,923	5,871,206

Registrations for Oklahoma not available.

GM dashboards warp in Florida; lawsuit brewing

MIAMI. — A class-action law suit against General Motors may be shaping up here as the number of complaints about warping dashboards mounts.

Eileen Lipp, administrative assistant to Dade County Consumer Advocate Walter T. Dartland, said well over 1,000 complaints have been received.

She said the most complaints have involved Pontiac Firebirds and Chevrolet Camaros, model years 1970 through 1978.

The cars affected have cracked, sagging or wavy dashes. In some cases the plastic has pulled away from surrounding body structure, she said.

A spokesman for Pontiac said, "It is not a chronic problem. It affects a low volume of cars. It is not widespread and the problems are handled on an individual basis."

The advocate's office here brought suit against Ford Motor Co. in 1977 over 1969 through 1974 cars and light trucks heavily damaged by premature rust. That case ended in March with Ford agreeing to repair vehicles or to make a tradein assistance payment of $300 to $400 per vehicle.

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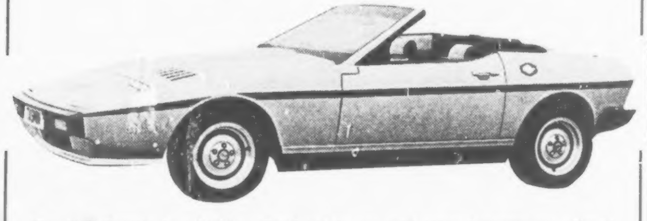

The TVR Tasmin is a highly refined sports car with many features not offered in other exotic vehicles. It is completely hand built, featuring a fiberglass body, impervious to rust, mounted on a reinforced tubular chassis with fully independent suspension and disc brakes at all four corners — inboard at the rear. A powerful V-6 (Ford) engine with fuel injection and electronic ignition.

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All market segments down as total sags to 2.3 million units

Truck sales dip 15 pct. in model year

Continued from Page 10

were up over a year ago for the second month in a row.

Retailers sold 177,225 units during the month, an increase of 2.2 percent over the year-earlier 173,427.

For the first nine months of the calendar year, however, sales were off 8.7 percent, from 1,947,171 units in 1980 to 1,778,052.

• September sales of the compact pickups were down 5.3 percent from a year ago to 41,848 units, compared with 44,176 in 1980. The drop was due to the lingering slump in the sale of captive imports.

The non-captives were up 24.8 percent in September, from 21,548 units a year ago to 26,900. The captives were down 40.7 percent for the month, from 20,723 units last year to 12,294.

For the nine-month period, sales of the compact pickups were down 8.1 percent to 378,203 units, compared with 411,613 a year ago.

Again, the non-captive imports showed a gain for the January-September period, from 208,821 to 220,546 units, an increase of 5.6 percent. The captives were off 27.8 percent, from 182,857 in 1980 to 132,029 units.

The Motor Vehicle Manufacturers Assn. reported that domestic dealers retailed an estimated 149,860 units in September, off one percent from last year's 151,443 units.

For the nine months, the total was 1,554,545 units, a decline of 10.4 percent from the 1,735,328 trucks retailed in the same period in 1980.

The Big Three trucks producers reported that their dealers sold 131,738 vehicles in September, off 0.7 percent from last year's 130,884. The nine-month total of 1,383,222 units was 10.6 percent lower than the 1,548,014 sold a year ago.

September sales by Ford dealers totaled 60,574 units, an increase of 24.4 percent over last year's 48,676. Included were 5,341 Courier sales, compared with 6,470 a year earlier.

Through September, there were 532,580 Ford sales, a decline of 5.6 percent from last year's 606.771. The nine-month Courier total was 49,860 units, down almost 12,000 units from the year-ago 61,080.

Chevrolet said its dealers retailed 48,293 vehicles during the month, down 5.3 percent from last year's 50,996. The total included 5,113 LUV compacts, down considerably from the year-earlier 8,178.

Nine-month deliveries totaled 532,580 units, a decline of 9.9 percent from the 590,971 sold in the same period in 1980. LUV sales dropped from 70,532 units last year to 54,137.

Ford once again was No. 1 in retail sales in the 1981 model year with 760,302 units, 8.9 per-

Continued on Page 32, Col. 3

Big Three September, year-to-date truck sales

	September		Calendar Year	
	1981	1980	1981	1980
Ford				
Vans	8,600	6,476	83,471	79,126
Club Wagon	2,056	1,043	19,042	18,774
Courier	5,341	6,470	49,860	61,080
Bronco	3,536	1,503	27,446	30,115
Conventional Pickups	36,536	27,788	352,428	361,598
Mediums	3,649	4,498	32,958	44,399
Heavies	856	898	7,348	11,679
Chevrolet				
Vans	6,045	6,459	69,223	70,808
Sportvan	705	942	10,478	13,572
LUV	5,113	8,178	54,137	70,532
S-10	2	....	4	....
El Camino	2,762	3,157	26,991	31,585
Bl[illegible]	1,516	1,535	16,818	21,875
Suburban	1,122	1,077	15,967	17,317
Conventional Pickups	29,730	26,500	321,232	338,708
Mediums	1,298	3,047	17,730	24,769
Heavies	....	101	....	1,805
Chrysler				
Vans	2,610	5,004	37,154	55,537
Voyager	272	383	3,595	5,404
Ram Wagon	781	1,334	14,739	17,309
Arrow	512	1,603	7,204	15,350
Ram D-50	1,328	4,472	20,828	35,895
Trail Duster	242	215	1,442	2,793
Ramcharger	373	512	3,937	6,176
Conventional Pickups	4,639	6,669	55,125	65,982
GMC				
Vans	1,494	1,275	17,686	17,318
Caballero	267	313	3,304	3,387
Jimmy	377	314	3,704	4,510
Suburban	226	176	3,587	3,508
Conventional Pickups	6,884	5,794	77,078	79,011
P models	282	173	2,757	3,005
Mediums	1,373	1,838	15,763	19,737
Heavies	1,211	1,137	10,186	15,350

Mercedes-Benz to introduce American-made diesel van

Continued from Page 10

liability and good fuel economy."

He added that the van chassis will be available in two wheelbases to accommodate the six most popular sizes of Grumman Olson aluminum bodies, which range from 12 to 17 feet in length.

"This will allow traditional walk-in van customers to select complete units that fit their needs," Meyer said, "with the added advantage of having a chassis that will have durability close to the life of the body."

The L613D will have a gross vehicle weight rating of between 13,500 and 14,330 pounds, depending on wheelbase and body application.

The company expects the new vans to be used in a variety of businesses which require route deliveries, such as bakeries, newspapers and magazines, laundry and linen services and package deliveries.

Mercedes-Benz has produced five prototype models of the L613D for field testing with major delivery fleets. One of the first units placed in service with a major baking firm is used on a route which covers more than 100 miles daily, making between 30 and 40 stops. The vehicle is averaging more than 14 MPG, Meyer said.

Another test van, he added, has been placed with a major New York suburban newspaper, which is reporting 20 percent greater carrying capacity and averaging nearly 18 MPG, compared between 6 and 7 MPG for gasoline vans.

The Hampton truck facility currently produces four medium-truck models from components manufactured by Mercedes-Benz do Brasil. These range from 22,000 to 30,000 pounds GVW.

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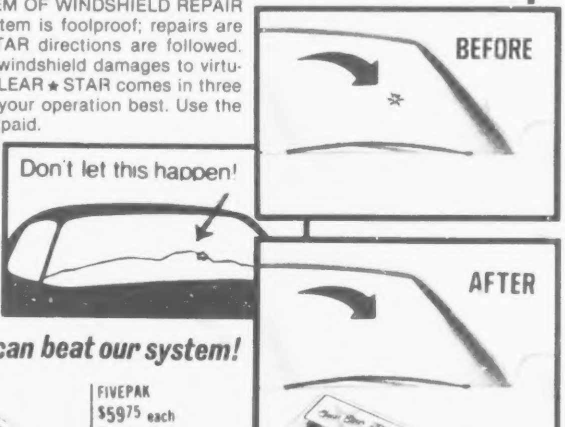

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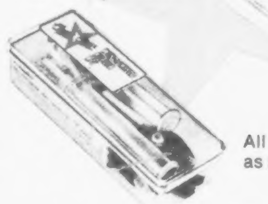

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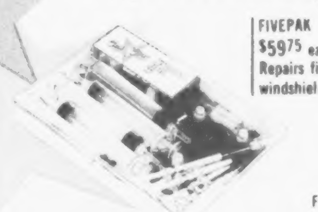

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IMPORTS

Continued from Page E-6

sion shaft out the rear of the transaxle that meets with a differential to the rear independently sprung wheels. With a simple in-out lever for selective engagement, the low-cost, high-mileage car goes from 4WD to FWD at the pull of a lever.

The concept was offered initially as a four-door station wagon; and later as the BRAT, an El Camino-like utility vehicle that seats four people in spite of its truckish appearance (two rearward-facing jump seats are located in what would be the cargo bed in a pickup).

BRAT was the source of confusion with customs people shortly after its introduction; a few misguided souls considered it a pickup truck, which would be subject to the 25 percent duty. As things turned out, the government agreed that BRAT is a multipurpose vehicle, not a truck.

Since the first FWD Subaru, the FF-1, was introduced, there have been only two major changes of body-shell—strange for Japanese, where change is a way of life. The last change was introduction of the 1980 models, which serve as the basis for the 1982s.

Subaru currently offers a choice of five body styles (three-door hatchback, four-door sedan, four-door wagon, two-door hardtop and BRAT, which is to be totally restyled for 1982 (the present BRAT is based on the pre-1980 Subaru passenger-car body shell).

Subaru offers four interior/exterior trim variations (base, offered only on the three-door hatchback; DX; GL and GLF). Four-wheel-drive is available in three-door hatchbacks, four-door wagons and BRAT, all of which will have a high/low-range transmission in 1982.

Since SoA's top management is composed only of Americans, there are no "musical president" shenanigans that other Japanese importers often experience. In the case of Nissan, for example, the president inevitably is appointed for a U. S. "tour of duty" of three to six years, whereupon he returns to Japan, and is replaced.

At Subaru, Harvey H. Lamm has been president and chief executive officer since 1974, longer than any Japanese executive now serving with an importer. Lamm, who helped form SoA, initially was executive vice president and director, becoming vice chairman of the board and chief operating officer (while retaining the executive veep position) in 1970, following the successful launch of the company's FWD cars. He became president in 1974.

●

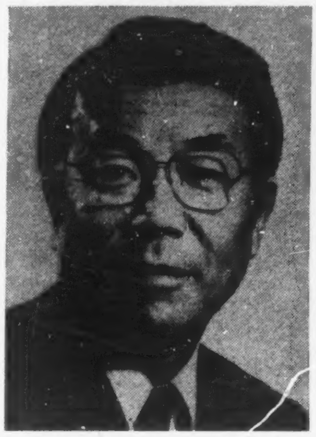
Isuzu

There is always a late starter in every group, right?

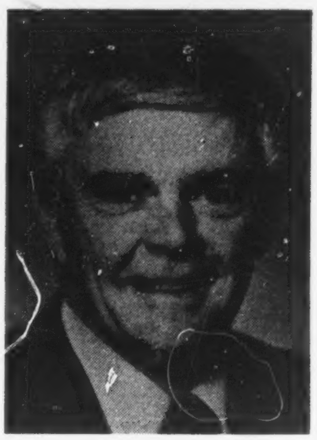
Well, the late (but not latest—that honor will belong to Mitsubishi) starter among Japanese vehicle marketers is Isuzu Motors with its U. S. distributor/importer, American Isuzu Motors, Inc.

Founded in 1980, the Southern California-based company, in the cleverly named city of Industry, began selling passenger cars and trucks last January.

This is not, however, the first try at selling Isuzus in the States. In the mid-1960s a few Bellel and Bellett passenger cars were sold in California and the Pacific Northwest, as well as a number of Elf light- and TX medium-duty diesel trucks that Isuzu distributed in the Southern California area in the late '60s and early '70s.



Itagaki: With Isuzu since '52.



Reilly: Began at Buick.

GM's purchase of 34.2 percent of Isuzu Motors stock put an end to the Japanese company's plan to market passenger cars in the U. S.—for a while.

Isuzu's 1981 car-model range ('82 models won't be around until Nov. 19) consists of the I-Mark, a Chevrolet Chevette-sized subcompact offered in coupe and four-door sedan body styles. Three trim levels are available (standard, Deluxe and LS), as well as gasoline or diesel 1,817-cc, single overhead camshaft, four-cylinder engines.

Isuzu also sells the P'up mini pickup truck in diesel or gas two- and four-wheel-drive versions, the former with a choice of long or short bed.

Isuzu presently sells the I-Mark in 22 states in the U. S. (mainly in Western and sunbelt states), while P'up is available in 33 states (the same 22 states as I-Mark, plus 11 other states which have only P'up dealerships).

In the states where I-Mark is not yet available, as well as the states that are P'up-less, there are authorized service points.

This strange marketing arrangement was brought about by the Japanese Ministry of International Trade and Industry (MITI) passenger-car shipment quotas.

In Isuzu's original plan, the company expected to sell about 22,000 I-Marks in the 22-state area during 1981, with gradual expansion into all 48 contiguous states by 1983. Under this program, 1982 passenger-car sales in an expanded marketing territory were to be somewhat in excess of 40,000 I-Marks.

With MITI's quota for Isuzu during fiscal years 1981-82 and 1982-83 set at approximately 17,000 passenger cars, Isuzu's master plan went out the window.

Isuzu truck-only dealers are being set up to soften the blow of the "voluntary" quotas, since trucks—although strapped with a 25 percent import duty—have no restrictions on numbers that can be imported. This increased emphasis upon trucks is shared by all of the Japanese except Honda, which doesn't market trucks in the U. S. at this time.

American Isuzu Motors, Inc. (AIMI) is a joint venture between Isuzu Motors, Ltd., which owns 80 percent of the operation, and the C. Itoh trading company, which has 20 percent.

AIMI President Yukio Itagaki has been with Isuzu since 1952, and has been assigned to posts in the personnel administration and export sales sections. From 1961 to 1965, Itagaki headed the Los Angeles office, which was selling trucks at that time. Prior to joining AIMI, he was general manager of the export department of Isuzu Motors, a position he had held since his return to Tokyo from Los Angeles.

The top-ranking American at Isuzu's U. S. import company is John E. Reilly, senior vice president and general manager. Reilly started in the automobile business with Buick in 1957, staying with the GM division until 1965 when he joined Volkswagen of America as general manager. Three years later Reilly was made a vice president of VWoA and given the task of setting the wheels in motion to establish the Porsche Audi sales network. He subsequently was named the first general manager of the Porsche Audi Division.

Reilly then moved to New England Toyota Distributors, and later to Mid-Atlantic Toyota, one of Toyota's larger independent distributors. He joined AIMI at the time of its founding in June, 1980.

AIMI has two other senior vice presidents, Sadao Matsumura and Ralph Yamagiwa. Matsumura, formerly with C. Itoh, is chief financial officer; Yamagiwa, who previously worked in Isuzu's export department, is in charge of manufacturer relations.

Isuzu

- **Company: American Isuzu Motors, Inc.**
- **Headquarters: 2300 Pellissier Place, Whittier, Calif. 90601.**
- **Corporate ownership: 80% Isuzu Motors, Ltd.; 20% C. Itoh.**
- **Chief executive officer: Y. Itagaki.**
- **Year established in U. S.: 1980.**
- **1981 Sales, 9 months (including trucks): 17,073.**
- **Passenger-car quota: 17,000.**
- **Projected 1982 sales (including trucks): 43,000.**
- **1981 year-to-date ranking: 6.**
- **Number of dealerships: 188.**
- **Number of employes: 147.**
- **Product price range (1981 models): $5,917 - $9,082.**
- **Projected 1982 advertising expenditures: $13 million.**
- **Advertising agency: Della Femina, Travisano & Partners.**
- **Number of regional offices and/or distributors: 2.**
- **Number of parts warehouses: 2.**
- **Number of port facilities in use: 3.**
- **Number of company owned or leased ships: 0.**

New horizons for Japanese exports

Japanese vehicle exports rose nearly 10 percent in the first half of 1981 compared with the same period last year.

But statistics released by the Japanese Automobile Manufacturers Assn. (JAMA) indicate a back-pedaling in shipments to North America, Europe and the Middle East — which accounted in the past for more than three-quarters of Japanese vehicles—and particularly strong growth in South America, Africa, Oceania and southeast Asia.

This switch in emphasis results from growing restrictions on Japanese trade in many industrialized nations, as well as the unpredictability of the oil-rich markets of the Middle East.

Total Japanese shipments for the six-month period amounted to 3,195,823, a rise of 9.1 percent over the 2,929,500 recorded in the same period a year ago.

The number dispatched to the vital North American markets slipped 1.6 percent. This was entirely on account of U. S.-bound vehicles, for Canada recorded one of the largest national growth rates of all.

Shipments to European countries rose by 9.8 percent, much in line with the overall trend. But at 40.9 percent and 21.5 percent, respectively, North America and Europe remained the most vital geographic locations for Japanese exports.

The Middle East, on the other hand, went down by 20.6 percent, dropping it behind southeast Asia and Africa as export destinations. War between Iraq and Iran affected business, but there was also a big drop in shipments to the vital Saudi Arabian market.

As a result, Saudi became sixth in the league of top Japanese export destinations, having been in a strong third or second place for many years.

The biggest expansion, though, involved South American countries. Exports more than doubled — up 106 percent to nearly 145,000 — to take the area above Central America in importance.

On a country-by-country basis, the U. S. remained firmly on top (1.17 million).

But shipments to West Germany rose by nearly 49 percent to more than 172,000 to make that country No. 2. It thus displaced the U.K. (down 17 percent to 132,000) and Saudi Arabia (down 19 percent to 115,000).

At the same time, Canada and Australia moved rapidly up the ratings—up 63 percent to 131,000 and up 29 percent to 127,000, respectively.

Other countries singled out for notably strong rises were Chile, Nigeria, South Africa and Indonesia. Each has now become a highly important Japanese export area.

Japan's vehicle export destinations . . . by area

	6 mos., 1981	6 mos., 1980
Southeast Asia	321,892	259,961
Middle East	226,159	284,662
Europe	687,632	626,495
North America	1,305,665	1,326,997
Central America	74,781	86,031
South America	144,725	70,316
Africa	244,494	137,863
Oceania	185,801	136,315
Other	4,674	860
Total	3,195,823	2,929,500

. . . by country

	6 mos., 1981	6 mos., 1980
United States	1,174,346	1,246,219
West Germany	172,341	115,813
United Kingdom	131,973	159,159
Canada	131,319	80,778
Australia	127,306	98,381
Saudi Arabia	114,903	141,596
Indonesia	95,159	67,896
Chile	79,534	24,898
Nigeria	70,013	29,070
Belgium	64,174	58,581
South Africa	63,936	36,657
Holland	61,973	63,865
Other	908,846	806,587

Japanese Registrations

Cars	6 mos., 1981	6 mos., 1980
Daihatsu	42,792	47,474
Fuji	30,073	37,210
Honda	83,160	81,356
Isuzu	31,633	32,710
Mitsubishi	127,220	129,040
Nissan	390,716	423,924
Suzuki	31,456	35,842
Toyo Kogyo	107,995	93,494
Toyota	534,280	540,181
Imports	19,898	24,927
Total	1,399,223	1,446,158
Trucks & buses		
Daihatsu	115,129	91,215
Fuji	67,440	55,284
Hino	20,778	26,988
Honda	70,475	48,066
Isuzu	65,622	73,641
Mitsubishi	139,091	147,372
Nissan	177,753	171,341
Nissan Diesel	11,150	14,403
Suzuki	169,588	137,573
Toyo Kogyo	85,833	104,366
Toyota	215,718	239,012
Total	1,138,577	1,109,261
Total vehicles	2,537,800	2,555,419

Japanese Production

Cars	6 mos., 1981	6 mos., 1980
Daihatsu	83,578	76,066
Fuji	96,191	98,910
Honda	441,253	406,574
Isuzu	64,536	52,354
Mitsubishi	322,751	306,855
Nissan	912,953	948,782
Suzuki	47,508	39,597
Toyo Kogyo	419,493	345,279
Toyota	1,164,131	1,200,650
Total	3,552,394	3,475,067
Trucks & buses		
Daihatsu	163,300	135,184
Fuji	130,338	104,974
Hino	34,989	39,453
Honda	74,350	51,383
Isuzu	167,749	188,431
Mitsubishi	226,037	212,178
Nissan	357,860	350,146
Nissan Diesel	21,762	23,489
Suzuki	225,715	172,586
Toyo Kogyo	172,460	190,046
Toyota	515,319	520,673
Others	351	404
Total	2,090,230	1,988,947
Total vehicles	5,642,624	5,464,014

Subaru reports quarterly profits

PENNSAUKEN, N. J.—Subaru of America, Inc., said its net income for its third fiscal quarter ended July 31 rose 41.6 percent to $6.863 million ($1.14 a share) from $4.847 million (81 cents a share) in the same period last year.

Net sales in the May-July period rose 32.9 percent to $262.1 million from $197.2 million last year.

For the first nine months of the company's fiscal year, net income rose 56.8 percent to $19.135 million ($3.18 a share) from $12.206 million ($2.04 a share).

Net sales for the first three quarters were up 30.6 percent.

Calls Van de Water a 'union buster'

Fraser blasts Reagan's NLRB choice

Continued from Page 2

on the NLRB. Anything else could be a major problem for the unions, given the number of elections they are protesting as unfair to labor and the number labor has lost in recent years. According to preliminary NLRB figures, more than 44,000 unfair-labor-practice complaints were filed in 1980 alone.

According to Stephen Cabot, another pro-employer labor lawyer, labor is in trouble and the decertification rate is up 400 to 500 percent since 1965, with a 75 percent success rate after the decertification petition is filed.

One AFL-CIO official conceded that the rate has increased in the past 12 to 15 years, but said it has been falling over the past four years.

Some labor observers say the unions can expect more decertification petitions, especially given the number of concessions management is asking from labor. The UAW is currently in the midst of a decertification petition filed by disgruntled Chrysler designers who are angry because the union had their raises revoked.

The union held that all Chrysler workers must sacrifice equally for the ailing auto company. All other wages are frozen.

- Any ideological change in the NLRB could have a serious impact as the unions say they are trying to keep from losing ground during the Reagan Administration, which labor has already labeled anti-union.

However, theoretically, Mr. Reagan could appoint all six members of the NLRB before his term expires in 1985.

The term of John H. Fanning, chairman of the NLRB under President Carter, will expire in December, 1982. He is a Democrat and has been a member since 1957. Business considers him pro-labor.

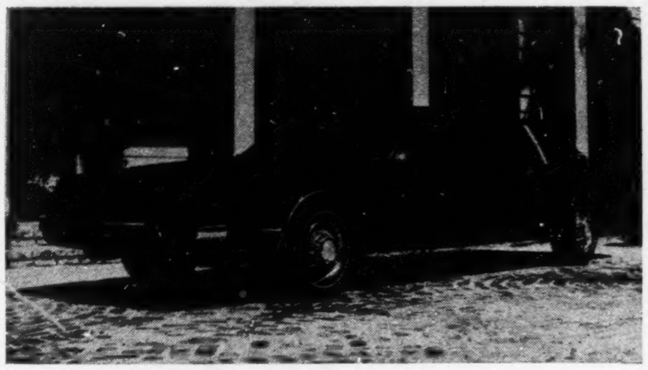
In 1983, Howard Jenkins Jr.'s term will expire. He is a liberal Republican and the first black member of the NLRB. Appointed in 1963, business considers him pro-labor.

William A. Lubbers, general counsel, is also considered pro-labor. His term expires in 1984.

Political Independent Don A. Zimmerman was appointed in 1980 and has so far voted with Fanning and Jenkins, leaving his politics open to question by business. His term expires in December, 1984.

The unions are also opposing Mr. Reagan's recent appointment of Robert P. Hunter, a former aide to conservative Senator Orrin G. Hatch, Utah Republican. They consider Hunter pro-management. He was an aide to Hatch when the senator led a successful campaign against labor law changes in 1977 and 1978 that would have made it more difficult for management to resist organization. Hunter's appointment has been confirmed by Congress.

All terms are for five years.



Imperial attains star status

This custom-built Chrysler Imperial limousine, stretched two feet and decorated with Mark Cross leather interior, privacy glass and Cartier crystal appointments, appeared in the recent film "Sharkey's Machine," with actor Burt Reynolds. It also will appear in a TV series with Rock Hudson scheduled to debut this fall.

GM's Smith calls for early start to negotiations

Talk now or lose jobs, UAW told

Continued from Page 3

closings are taking place regularly, GM is looking at alternatives to closing facilities completely.

GM, he said, is faced with a noncompetitive labor-cost situation at its New Departure-Hyatt plant at Clark, N.J. Rather than closing the plant and putting employes out of work, GM is planning to sell the plant to employes, most of whom are represented by the UAW.

"They (the employes) intend to run the plant themselves," Smith said. "But in order to make it competitive, they'll be paying themselves 30 percent less than they currently receive from General Motors."

Smith also pointed out the changes under consideration in the Clean Air Act as holding the potential for creating additional jobs in the auto industry and related supplier industries.

"The sooner Congress acts in revising the Clean Air Act, the sooner GM can begin to take some of the emission-control equipment off these cars," he said. "We can't take all of the equipment off, of course, nor would we want to. But we might be able to remove some $300 worth from our base cars."

According to preliminary studies, Smith said, GM estimates that every 1-percent reduction in prices made on an industrywide basis could result in a gain of up to 4,500 auto industry jobs. And in the supplier industries, there would be an additional gain of 9,500 jobs.

"A total of 14,000 jobs in all," he said, "and for every additional 1-percent cut in prices, another 14,000 jobs could be created."

Study projects 70,000 fatalities a year by 1990

NHTSA sees more traffic deaths

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — U. S. traffic fatalities, which have averaged around 54,000 yearly for the past several years, could increase to more than 70,000 per year by 1990, according to a new NHTSA study.

NHTSA said much of the projected fatality increase can be attributed to the downsizing of vehicles and to an expected increase in the number of licensed drivers.

The predictions by the safety agency comes at a time when it is considering abandoning an automatic protection standard and new guidelines for making seat belts easier to use.

Opponents of those actions — the insurance companies and safety groups like the Center for Auto Safety — have indicated they fully intend to use the new study to press their case for automatic protection, protection considered likely to reduce the yearly fatality rate by 9,000 per year.

Since the first recorded traffic fatality occurred in 1899, more than 2 million persons have died on the nation's highways. The NHTSA study, "Traffic Safety Trends and Forecasts," said the 3-millionth fatality could occur as early as 1990 — only 16 years after the 2-millionth fatality occurred — unless the current fatality rate is "significantly reduced."

It said the growing number of small cars and trucks and an increase in the number and mileage of heavy trucks will boost fatalities by 10,000 or more, it projected.

An increase in the miles traveled per driver is expected to boost fatalities by another 4,000. Increased use of motorcycles, mopeds and bicycles is expected to boost fatalities by 2,500, and repeal of the 55-MPH speed limit could account for as many as 5,000 more deaths, NHTSA said.

The only good thing the study has to report is that a decrease in the number of drivers under 25 years of age should lower traffic fatalities by about 3,000.

Not figured into the tally are the effects of many other serious traffic safety problems like alcohol use and the number of vehicle occupants who do not use seat belts.

NHTSA estimated previously that fewer than 1 in 9 persons uses a seat belt when driving in a car or truck. Were everyone to use the device all the time it estimates as many as 12,000 lives could be saved annually.

NHTSA is in the midst of preparing a massive "buckle up" campaign as its major initiative in auto safety. This program is expected to be launched over the Thanksgiving holiday.

Bodies simulate pedestrians in crash tests for NHTSA

Continued from Page 2

span is doing the work for Batelle Columbus Labs, the prime contractor in the amount of $381,560.

The work is scheduled to be completed by Jan. 1, 1982, although the date may be extended depending on the availability of corpses. Tests are also made with dummies — again with the purpose of trying to make the dummies more lifelike.

In this research, only adult cadavers are being used—hopefully both male and female. Of the willed bodies, only heart-attack victims' bodies are being used — not cancer victims, for example, because those bodies may show too much deterioration of tissues.

After the bodies are returned to the hospital for evaluation of the injuries, a test is taken to be sure bone strength is within the normal range. Cadavers are then returned to the families for appropriate disposal.

Another NHTSA contract is to Wayne State University, Detroit. It involves sled deceleration testing of chest response under distributed load conditions. An air-bag structure holding the lower torso to allow the chest to ride free is not a functioning system. Eight tests and eight cadavers will be used.

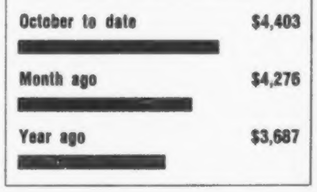
A parallel contract has been let to Heidelberg University in West Germany. This is also a sled test using belt systems, and will involve 45 cadavers over a five-year period.

These two research projects are intended to help NHTSA evaluate dummy performance in frontal crashes and to improve dummies.

Another contract to Wayne State University is using 21 cadavers in sled tests to test the dummy's femur-pelvic complex and knee bars in side impacts.

Used car sales

Auction Averages



October to date $4,403

Month ago $4,276

Year ago $3,687

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,342	$7,546	$8,434
1980	5,638	5,814	6,130
1979	4,931	5,051	5,122
1978	3,693	3,963	4,031
1977	2,934	3,045	3,160
1976	2,156	2,122	2,413
1975	1,666	1,567	1,567
1974	1,319	1,180	1,248
Overall Average	$4,403	$4,321	$4,548

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NHTSA proposes easing standards on lamp design

WASHINGTON. — Continuing its efforts to limit government intervention in the auto business, the NHTSA is proposing to amend two of its federal safety standards to permit more flexibility in the design of headlamps and taillamps.

In the first instance, the agency proposes to delete the dimensional requirements for all headlamp retaining rings under Safety Standard 108. In the second, it proposes to substitute SAE standard J594f for J594e as the referenced standard on reflex reflectors.

Toyota petitioned the agency for the first change and the Motor Vehicle Manufacturers Assn. requested the second.

Comments are due by Nov. 27.

But week's output trails 1980 total

Car production up, tops 120,000

By Patricia Hoffman
Staff Writer

U. S. auto production last week showed a slight gain from that of the previous week as assembly of the 1982 models began to pick up.

Last week's domestic auto output was targeted at 120,932 units, a gain of 4.28 percent from 115,963 in the previous week, but a drop of 19.02 percent from the comparable 1980 week's total of 149,339.

So far this year, the auto makers have completed 5,272,492 units, up 3.84 percent from 5,077,673 in the comparable period last year.

Breakdown for the week by auto company is: General Motors, 58.84 percent; Ford Motor, 23.06 percent; Chrysler Corp., 13.32 percent; Volkswagen of America, 3.11 percent; American Motors, 1.65 percent and Checker Motors, 0.02 percent.

Downtime was scheduled last week at Ford's Dearborn assembly point. The plant was idle for a second week of inventory adjustments.

Also down last week were GM's Fremont, Norwood, Van Nuys and Leeds facilities. These points were down for model changeover.

Fremont and Van Nuys plants returned to work today. The Janesville facility goes down today for conversion to the J-car and will not reopen until next spring. It had been building full-size Chevrolets.

GM also closes its Cadillac plant in Detroit and the adjoining Fleetwood facility for one week beginning today (Oct. 19) for plant rearrangement. When the operation returns the line speed will be reduced to 45 an hour on two shifts from 53 an hour also on two shifts.

Saturday overtime was scheduled last week (Oct. 17) at GM's Flint point.

GM plans to call back 2,000 laid-off Baltimore assembly plant workers early in 1982 to produce cars now built at the Arlington (Tex.) facility, according to GM sources.

The Arlington point is slated to shut down next April or May for retooling in preparation for a front-wheel-drive car. It currently builds two of the cars already made in Baltimore (the Chevrolet Monte Carlo and Malibu) and when it closes, the production is expected to shift to the Baltimore facility.

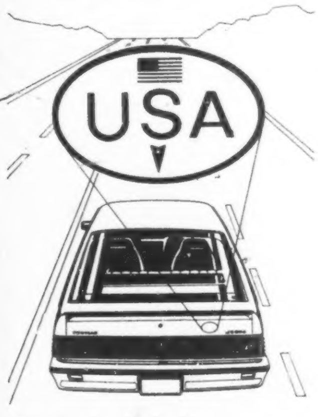
Arlington also assembles the Oldsmobile Cutlass, which could also be shifted to Baltimore.

The move would mean the reactivation of the second shift at the Baltimore point. Some of the workers on that shift have been on layoff for more than a year and a half.

Walter J. Gregonis, manager of GM's Baltimore facility, said the plant is counting on the developments in Arlington to reactivate its second shift and call back about 2,000 workers.

He said the second shift, which has been out of work since January, 1980, could be called back in January, 1982.

The Arlington facility is expected to be shut down for four months for retooling.



Made in U.S.A.

Pontiac dealers now have available a USA rear deck lid emblem that proudly proclaims the car's country of origin. The sticker, in black and gold, features an American flag and Pontiac crest.

Holiday trims week's output of cars in Canada

Despite the addition of a second shift at Ford Motor's Oakville car assembly point, Canadian auto production last week dropped 10.28 percent below that of the previous week.

It was a short week because of Canada's Thanksgiving holiday (Oct. 12). In addition, one shift was dropped at Chrysler's Windsor car plant.

Although auto production was down as result of the four-day work week, the truck manufacturers showed an 8.13 percent gain with the return of Ford's Ontario truck facility.

Last week's auto output was estimated at 11,391 units, down from 12,696 the previous week, and down 33.72 percent from the comparable 1980 week's total of 17,185.

Year-to-date, car assembly remained below that of the comparable period last year with a total of 650,879 units, down 2.10 percent from 664,838.

Truck production last week was slated at 9,497 units, a gain from 8,783 the previous week, but down 11.57 percent from 10,740 in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 406,215 units, down 1.14 percent from 410,913 in the comparable period last year.

Chrysler Corp.'s Windsor car facility dropped one of its two shifts last week, downscaling production from 560 units a day to 400 a day.

Ford's St. Thomas facility remained idle last week for changeover / inventory control. The point closed Aug. 31.

Also down last week was General Motors Oshawa (No. Two) car facility. The point has been idle since Aug. 6 for changeover and is slated to resume production Nov. 9.

American Motors' Brampton car point will begin second-shift operations today, (Oct. 19).

Truck production climbs 47 pct. as 4 plants return

The return of three Ford facilities and American Motors' Toledo Jeep point helped boost domestic truck output last week, up substantially from that of the previous week.

Last week's truck production was targeted at 37,767 units, a gain of 47.78 percent from 25,556 the previous week, but down slightly from the 37,974 trucks completed in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 1,341,892 units, 8.78 percent above the 1,233,596 trucks in the same period last year.

Ford Motor's Norfolk, St. Paul and Kansas City points resumed operations last week (Oct. 12) after being idle one week for inventory control.

Ford's San Jose plant remained idle last week, also for inventory adjustments.

AMC's Toledo Jeep point, which went down Oct. 5, returned last week.

International Harvester's Ft. Wayne and Springfield facilities will be idle beginning next week (Oct. 26) for inventory control.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
CHEVROLET	9,625	11,508	6,195	19,012	355,667	381,223
DODGE	2,000	....	2,000	4,824	105,740	75,035
FORD	16,444	17,054	9,970	30,548	450,914	519,388
GMC	3,983	3,989	4,036	9,139	128,023	137,444
INTERNATIONAL	1,325	1,985	1,309	3,161	53,200	59,365
MACK	....	413	....	....	18,892	....
JEEP	2,000*	1,740*	....	2,000*	62,455*	78,188*
AM CORP.	50*	85*	50*	120*	6,034*	3,136*
MISCELLANEOUS	1,400*	550*	1,400*	3,360*	30,775*	54,320*
VOLKSWAGEN	940	650	596	1,775	21,896	33,793
Total Trucks, U. S.	37,767	37,974	25,556	73,939	1,233,596	1,341,892

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
CHRYSLER CORP.	1,600	1,280	1,995	3,595	40,871	66,433
FORD MOTOR	2,565	3,672	373	3,106	148,072	113,664
GENERAL MOTORS	5,072	5,520	6,154	13,687	194,938	216,924
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	236	261	521	13,651	9,194
MACK	....	32	....	....	1,738	....
Total Trucks, Canada	9,597	10,740	8,783	20,909	410,913	406,215
N. American Trucks	47,264	48,714	34,339	94,848	1,644,509	1,748,107

†—Now includes window van production. *—Estimated.

Jeep includes commercial only. AM General includes government-destined vehicles.

AM General will no longer be figured in with North American trucks.

U. S. CAR PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
AMERICAN MOTORS	2,000*	3,480	2,000*	4,000*	138,848	101,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	16,100	21,450	15,801	37,011	493,393	637,687
Plymouth Total	5,800	10,150	5,247	12,951	226,738	322,657
Horizon	1,800	3,550	1,545	4,511	129,750	124,143
Reliant	4,000	6,400	3,702	8,440	26,486	188,927
Volare	....	....	....	....	51,740	....
Caravelle	....	100	....	....	5,181	2,139
Gran Fury	....	100	....	....	13,581	7,448
Chrysler Total	3,200	2,500	3,721	8,036	64,143	34,555
LeBaron	3,200	1,300	3,721	8,036	49,688	29,693
Chrysler	....	1,200	....	....	14,446	4,862
Dodge Total	7,100	8,800	6,833	16,024	202,512	280,475
Omni	2,800	2,550	2,641	6,627	108,784	110,471
Aspen	....	....	....	....	36,899	....
Aries	3,300	5,200	3,222	7,068	20,895	148,990
Diplomat	....	750	....	....	24,485	12,644
Dodge 400	1,000	....	970	2,329	....	4,688
St. Regis	....	300	....	....	11,449	3,682
FORD MOTOR	27,889	34,085	23,274	61,201	1,004,467	1,124,444
Ford Division	18,581	23,875	14,945	40,080	721,170	766,399
Escort	9,739	5,901	9,331	22,957	36,132	304,836
Pinto	....	....	....	....	68,179	....
Fairmont	3,638	2,994	602	4,507	173,841	152,394
Must./Must. II	....	4,398	....	1,666	192,437	128,925
Granada	3,989	4,825	3,792	8,161	79,858	83,416
T-Bird	1,215	3,321	1,220	2,773	97,136	55,942
Ford	....	2,436	....	....	73,587	40,886
L-M Division	9,308	10,210	8,329	21,121	283,297	358,045
Mercury Total	7,246	8,547	6,686	16,766	245,807	308,449
Bobcat	....	....	....	....	12,445	....
Lynx	2,601	2,201	2,652	6,509	12,458	103,704
Capri	....	1,058	....	337	56,070	42,378
Zephyr	944	851	158	1,135	56,765	44,662
Cougar	1,267	....	1,448	2,842	16,409	37,778
XR-7	398	3,147	396	1,092	49,279	26,542
EXP	239	....	242	579	....	905
Mercury	1,616	1,290	1,639	8,909	42,381	51,973
LN7	181	....	151	363	....	507
Lincoln Total	2,062	1,663	1,643	4,355	37,490	49,596
Continental ('82)	1,031	....	821	2,174	....	5,081
Lincoln	632	605	448	1,257	15,188	22,034
Mark VI	399	1,058	374	924	31,441	22,481
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	71,158	85,684	70,694	168,040	3,283,826	3,269,622
Buick Division	18,757	14,907	17,392	41,477	624,858	726,995
Skylark	5,778	4,085	4,771	11,611	176,906	224,350
Skyhawk J	....	....	....	....	....	....
Century	1,313	3,262	390	1,729	135,517	88,648
Regal	5,815	3,568	6,368	14,266	162,036	218,217
Buick	4,386	3,052	4,331	10,296	116,023	139,698
Riviera	1,465	940	1,532	3,575	34,376	56,082
Cadillac Division	7,390	4,594	6,859	16,814	157,299	218,860
Cimarron	1,080	....	700	2,138	....	19,656
Seville	900	615	884	2,056	27,150	20,740
Eldorado	1,170	1,255	1,149	2,805	42,138	48,697
Cadillac	4,240	2,724	4,126	9,815	88,011	129,767
Chevrolet Division	20,476	36,710	22,458	52,242	1,422,596	1,199,699
Chevette	3,030	9,000	4,894	10,869	377,095	281,450
Cavalier	5,911	....	5,192	12,979	....	94,411
Celebrity	841	....	....	841	....	841
Monza ('80)	....	2,780	....	....	135,023	....
Camaro	....	2,230	....	....	98,477	87,694
Citation	3,852	9,970	1,989	5,906	375,228	261,938
Malibu	3,765	5,810	4,007	9,151	214,692	192,032
Monte Carlo	2,477	3,520	2,777	6,125	91,034	114,066
Chevrolet	....	2,400	3,167	5,089	95,381	142,828
Corvette	600	1,000	432	1,282	35,666	24,439
Oldsmobile Division	15,503	16,307	15,375	36,675	608,301	699,136
Omega	2,490	1,977	2,418	5,768	92,519	117,850
Cutlass	4,800	8,060	4,849	11,567	303,529	317,500
Ciera	1,394	....	583	1,999	....	2,033
Oldsmobile	5,874	5,430	6,628	15,126	182,681	225,634
Toronado	945	840	897	2,215	29,572	36,119
Pontiac Division	9,032	13,166	8,610	20,832	470,772	424,932
Acadiant †	250	280	250	527	16,879	16,738
J2000	2,285	....	2,399	5,705	....	61,187
Sunbird ('80)	....	3,620	....	....	120,982	....
T1000	1,170	....	2,350	4,346	....	72,627
Firebird	7	2,058	....	7	64,692	43,475
Phoenix	1,420	2,915	....	1,420	115,018	83,232
Grand Prix	1,640	1,880	1,628	3,906	57,792	81,621
Bonneville ('82)	1,640	....	1,641	3,959	....	12,999
A6000	620	....	342	962	....	962
LeMans	....	1,895	....	....	48,996	42,027
Pontiac	....	518	....	....	46,413	10,064
VOLKSWAGEN	3,760	4,550	4,169	9,597	154,624	137,523
CHECKER	25*	90*	25*	60*	2,515	1,644
Total Cars, U. S.	120,932	149,339	115,963	279,909	5,077,673	5,272,492

CANADIAN CAR PRODUCTION

	Week Ended Oct. 17, 1981	Week Ended Oct. 18, 1980	Week Ended Oct. 10, 1981	Oct. to Date	Jan. 1 to Oct. 18, 1980	Jan. 1 to Oct. 17, 1981
AMERICAN MOTORS	570	....	697	1,608	....	27,301
CHRYSLER CORP.	1,164	1,920	92	2,356	60,102	48,407
FORD MOTOR	2,597	5,156	2,907	6,369	204,123	171,972
GENERAL MOTORS	6,880	9,929	8,776	18,869	392,663	394,944
VOLVO	180	180	224	494	7,950	8,255
Total Cars, Canada	11,391	17,185	12,696	29,696	664,838	650,879
N. American Cars	132,323	166,521	128,659	309,605	5,742,511	5,923,371
N. American Trucks	47,264	48,714	34,339	94,848	1,644,509	1,748,107
North American Cars and Trucks	179,587	215,238	162,998	404,453	7,387,020	7,671,478

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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In BL's future

Allegro/Maxi replacement

Although embroiled in a labor crisis that could bring disaster (Story on Page 20), BL, Ltd., is continuing its new-model program. This car, which carries the internal code name LM-10, is scheduled to replace the Austin Allegro and Maxi. The LM-10 is about the size of the Opel Kadett and Renault 14. It has front-wheel drive and engines ranging from 1.3 to 2.0 liters are being tested. A notchback coupe and a sport coupe are expected later.

Chrysler rebate plan winning dealer support

By Joseph Bohn
Marketing Editor

Chrysler's latest rebate appears to be drawing enough dealer support to make it fly, though dealer reaction was extremely varied.

Meanwhile, General Motors beefed up its interest subvention program by dropping the rate a bit last week. The cars covered and the end date for the program, Nov. 11, remain the same.

GM's 13.8 percent finance program on '81 X-cars and '82 J-cars wasn't as effective this time as it had been earlier. The potential $500 savings also didn't line up with the $600 rebates Ford was offering on competitive small cars.

So GM dropped the rate to 12.9 percent, with Robert D. Burger, vice president in charge of sales and marketing, noting that consumers now have the potential to save $600.

GM dealers still subsidize part of the cost of the lower rate, however, whereas competitive Ford and Chrysler rebates are all factory-funded.

Chrysler's rebate program was heading toward the 70 percent participation needed to make it successful, according to a number of reports.

Tentative deadline for signing up was last Friday, and there was still a group of uncertain dealers at mid-week.

The Chrysler program requires dealers to purchase their quota of '82 cars and trucks in order to participate in the retail rebates which run from $300 to $1,000 (AUTOMOTIVE NEWS, Oct. 19).

Dealers who went for the program generally didn't have excessive inventory of '81s. They felt the numbers they were being asked to buy weren't overly high.

Some added that the 10 percent floor-plan assistance program, coupled with the fact that some of the cars involved would not be built until late December, would also allow them to "stretch out" their inventory to some degree.

Competition was also a factor.

"Forget the inventory, the floor-plan. You ask yourself, 'How can I stay out? How many sales will it cost me by not getting in?' " said a Detroit-area dealer.

- Undecided dealers questioned that low-line Ks, for example, weren't covered by the rebates, nor four-door Omnis/Horizons and the new LeBarons and Dodge 400s. They also wondered and worried about it being late October, with the cold winter months approaching.

"We recognize they (Chrysler) have gotta do something. We've got to think along those lines. But we've got to weigh

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45-day supply includes very few Toyotas, Hondas

Import stockpile still thin

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. climbed slightly during September, but was still a very lean 45-day supply on Oct. 1. The industry had a 43-day stockpile of new imports on Sept. 1.

This skeletal 45-day stock of new imports Oct. 1 compared with a portly 69-day supply of domestic-built new cars.

The inventory of new imported cars Oct. 1 totaled 304,900 units, while the stockpile of imported pickup trucks was 90,500, a 47-day supply.

The combined car and truck total of 395,404, a 46-day supply, was actually down a bit from 403,400 a month earlier. But the days-supply figure gained because of a somewhat slower sales pace in September than in the previous month.

The slower sales pace, in turn, was almost undoubtedly due to the very short supplies of some nameplates, particularly Toyota and Honda. Toyota's emaciated 20-day supply of cars held the lid on that make's sales tightly enough that it relinquished the top import sales spot to Datsun, which had a healthy 51-day supply Oct. 1.

Honda sales were not hurt badly during September, but it opened October with a meager 13-day supply, lowest for any nameplate. With that kind of a stockpile—importers like to carry about a 60-day stock on the average—Honda dealers will be hard-pressed to sustain their sales levels this month.

Mazda had a slender 41-day supply of new cars, while Subaru had a 51-day stock and Isuzu had a 63-day supply. Chrysler Corp. had a 137-day supply of Mitsubishi-built cars.

Japanese-built pickup truck inventories were Toyota, 30 days; Chevrolet LUV, 50; Datsun, 55 days; Ford Courier, 59 days; Mitsubishi (Chrysler Corp.), 113 days, and Isuzu, 140 days.

The total inventory of Japanese cars and trucks Oct. 1 was good for 42 days, compared with a 56-day supply of German cars and trucks and a 92½-day stock of vehicles from other countries.

Volkswagen had a 57-day supply of imported cars, which was not far from its 61-day supply of U. S.-built cars. VWoA and its dealers also had a 48-day supply of Audis and a 57-day stock of Porsches.

BMW's stock estimate was healthy at 66 days, while Mercedes-Benz was a bit on the lean side with an estimated 51 days.

Other estimates of European line stockpiles were: Volvo, 76 days; Renault, 84½ days; Saab, 89 days; Jaguar Rover Triumph, 91 days; Fiat, 103 days, and Peugeot, 133 days.

DeLorean had an estimated 53-day supply in the U. S., which is not very many cars.

breaking news

Camaro to pace Indy 500

DETROIT.—There's been no official word from Chevrolet yet, but look for an '82 Camaro to be the pace car at the Indianapolis 500 auto race next May. The news probobly will be made public soon after the Jan. 14 dealer announcement of the all-new sporty compact. Last time a Chevy product paced the Indy pack was in 1978 when a Corvette did.

GM reports second-largest quarterly loss ever

DETROIT. — General Motors late last week reported a third-quarter net loss of $468 million, second largest quar-

Continued on Page 8, Col. 1

GM to push its spending programs despite hard times in Detroit

By Edward Lapham
Financial Editor

DETROIT. — General Motors has not materially altered its capital spending plans despite the lingering auto depression and is prepared to cut its common stock dividend and go to the U. S. debt market if necessary to accomplish its long-range goals.

GM Chairman Roger B. Smith told AUTOMOTIVE NEWS that GM's spending plans, previously put at $40 billion for the 1980-1984 period, had not been changed "materially," although the company has "done some pushing and pulling around, mainly as we watched the engineering load from our product programs."

Smith also said there has been some shift to overseas programs from domestic programs but declined to quantify or delineate the changes.

He said spending plans are fluid.

"They flow back and forth as programs develop," Smith said. "They aren't something that you chisel in stone in a wall and then mark them off as you go; they're all flexible.

"As we read the market differently from time to time we push one program up and another one back," he said.

Earlier in the year GM said it had delayed by one year the new Kansas City (Kans.) plant.

Recently, supplier industry sources have reported delayed and stretched-out GM purchase orders. In addition, the Pontiac two-seat P-car project plus the downsizing and conversion to front-drive of the standard B-body and C-body cars are said to have been stretched out.

In an exclusive interview, Smith told AUTOMOTIVE NEWS he doesn't know yet if GM will be able to accomplish most of the spending plans without going to the debt market in the U. S.

"That depends on how fast the economy recovers," he said. "You leave the borrowing to last because that's kind of your

Continued on Page 58, Col. 1

Roger B. Smith: Confident . . .

. . . GM is no 'flash in the pan'

Makers detail tough bargaining positions toward UAW

GM, Ford want $8 an hour back

By Marjorie Sorge
Labor Editor

General Motors and Ford Motor Co. say they have an $8 per hour wage disadvantage with Japan and they are planning to get it all back from the UAW in 1982 negotiations.

"I need $8 and I'm not too queasy about where I get it," said Alfred S. Warren Jr., GM's vice president, labor relations. "We are looking at the fact that we need $8 per hour to get back in the ballgame. The only question in my mind is where do I get the $8 and I guess I'm saying I'd like the UAW to help me find it . . . I need $8 to be competitive.

Peter J. Pestillo, Ford vice president, labor relations, agrees with the $8 per hour difference. He said, "We are looking for a package (in 1982 bargaining) that involves one sum that will let us say, 'OK now we can go out and take on the world.'"

Now, he said, the domestic auto makers are at a competitive disadvantage with Japan and the companies and the UAW must work together to make the U. S. makers competitive.

However, while the union agrees there is a cost differential it contends the $8 per hour is an exaggeration and said the auto companies are not taking the cost of lifetime employment and other Japanese fringe benefits into consideration.

The UAW does say it is almost impossible to put a dollar figure on the cost of lifetime employment, usually only available in the Japanese assembly plants, and that it does not have an actual dollar-per-hour wage differential figure.

It has, however, made job security the Number One demand for next year's round of bargaining. The companies see job security as a takeaway for them, saying it will hamper flexibility.

There is no specific definition yet for job security, but both Pestillo and Warren agree any job guarantees should be earned through seniority. They also warn that the only secure job is one directed at selling a competitive product and, according to Pestillo, "we could never give any vitality (for job guarantees) if we can't sell the products competitively."

In order to do that, GM and Ford believe the labor cost differential between Japan and the U. S. must be recovered. Both Pestillo and Warren agree it can be done without cutting the hourly wage rates, but emphasize there must be some giveups or exchanges. But both agree that all costs must be analyzed

Continued on Page 60, Col. 3

Alfred S. Warren

Peter J. Pestillo

Distinctive transportation

The K-Roadster, from Contec, of Lake Geneva, Wis., features a heavy-gauge steel mechanism for the sailcloth convertible top, two-tone paint treatment, a reupholstered interior, leather steering-wheel cover and wire wheels.

Center for Auto Safety to appeal, says label is not a repair

Court upholds Ford-DOT transmission deal

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A federal district judge has upheld the settlement reached between Ford Motor Co. and the Department of Transportation in the case involving Ford transmissions which allegedly slip unexpectedly from Park to Reverse.

Judge Oliver Gasch, while upholding the right of the Center for Auto Safety to seek review for its members, said the Transportation Secretary acted within his discretion in settling the matter.

"We are gratified by the decision," said Roger E. Maugh, Ford director of auto safety. "Ford has always believed that its settlement with the Department of Transportation was proper."

Clarence Ditlow III, head of the Center for Auto Safety, said he will appeal the decision. He said that 10 additional deaths, alleged to be the result of slipping transmissions, have occurred since the settlement.

The center argued that allowing Ford to send warning labels for owners to affix to their cars was not a "repair" under the law and was not effective in preventing deaths and injuries.

The center has also argued that the history of the defect investigation involving some 16 million Ford vehicles and five types of transmissions had culminated in a "final" determination of defect by a memo sent by then NHTSA head Joan Claybrook to then Secretary Neil Goldschmidt. The government contended that the memo's notation, "subject to your approval," made it a recommendation only. The judge agreed with the government.

Judge Gasch found the settlement made by Thomas Allison, Acting Secretary in Goldschmidt's absence, was not "arbitrary and capricious." Affidavits from NHTSA officials support a settlement he said, because of the complexity of the investigation.

One of the unique features of this case was that some malfunctions were not caused by damaged parts; sometimes, the transmissions held and sometimes not, and the interaction between driver and vehicle was more important than in other investigations.

Faced with Ford's insistence that no defect existed, NHTSA, according to the judge, "faced a prolonged inquiry and difficult, if not insurmountable, problem of proving that a defect actually exists."

This was combined with the fact that most incidents could be prevented if drivers heeded the warning to use the parking brake and turn off the engine. The judge found "it was not irrational for the Secretary to conclude that agency resources could be better used in attending to other matters and to settle the Ford investigation in the way he did."

Thus the [illegible]ement was a "reasonable [illegible]" of the Secretary's disc[illegible]udge Gasch said.

Separately, a [illegible]s-action suit involving Ford transmissions that allegedly slip from Park to Reverse is pending in the District of Columbia federal court.

Quantum and restyled Scirocco unveiled

VW sees 16 pct. sales gain in '82

By John Russell
New York Staff Writer

BUCK HILL FALLS, Pa. — Projecting an upturn in the U. S. auto market, Volkswagen of America President James McLernon blamed its current depressed state squarely on high interest rates which, he said, have stifled buying in the middle price range, thereby cutting into VW sales.

Speaking at the introduction of Volkswagen's new models, the Quantum and the restyled Scirocco, McLernon forecast industry sales to reach 10.2 million in 1982 if the economy is strong. For Volkswagen, he forecast 337,500 sales in calendar 1982, a 16-percent increase from projected 1981 sales of 290,000 units.

McLernon said the startup of the new plant in Sterling Heights, Mich., originally scheduled for summer of 1982, is now planned for October, 1982.

He said the line rate—based on current sales projections — would be somewhat less than the Westmoreland (Pa.) plant and would likely be in the range of 800 vehicles per day. Westmoreland has a maximum capacity of 940 vehicles per day.

The Westmoreland operation is under the gun because the contract with the UAW expires Nov. 1. McLernon would not comment on the specific issues being negotiated, and would say only that the company is optimistic a settlement can be reached without a strike.

The purpose of the gathering here was to unveil the Quantum, which replaces the Dasher, along with the rest of the '82 VW line. The Quantum is available as a four-door wagon ($10,950), four-door notchback sedan ($10,550) and two-door coupe ($10,250).

The Scirocco has been restyled for '82 and lengthened 10 inches. Weight has been increased 60 pounds. Fuel economy has been improved 12 percent, to a city average of 29 MPG and a highway rating of 41 MPG. The Scirocco has been priced at $10,150.

Richard Mugg, vice president

Continued on Page 57, Col. 1

Take pay cut, buy plant or lose jobs, employes told

Ford gives workers a tough choice

SHEFFIELD, Ala.—Ford Motor Co. has informed the UAW and salaried employes of its aluminum casting plant here that innovative steps will be required to keep the plant from closing.

William H. Gay, general manager of Ford's Casting Division, said employes were offered a choice of a profit-sharing plan with continued company ownership or employe purchase of the plant.

In either case, he said, employes will have to accept substantial cuts in base pay and fringe benefits beginning Jan. 1, in order to make the plant competitive. Otherwise, the plant will be phased out of production and the parts now made here obtained from other sources.

"The Sheffield plant has lost money for the last six years because its costs are too high," Gay said. "Sheffield is not competitive with most other aluminum die-casting plants and it must become so if it is to continue operating. The only way it can become competitive is with a substantial reduction in labor costs."

The 587,900-square-foot Sheffield plant began operations in 1957, and reached a peak output in 1977, when 138 million pounds of components were shipped. Peak employment was approximately 1,500 in 1978.

Currently, the plant employs about 940 persons in production and 166 salaried positions. In addition, 210 employes are on layoff.

Product liability bill under Senate scrutiny

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A draft of a proposed federal product liability law now being circulated would preempt state liability laws and would presume a vehicle to be "reasonably safe" if it complied with standards set by NHTSA.

The draft is being circulated by Senator Robert W. Kasten, the Wisconsin Republican who chairs the Consumer Subcommittee of the Senate Commerce Committee.

It would not change jurisdiction of federal courts.

It is an attempt to put into one basket actions under theories of strict liability in tort, negligence, breach of warranty, failure to warn or instruct, or misrepresentation.

In the current draft, special treatment is accorded drugs and vehicles. Products covered by ordinary federal, state or local standards would have some shield; they could be challenged by consumers who could show by "clear and convincing evidence" that a "reasonable prudent" seller would have taken extra care, for example, in design, or that a safer design was available and practicable beyond existing standards.

For auto makers that could be a formidable burden of proof. But the language being considered makes the issue moot: A subsequent section specifies that compliance with a standard set by NHTSA or the Food and Drug Administration presumes that the product is "reasonably safe" as to design, warnings and instructions.

- This section is likely to become the most controversial. Clearly, the makers would welcome whatever shield NHTSA's minimum performance standards could give. Equally clearly, consumer groups and especially Ralph Nader and the Assn. of American Trial Lawyers will make strong objections.

Kasten sees a clear need to stabilize product liability law. He believes conflicts in state laws make it hard for consumers to know their legal rights and for producers to know their obligations.

This has meant "expensive and burdensome legal costs which are passed on to consumers," as well as "instability" in insurance costs, he said.

The draft is similar to a House bill introduced last year. It is open for comments until Nov. 15.

The bill covers manufacturers, wholesalers and retailers — including dealers that lease as well as sell — but its effect is

Continued on Page 57, Col. 1

Members sought but leaders still unnamed

Clandestine coalition again taps dealers

By Joseph Bohn
Marketing Editor

The Coalition of Auto Dealers, a dealer-rights group, claims to have received considerable dealer response, but it is still actively seeking new members.

The clandestine group, whose principals remain a mystery, sent letters to an indeterminate number of dealers, soliciting one-time $750 membership fee.

The letters were signed by Gerald Tattersal, and carried a Dearborn postoffice box number.

AUTOMOTIVE NEWS was unable to reach Tattersal, who is unlisted in the Dearborn area.

Efforts of the Coalition to organize an all-line dealer organization to fight the factories were first reported in a July 20, 1981, article in AUTOMOTIVE NEWS.

In its latest letter, the Coalition claimed it was "literally swamped with requests for participation from all over the country," following the article.

"This set us back a little on our program, and we apologize for the delay . . . the hundreds upon hundreds of letters and calls . . . though we were not prepared for this encouraging response, answering them was a pleasure," Tattersal said in the letter.

The group claims to have heard from dealers in 36 states, 31 associations and eight private groups, "but it isn't enough. Before they call a national press conference, they want it just that, a national organization . . . They know your problems and what you need . . . all they need . . . is you," the letter said.

Citing what it called the "arrogance of the factories . . . the inability of their associations or even newly formed alliances to accomplish anything" as the basis for starting the movement, Tattersal's letter added:

"If you are really an independent businessman, now is the time to stand up and be counted."

- The letter continued, "Not all dealers are needed and not all dealers will receive this letter. We have reasons for this which will be explained in the very near future."

It told dealers to "expect a barrage of denials from the factories, unfounded rumors, and some of your associations may even condemn the whole idea. They have manipulated the dealers for so long they consider them naive and pliable, and will offer a lot of lies, promises and extras to stop this movement."

It invited dealers to list their grievances — but not to discuss rebates, floor-plan assistance or price increases which are all past tense.

Commenting on the letter, Ray Cohen, executive vice president of the Independent Dealers Committee Dedicated to Action, said the "more dealers have going to represent them, the better off" they are.

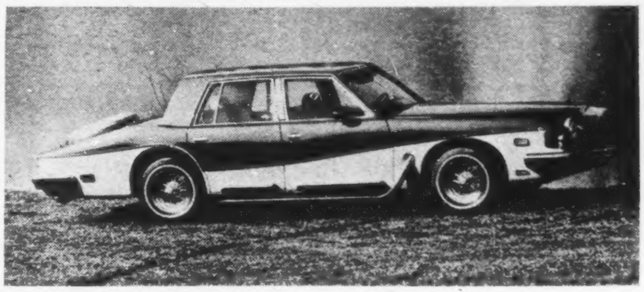
He thought the concept of the group was OK, but was disturbed by the timidity of its leadership.

"If the organizers of this (movement) are so frightened they do not want to be identified, then you have to question their capacity to accomplish anything," he said.

Cohen also noted that the letter was full of generalizations, with no specific solutions beyond getting negotiators to negotiate with the factories. The group, as previously reported, retained San Francisco lawyer Melvin Belli as its counsel.

Cohen thought that if the group ever succeeded in negotiating with the factories, then their $750 fee would be well worth the cost.

But, he cautioned, there have been other organizations through the years; and although they accomplished a lot in warranty and dealer protection, they never approached what "this organization intimates it can do."



New model from Stutz

The 1982 Stutz 4Porte from the New York-based company, Stutz, mixes technology with out-and-out luxury. It features an on-board computer system, 18K gold interior items and Connolly leather inside a hand-pounded body. With a price tag of $87,000, the 4Porte is produced at a rate of six a month.

Odometer regulation also slated for scrap pile

NHTSA to kill speedometer rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — As promised last April, NHTSA has moved to rescind the standard on speedometers and odometers.

In the notice of proposed rulemaking, NHTSA says it has tentatively concluded that the relationship to safety is tenuous. Although a 45-day comment period is allowed, the rescission is expected to follow and be effective immediately with publication.

The speedometer provisions, effective from '80 models on, required use of both miles and kilometers and highlighted 55—the national speed limit — and set 85 MPH or 140 km/h as the maximum speed listed. The theory was lives would be saved by calling attention to the speed limit and not tempting young drivers to test a car's speed beyond that listed. The use of MPH and km/h was because of planned use of metric measures on highway marking — now abandoned.

The odometer provisions — which the Reagan Administration has already delayed for a year — focused on discouraging tampering. The theory was that fewer vehicle buyers would be misled about the age of a vehicle or its condition and that proper preventive maintenance would be done on an accurate odometer reading.

NHTSA now believes that neither requirement is likely to have "measurable or significant safety benefits."

- The manufacturers are likely to continue to have both speedometers and odometers on cars because consumers want them. Since makers started to use 85 MPH as the top speed before the standard, they are likely to continue to use that. Spotlighting 55 MPH on the dial adds little to driver information that he cannot get from roadside markings.

Likewise, consumer pressure will insist that odometers remain in vehicles. Besides, odometers may not have the effect on safety NHTSA once thought because the study used dealing with maintenance also shows that the driver will be aware of the need for maintenance from "appearance or performance" rather than mileage.

But consumers may save a small amount by having cheaper odometers rather than tamper-resistant ones—but not as much as the $1.30 estimated earlier, since that included both capital costs and variable costs. Since some makers — like General Motors — have already spent the capital, consumers would save only on variable costs. Ford, on the other hand, might be able to save some $500,000 in investment costs and 75 cents per car in variable costs. This, however, may be offset by cancellation fees to contractors.

Odometer makers may be adversely affected if profits for more sophisticated odometers are higher than for usual ones, but this is also offset by receipt of cancellation payments from vehicle makers. Most of these equipment makers, however, are not small businesses and may be able to make up any difference in another area.

The proposed rescission would also affect a small change in the standard covering controls and displays — allowing use of only MPH, not km/h.

NOx control technology may not develop in time, National Research Council says

Study finds '86 HD emission rules unrealistic

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A National Research Council committee looking into emission-control possibilities for heavy-duty gasoline and diesel trucks is agreeing with the assessment of the Carter-era EPA that technology does not and may not exist to meet the 1986 NOx emission standard dictated by Congress.

In a 100-plus page report to the EPA, the committee said HD diesel engines will not be able to meet the 1986 NOx standard of 1.7 grams per brake horsepower per hour and that HD gasoline engines may not be able to, either.

The 1.7-gram NOx standard represents the 75-percent reduction from base-level tailpipe emissions that Congress ordered in its rewrite of the Clean Air Act in 1977.

Early in January of this year, EPA said in a notice of proposed rulemaking that it did not think heavy-duty diesel engines could meet the NOx standard by 1986 and that it was considering a standard that amounted to the maximum feasible reduction possible which, according to sources, would likely be 4.0 g/bhp/hr. for both diesel and gasoline-powered HD engines.

A public hearing was scheduled for this fall but was postponed until next year, pending review of this proposal by the new EPA administration. The EPA, under its program to relieve the regulatory burden on the auto industry, is presently finishing up work on easing the HC and CO standards for HD engines such that the gasoline-powered engines will not need catalysts.

Sources at the agency said its revision of the 1986 NOx standard would not result in the need for catalysts, either.

In its assessment of emission-control technology for HD engines, the National Research Council concluded that for diesel engines, all technology available for NOx control would likely result in an increase in HC and particulate emissions, in a loss of fuel economy and in a loss of engine performance.

In any case, this technology was not yet far enough along to ensure NOx control to the 1.7 g/bhp/hr. level required by Congress, the committee reported.

HD diesel engine makers are looking at modifications to fuel injection timing and pressure, cooling of the intake air charge and possibly exhaust gas recirculation (EGR) as means of controlling NOx emissions but, while these have been effective on passenger diesels they are not expected to produce similar results for heavy-duty diesels largely because the duty cycle and engine-life requirements are substantially different.

EGR, for example, is the prime candidate for NOx control in light-duty engines but it tends to lead to oil contamination and shorter engine life, a situation controllable in light-

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57th year — No. 4886

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80 pct. oppose easing of standards, House group told

Harris poll finds Clean-Air support

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—As the U. S. auto companies lobby Congress to roll back auto and truck emission standards, ease the testing requirements under those standards and reduce their overall exposure to emissions-related recalls, a new Louis Harris poll shows the U. S public strongly opposes such action.

Harris presented the results of his latest survey before a House Environment and Health Subcommittee now reviewing the Clean Air Act amendments of 1977 which are up for reauthorization this year.

He said that by 80 to 17 percent, the U. S. public does not want to see any relaxation in existing federal regulations of air pollution and that a 54 percent to 42 percent majority opposes postponing "current deadlines for auto companies meeting auto pollution standards."

While the latter results "indicate some sympathy by the American people with the plight of the American automobile industry, a majority feels help for the industry will have to come from elsewhere," Harris said.

The results of this latest poll "add up to a powerful message to Congress to renew the Clean Air Act and not to do anything to it that would in any way make the air dirtier than it is now," Harris said.

Rep. Henry Waxman, California Democrat and chairman of the subcommittee, and one who favors just that approach, said he thought the poll results should give both Democrats and Republicans pause to consider their respective approaches to reconsideration of the Clean Air Act.

Others on the subcommittee, including Rep. John Dingell, Michigan Democrat, chairman of the House Energy and Commerce Committee and a leader in the auto industry's fight for relaxation of the emission standards, tried to pick the Harris Poll results apart but Harris said the facts speak for themselves.

"I am saying to you (Rep. Dingell) just as clear as can be

Continued on Page 8, Col. 1

Makers detail tough bargaining positions toward UAW

GM, Ford want $8 an hour back

Continued from Page 2

and weighed before a new contract is negotiated and signed.

In next year's negotiations, the two companies will look at:

1. Eliminating some paid personal holidays (PPH) and paid personal absence (PPA) days. Auto workers now get 26 PPH days over the life of the current agreement and 5 PPA days.

2. Putting a cap on cost-of-living-adjustments (COLA).

3. Diverting money from COLA to pensions. This has a precedent in the 1979 agreement where one cent from each quarterly COLA payment for the first eight quarters of the contract was diverted to help pay the cost of fringes. During the final three quarters, 2 cents was diverted for a total of 14 COLA pennies. The diverted money is unrecoverable.

4. Either eliminating or drastically changing the 30-and-out program which both companies say is very expensive. This could include cutting the benefit payments.

5. Sliding wage scales based on seniority.

6. Decreasing the Annual Improvement Factor (AIF) currently set at 3 percent.

7. Cutting SUB fund benefits after an employe has been drawing for a certain amount of time.

8. Phased-in benefits on seniority.

9. Changes in the work rules to fewer job classifications or different scheduling or a restructuring in staffing.

10. Shortening the apprentice program and changing it to meet the demands of a quickened pace.

In exchange, the companies could offer profit-sharing or increases in the Employes Stock Option Program (ESOP).

Ford and GM are looking toward longer contracts, say five years, although UAW President Douglas A. Fraser has said he wants shorter agreements. Warren said any five-year agreement could have reopeners but Pestillo maintains reopeners constitute separate contracts and wants an iron-clad five-year agreement.

Absenteeism will also play a role in next year's bargaining, although perhaps more significantly at GM. Pestillo said absenteeism at Ford has dropped greatly, as much as 50 percent in some plants, since Employe Involvement was introduced.

GM, however, has not experienced much decline in its absenteeism rate and Warren said perhaps tying it in economically may help solve the problem.

"We must look at every single cost element of the agreement from actual cash outlay to benefit improvements, to basic costs, to increased costs of fixed benefits — that is the hospitalization type things that have escalated — to the mix of the package," Pestillo said. "We must look at the elements in the package that may not make it cost effective, such things as do we worry about chiropractry or podiatry, things of that kind.

"I'm not trying to single out anything but perhaps dental care is in need of refinement," he said. "We must recognize that we are dealing in a totally international climate in this country with a mentality of the past that led us to setting wages in isolation."

Both Ford and GM have blamed the higher U. S. labor costs for the loss of jobs to overseas sourcing and have threatened to send more jobs offshore if labor costs are not reduced immediately.

Ford has already opted to send the C-3 transmission for the company's new Ranger pickup truck to Bordeaux, France, where it is already being built, rather than retool in the U. S. That decision cost 250 jobs at Sharonsville, O., but production of the C-5 transmission continues.

But, Ford's big decision, where to build the new automatic overdrive transaxle, is still up in the air, and Pestillo said both the UAW and the company are working together to try and keep its production in the U. S., specifically at the Livonia (Mich.) transmission plant.

That operation is currently all rear-wheel-drive and losing the AXOD production would not only cost 4,000 jobs but would cripple the plant, Pestillo said. However, he said he is confident a compromise can be reached and the jobs will stay in the U. S.

GM, too, is making decisions now for two or three years down the road, Warren said, and jobs could be lost if it is more cost efficient to build overseas.

Pestillo and Warren again said they are ready now to begin negotiating a new contract. The UAW has said it will not reopen bargaining, but, according to Pestillo, the union has not indicated recently that Sept. 15 (the current contract expiration date) is as sacred as it was a year ago.

The union said it is setting up study groups to begin meeting with their counterparts at Ford and GM soon. And Warren and Pestillo said they are ready to set up their study groups as soon as the UAW contacts them. The union has not said it would not begin bargaining early and the study groups could be the beginning of formal negotiations.

If nothing else, the 1982 contract negotiations will be creative, Warren and Pestillo said. But the possibility of separate agreements for each of the Big Three still looms over the bargaining table.

Warren said separate agreements would add another tier to the two-tier wage structure, which GM said has given Chrysler a cost advantage per car over the other auto companies. Some analysts have said GM would rather take a strike than see separate agreements. Warren said he doesn't want to think strike but GM cannot afford a three-tier wage structure because it would weaken the entire domestic industry.

Pestillo said there are already many tiers in the auto industry, with separate agreements at American Motors and Volkswagen of America, and that the parts suppliers have created additional tiers.

"We will negotiate with the people they (UAW) send us and we'll do so in a vacuum if that be the case," he said.

JAPAN VS. GM - U. S.

AVERAGE LABOR COSTS

	JAPAN*	GM**	GM (over)/ under vs. JAPAN
		$ Per Hour	
Payroll-Related			
Base Pay	4.26	9.65	(5.39)
Overtime	1.05	0.51	0.54
Bonus***	2.16	—	2.16
Night Shift Allowance	0.59	0.27	0.32
Commutation Allowance	0.21	—	0.21
COLA	—	0.84	(0.84)
Vacation/PPH/Paid Absence	0.55	1.45	(0.90)
National Holidays	0.25	0.77	(0.52)
Other	0.03	0.04	(0.01)
Total Payroll-Related	9.10	13.53	(4.43)
Benefits			
Group/Medical Insurance	0.32	2.27	(1.95)
Medical Services	0.12	—	0.12
Housing Allowance	0.29	—	0.29
Meal, Uniform Allowance	0.06	—	0.06
Pension	0.48	1.54	(1.06)
Unemploy. Ins. & Soc. Sec.	0.35	0.96	(0.61)
SUB & ISP	—	0.30	(0.30)
Other	0.06	—	0.06
Total Benefits	1.68	5.07	(3.39)
Grand Total	10.78	18.60	(7.82)

* August 1980 Data For All Full-Time (Both Production and Office) Employes of a Representative Manufacturer, Translated at Current Exchange Rate (206 Yen/$)

** Third Quarter 1980 Data For Hourly Employes

*** Contingent Upon Firm's Profitability and Payable In August and December

SOURCE: GENERAL MOTORS

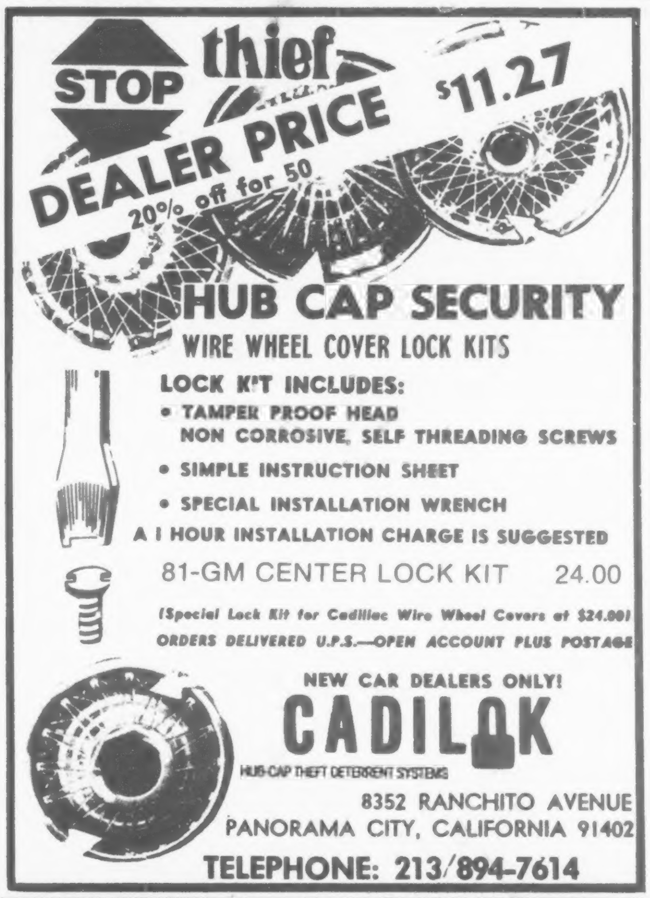
Supreme Court declines to review odometer case

WASHINGTON. — The Supreme Court has upheld a lower appeals court decision in which a Georgia used-car dealer, Little Motors Co., was found guilty of defrauding a customer on an odometer reading. The high court denied a petition to review.

The case stems from Little's sale in 1977 of a '67 Chevrolet to Brenda Lee Suits, Inc. At the time, the car's odometer read 000,073 miles. Little Motors Co. put "unknown" on the customer's odometer disclosure statement.

Brenda Lee Suits sued Little Motors, claiming the dealer intended to cheat the company on the sale of the car. A Georgia district court ruled in favor of Little Motors but that decision was reversed by the Georgia Fifth Circuit Court of Appeals.

In its petition to the Supreme Court, Little Motors Co. argued the appeals court was "substituting its opinion of the evidence for that of the trial court judge and jury."



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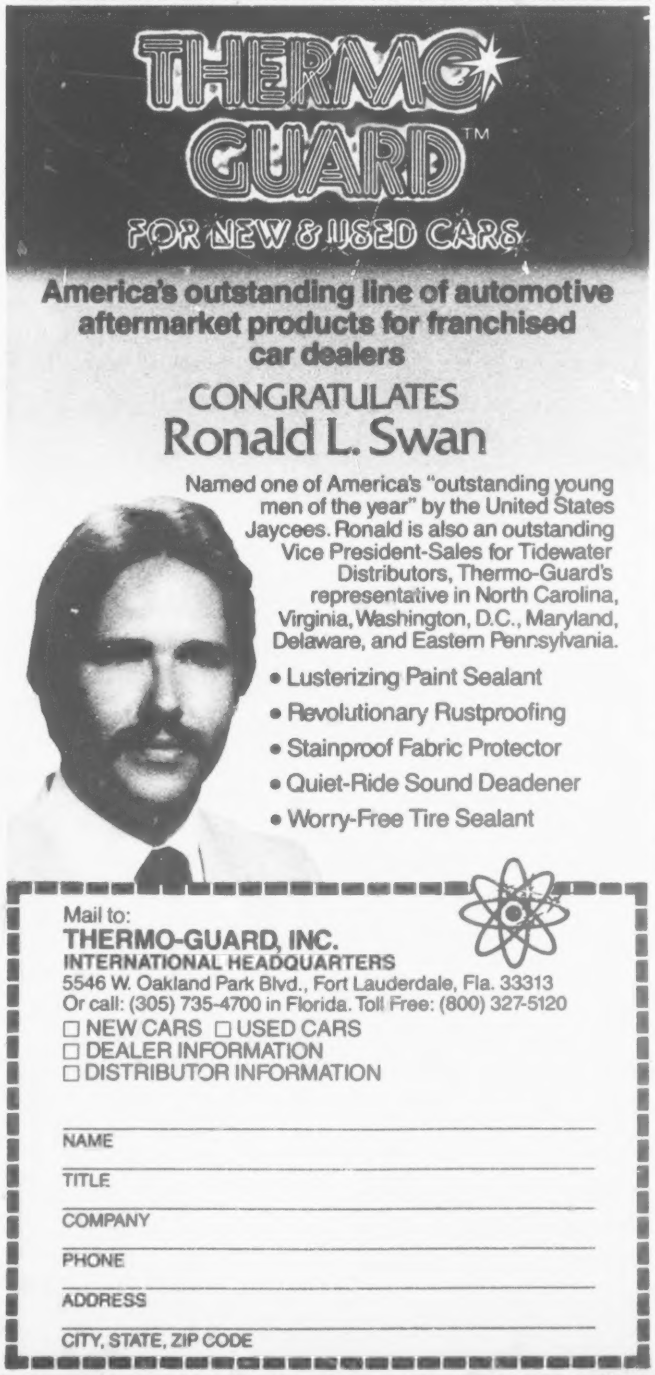

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Detroit Diesel beefs up 92s for tough '80s

DETROIT. — General Motors' Detroit Diesel Allison Division has introduced an improved line of engines designed for better service in the "environment of the '80s," described by DDA as a period of declining fuel quality, changes in composition of lube oils and tougher emission regulations.

"All of these factors put additional stresses on a diesel engine, regardless of who manufactures it," said David F. Merrion, DDA product engineering director. "In addition, the user is demanding greater fuel economy and longer life."

He said DDA will meet these challenges with the new "Silver Series" diesels which feature a number of product improvements designed to increase fuel economy, durability and reliability. The engines are painted silver instead of the traditional green.

Merrion said fuel savings with the Silver 92 diesels—six and-eight-cylinder engines ranging from 270 to 445 HP — vary with the model, but "users can expect significant improvement in fuel economy compared with the previous Fuel Squeezer models."

He noted that virtually every component has been upgraded through extensive research by a special product team set up about three years ago to study every aspect of the engine's design, manufacture and application.

- "The team approach allowed us to take a broader view and accelerate the normal evolutionary process of diesel-engine development," Merrion explained. "Instead of taking one component at a time and improving it, we were able to take the entire engine and look at it with an eye to see what could be done better.

"It enabled us to incorporate new technology and employ new materials in a very short time," he said. "The team approach will continue to function, investigating future engine developments."

Improvements incorporated in the Silver 92 engine include:

A new piston fire ring with

Continued on Page 28, Col. 3

Fruehauf's fuel-saving concept

Fruehauf Corp. unveiled this futuristic tractor-trailer combination at the recent World Truck Symposium & Exposition in Detroit. The company believes a combination like this could provide up to 40 percent fuel-economy improvement, 39 percent more cargo capacity and improved safety features.

Fruehauf concept unit has 3 main objectives

DETROIT. — Fruehauf Corp., the world's largest trailer manufacturer, has unveiled a concept tractor-trailer combination which it said could offer up to a 40 percent improvement in fuel economy, 39 percent greater cargo capacity, and more improved safety features than a current tractor-trailer combination (using a 45-foot dry freight van trailer).

This futuristic tractor-trailer combination, called the Fruehauf FEV2000, was introduced at the first World Truck Symposium and Exposition here in September.

Edward J. Hayes, Fruehauf research and development vice-president, said the FEV2000 prototype combines into one product, technology that has been in development at Fruehauf over the past few years.

The aerodynamically styled combination is 60 feet long, with the 102-inch wide trailer accounting for 50 feet of the length.

According to Hayes, the reduction of aerodynamic drag for the total rig was one of the primary considerations made in designing the FEV2000.

With its unique aerodynamic treatment, he said, the FEV2000 employs various elements to reduce aerodynamic drag by up to 57 percent over a standard tractor-trailer van combination.

To reduce the drag caused by the gap between a traditional tractor and trailer, the FEV2000 features a speed-actuated three-paneled gap seal, which Hayes said can help reduce aerodynamic drag by up to 16 percent at highway speeds while allowing maximum clearance for low-speed tight maneuvers.

Similarly, there are side skirts on the tractor and trailer to reduce air-drag losses underneath the combination for a reduction in aerodynamic drag of up to 18 percent.

Side skirts on the trailer are speed-actuated so that they go into action at highway speeds, but retract out of the way when greater clearance is needed, Hayes explained.

Other aerodynamic-improving features on the FEV2000 include:

A fairing on the cab roof to direct the air smoothly over the trailer roof.

An air dam to reduce underbody air-drag losses by direct-

Continued on Page 24, Col. 1

Something new 'Down Under'

Ford Motor Co. of Australia, Ltd., calls the availability of its new Ford Cargo medium truck the most significant truck-product introduction in the firm's 56-year history. Cargo is offered in five basic 4x2 models and one 6x2 for a wide range of applications—city and short-haul delivery, general industry and construction and farm work.

Eaton producing 2 new 15-speed transmissions

GALESBURG, Mich. — Two 15-speed New Generation Fuller truck transmissions with multi-mesh gearing are now in production at Eaton Corp.'s Transmission Division.

The new models, RT-11615 and RT-14615, have higher torque capacity than the RT-915 and RT-12515 transmissions they replace, Eaton said.

The RT-11615 is designed for engines with up to 370 HP and 1,150 foot pounds of torque, while the RT-14615 is for engines with up to 450 HP and 1,400 foot pounds of torque. The latter model also can go with engines up to 600 HP with approval. Overdrive models are available in each capacity range.

The new 15-speed transmissions are basically 10-speed Fuller Roadrangers equipped with extra five-speed reduction ranges, a spokesman said. However, ratios have been changed in both transmissions so the low, or starting, gears now have even greater reduction than previous

Continued on Page 28, Col. 5

truck industry news

Groups 1-3 totals top year ago

Light trucks push up August registrations

August increases over 1980 in two of the three light-truck groups cut the rate of decline in U. S. registrations of new trucks of all types to its lowest level since October 1979.

During the month, according to R. L. Polk & Co., 194,175 vehicles were registered, down 0.8 percent from last year's 195,779. The eight-month total of 1,469,770 units, however, was 14.6 percent lower than the year-earlier 1,720,170.

Table on Page 56

Light-truck registrations in August were up 1.3 percent over the same month a year ago, 174,861 versus 172,577. Group 2 was the only one of the three to show a decline from the 1980 count.

There were 98,538 Group 1 tallies during the month, an increase of 6.3 percent over last year's 92,736 units. Registrations of imported light trucks were 8.5 percent higher, from 26,524 units in 1980 to 28,783.

The Group 3 total was almost quadruple the 1980 count, soaring to 808 units, a gain of 243.8 percent over last year's 235. Group 2 was down 5.1 percent, from 79,606 units a year ago to 75,515.

Medium-truck registrations during the month were off slightly from a year ago, but the decline in the count for the heavies was substantial.

The mediums' total was 6,108, down 6.2 perecnt from the year earlier 6,514. There were 193 Group 5 tallies, up 21.4 percent over last year's 159. Group 6 was down 6.9 percent, from 6,352 in 1980 to 5,913 units. Only two Group 4 vehicles were registered, compared with three a year ago.

Both heavy-truck groups suffered losses as the month's total sagged to 13,206 units in August, a decline of 20.9 percent from last year's 16,688.

The Group 7 count was off

Continued on Page 24, Col. 5

HD registrations for eight months off 20 pct. from '80

Eight-month registrations of new heavy trucks in the U. S. topped the 100,000 mark in mid-August, about six weeks later than a year ago and fell almost 20 percent below the 1930 January-August count.

Through August, according to R. L. Polk & Co. statistics, there were 106,821 Groups 7 and 8 tallies, off 19.3 percent from the 132,356 units registered in the comparable period last year.

The August total of 13,206 units was down 20.9 percent

Continued on Page 30, Col. 5

U. S. TRUCK REGISTRATIONS

Eight months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	8 mos., 1981	Percent Share of '81 market	8 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	473,054	32.19	545,898	31.74	+ 0.45
Chevrolet	443,995	30.21	517,263	30.07	+ 0.14
Dodge	111,873	7.61	160,075	9.31	— 1.70
GMC	108,193	7.36	128,519	7.47	— 0.11
International	41,182	2.80	43,254	2.52	+ 0.28
Jeep	38,181	2.60	55,618	3.23	— 0.63
Mack	12,585	0.86	14,609	0.85	+ 0.01
Plymouth*	10,703	0.73	20,132	1.17	— 0.44
Kenworth	7,087	0.48	8,242	0.48	......
Freightliner	5,808	0.39	7,616	0.44	— 0.05
Peterbilt	4,120	0.28	4,974	0.29	— 0.01
White	1,837	0.12	3,518	0.21	— 0.09
Volvo	1,108	0.08	519	0.03	+ 0.05
Autocar	809	0.05	1,100	0.06	— 0.01
Western Star	532	0.04	740	0.04	......
Diamond Reo	66	....	73	....	......
Misc.**	208,637	14.20	208,020	12.09	+ 2.11
TOTALS	1,469,770	100.00	1,720,170	100.00	......

★—No registrations for Oklahoma, 1981 and 1980; Delaware, August, 1981; Washington, August, 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow
** Miscellaneous includes Imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Eight months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	8 mos., 1981	Percent Share of '81 market	8 mos., 1980	Percent Share of '80 market	Pct. Pt Change, '81-'80
International	27,482	25.73	23,113	17.46	+ 8.27
Ford	22,447	21.01	33,687	25.45	— 4.44
GMC	14,490	13.57	20,675	15.62	— 2.05
Mack	11,680	10.93	14,320	10.82	+ 0.11
Chevrolet	7,267	6.80	11,355	8.58	— 1.78
Kenworth	7,087	6.63	8,242	6.23	+ 0.40
Freightliner	5,808	5.44	7,616	5.74	— 0.30
Peterbilt	4,120	3.86	4,974	3.76	+ 0.10
White	1,837	1.72	3,518	2.66	— 0.94
Volvo	1,093	1.02	517	0.39	+ 0.63
Autocar	809	0.76	1,100	0.83	— 0.07
Western Star	532	0.50	740	0.56	— 0.06
Diamond Reo	66	0.06	73	0.06	......
Misc.	2,103	1.97	2,426	1.84	+ 1.97
TOTALS	106,821	100.00	132,356	100.00	......

★—Trucks in Groups 7 and 8 only; no registrations for Oklahoma, 1981 and 1980; Delaware, August, 1981; Washington, August, 1980.

Honda Accord reshaped for '82

The Honda Accord line, which debuted in the U. S. in 1976, gets a major redesign for 1982. Front and rear styling has been altered, and front and rear spoilers and lower hood contribute to better aerodynamics.

Honda redesigns '82 Accord adds high-MPG Civic model

A redesigned Accord series plus a new high-mileage Civic model head the Honda offerings for 1982.

The Honda lineup is again comprised of three series—Civic, Accord and Prelude. There are six Civic models, three Accord models and one version of the sporty Prelude. All Hondas have front-wheel-drive and rack-and-pinion steering.

The new Accord models are wider and built on a longer wheelbase, thus expanding inside passenger and luggage space. A lower hood and front and rear spoilers heip improve aerodynamics and fuel efficiency. Front and rear styling has been changed also.

The Accord is offered in hatchback, LX hatchback and sedan models. All have a standard 1,751-cc engine and five-speed transmission, plus a new larger 15.8-gallon fuel tank. Cruise control is now standard on the four-door sedan.

A three-speed automatic transmission is optional on all Accord models. With five-speed transmission the Accord is rated by the EPA at 30 MPG city, 41 MPG highway.

Inside, the redesigned Accords feature a new four-spoke soft-grip steering wheel, a headlights-on warning function and new form-fitting seats.

The newest Civic model, the 1300 hatchback, took top honors in the EPA's 1982 gas-engine mileage rankings. It earned a rating of 41 MPG city and 55 MPG highway. Standard Civic FE (Fuel Economy) equipment includes a 1335-cc engine, five-speed transmission, steel-belted radial tires and tachometer.

Other 1982 Civic models are the 1300 hatchback, the 1500 DX hatchback, the 1500 GL hatchback, the Civic four-door Sedan and the Civic wagon. With an EPA rating of 35/46, the Civic wagon is the highest mileage wagon available in the U. S., Honda said.

Experimental Alfa engines operate on 2 or 4 cylinders

FRANKFURT. — Alfa Romeo is said to be 18 months away from production capability on a cutoff system which allows its four-cylinder Alfetta engine to run on two cylinders at idle, at constant speeds or when slow acceleration is sufficient.

A fleet of 10 taxis with the experimental engines has been in everyday use in Milan for several months, and the auto maker brought two here to drive around the city during the Frankfurt Auto Show.

The engine is said to provide a fuel savings of 20 to 30 percent in urban driving, partly because of the cutoff and partly because of an advanced electronic fuel injection system.

Filippo Surace, responsible for Alfa Romeo R&D, said the cutoff system is the result of four years of development sponsored by the Italian Research Agency and the ECE.

As far as the technical side is concerned, the so-called modular engine could be on the market in 18 months, he said. Whether that will actually happen will depend on other factors, he said.

Fuel economy of the two-liter engine has been improved 10 percent by the sophisticated electronic injection system. Another improvement of 16 to 18 percent comes from the microprocessor - controlled cylinder cutoff.

The engine runs on all four cylinders until it warms to 70 degrees Celsius (158 degrees Fahrenheit) or during quick acceleration, but Surace said the car can operate on two cylinders all the way from a standstill to 60 MPH in slow acceleration.

In its fuel-stingy mode, the car operates either on the inner two cylinders or the outer two, alternating every 200 cycles.

No modifications to the engine are needed once it is adapted for electronic fuel injection and electronic ignition, Alfa Romeo said.

VWoA names Potter

EAST HUNTINGDON TOWNSHIP, Pa.—Volkswagen of America has promoted Robert J. Potter to general superintendent - production at Volkswagen Westmoreland. He formerly was acting general superintendent - production.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Aug. '81	....	....	....	....	....	....	....	75	75
	Aug. '80	....	....	....	....	....	....	....	113	113
	Year to date '81	....	....	....	....	....	....	....	809	809
	Year to date '80	....	....	....	....	....	....	....	1,100	1,100
BROCKWAY	Aug. '81	....	....	....	....	....	....	....	....	....
	Aug. '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
CHEVROLET	Aug. '81	30,403	23,558	736	....	60	755	826	127	56,465
	Aug. '80	27,500	24,967	27	....	119	1,299	951	317	55,180
	Year to date '81	237,825	184,242	8,254	....	567	5,840	6,509	758	443,995
	Year to date '80	250,154	245,052	753	....	1,070	8,879	9,162	2,193	517,263
(Memo Units) #	Aug. '81	10,814	8,321	....	....	....	....	....	....	19,135
	Aug. '80	12,779	7,631	....	....	....	....	....	....	20,410
	Year to date '81	91,674	56,211	....	....	....	....	....	....	147,885
	Year to date '80	112,658	71,586	....	....	....	....	....	....	184,244
DIAMOND REO	Aug. '81	....	....	....	....	....	....	....	5	5
	Aug. '80	....	....	....	....	....	....	....	8	8
	Year to date '81	....	....	....	....	....	....	....	66	66
	Year to date '80	....	....	....	....	....	....	....	73	73
DODGE	Aug. '81	8,093	6,133	27	1	....	....	....	....	14,254
	Aug. '80	10,034	9,055	162	3	....	....	....	....	19,254
	Year to date '81	63,686	47,847	337	3	....	....	....	....	111,873
	Year to date '80	66,680	89,532	3,673	190	....	....	....	....	160,075
(Memo Units) #	Aug. '81	4,327	3,609	....	....	....	....	....	....	7,936
	Aug. '80	6,579	5,782	86	....	....	....	....	....	12,447
	Year to date '81	38,201	27,423	24	....	....	....	....	....	65,648
	Year to date '80	44,617	57,242	1,456	....	....	....	....	....	103,315
FORD	Aug. '81	21,513	36,774	....	....	....	2,254	2,240	742	63,523
	Aug. '80	18,961	34,180	45	....	....	2,183	2,963	1,482	59,814
	Year to date '81	158,798	281,761	....	....	....	10,048	16,765	5,682	473,054
	Year to date '80	167,439	330,251	452	....	....	14,069	23,348	10,339	545,898
(Memo Units) #	Aug. '81	6,797	12,645	....	....	....	....	....	....	19,442
	Aug. '80	7,724	11,308	....	....	....	....	....	....	19,032
	Year to date '81	57,690	91,868	....	....	....	....	....	....	149,558
	Year to date '80	69,164	109,368	....	....	....	....	....	....	178,532
FREIGHTLINER	Aug. '81	....	....	....	....	....	....	....	633	633
	Aug. '80	....	....	....	....	....	....	....	868	868
	Year to date '81	....	....	....	....	....	....	....	5,808	5,808
	Year to date '80	....	....	....	....	....	....	....	7,616	7,616
VOLVO	Aug. '81	....	....	....	....	....	....	119	65	184
	Aug. '80	....	....	....	....	....	....	73	15	88
	Year to date '81	....	....	....	....	2	13	573	520	1,108
	Year to date '80	....	....	....	....	....	2	436	81	519
GMC	Aug. '81	5,080	6,263	45	....	133	511	929	922	13,883
	Aug. '80	4,260	6,884	1	....	39	919	990	1,349	14,442
	Year to date '81	39,400	49,608	116	....	720	3,859	7,298	7,192	108,193
	Year to date '80	35,899	65,132	6	....	446	6,361	9,500	11,175	128,519
(Memo Units) #	Aug. '81	779	1,965	....	....	....	....	....	....	2,744
	Aug. '80	658	1,914	....	....	....	....	....	....	2,572
	Year to date '81	6,124	14,068	....	....	....	....	....	....	20,192
	Year to date '80	6,443	17,974	....	....	....	....	....	....	24,417
INTERNATIONAL	Aug. '81	....	127	....	....	....	2,023	1,319	1,855	5,324
	Aug. '80	....	1,496	....	....	....	1,632	1,712	2,090	6,930
	Year to date '81	....	1,873	....	....	....	11,827	12,976	14,506	41,182
	Year to date '80	....	11,273	....	....	....	8,868	10,442	12,671	43,254
(Memo Units) #	Aug. '81	....	....	....	....	....	....	....	....	....
	Aug. '80	....	....	....	....	....	....	....	....	....
	Year to date '81	....	....	....	....	....	....	....	....	....
	Year to date '80	....	....	....	....	....	....	....	....	....
JEEP	Aug. '81	4,168	2,013	....	....	....	....	....	....	6,181
	Aug. '80	3,737	2,194	....	....	....	....	....	....	5,931
	Year to date '81	24,195	13,986	....	....	....	....	....	....	38,181
	Year to date '80	34,516	21,102	....	....	....	....	....	....	55,618
(Memo Units) #	Aug. '81	4,168	1,362	....	....	....	....	....	....	5,530
	Aug. '80	3,737	1,553	....	....	....	....	....	....	5,290
	Year to date '81	24,195	10,152	....	....	....	....	....	....	34,347
	Year to date '80	34,516	15,645	....	....	....	....	....	....	50,161
KENWORTH	Aug. '81	....	....	....	....	....	....	....	873	873
	Aug. '80	....	....	....	....	....	....	....	916	916
	Year to date '81	....	....	....	....	....	....	....	7,087	7,087
	Year to date '80	....	....	....	....	....	....	....	8,242	8,242
MACK	Aug. '81	....	....	....	....	....	157	30	1,412	1,599
	Aug. '80	....	....	....	....	....	76	....	1,523	1,599
	Year to date '81	....	....	....	....	....	905	189	11,491	12,585
	Year to date '80	....	....	....	....	....	289	....	14,320	14,609
PETERBILT	Aug. '81	....	....	....	....	....	....	....	517	517
	Aug. '80	....	....	....	....	....	....	....	568	568
	Year to date '81	....	....	....	....	....	....	....	4,120	4,120
	Year to date '80	....	....	....	....	....	....	....	4,974	4,974
PLYMOUTH	Aug. '81	849	396	....	....	....	....	....	....	1,145
	Aug. '80	1,720	830	....	....	....	....	....	....	2,550
	Year to date '81	7,812	2,891	....	....	....	....	....	....	10,703
	Year to date '80	13,671	6,461	....	....	....	....	....	....	20,132
WESTERN STAR	Aug. '81	....	....	....	....	....	....	....	53	53
	Aug. '80	....	....	....	....	....	....	....	110	110
	Year to date '81	....	....	....	....	....	....	....	532	532
	Year to date '80	....	....	....	....	....	....	....	740	740
WHITE	Aug. '81	....	....	....	....	....	....	....	184	184
	Aug. '80	....	....	....	....	....	....	....	381	381
	Year to date '81	....	....	....	....	....	....	....	1,837	1,837
	Year to date '80	....	....	....	....	....	....	....	3,518	3,518
MISCELLANEOUS*	Aug. '81	28,432	351	....	1	....	213	144	136	29,277
	Aug. '80	26,524	....	....	....	1	243	121	138	27,027
	Year to date '81	201,385	3,117	2	8	8	2,016	1,090	1,013	208,637
	Year to date '80	203,527	10	12	6	16	2,023	1,082	1,344	208,020
TOTALS	Aug. '81	98,538	75,515	808	2	193	5,913	5,607	7,599	194,175
	Aug. '80	92,736	79,606	235	3	159	6,352	6,810	9,878	195,779
	Year to date '81	733,101	585,325	8,709	11	1,295	34,508	45,400	61,421	1,469,770
	Year to date '80	771,886	768,813	4,896	196	1,532	40,491	53,970	78,386	1,720,170

★—No registrations for Oklahoma, 1981 and 1980; Delaware, August, 1981; Washington, August, 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc◆

—Compiled from R. L. Polk & Co. data.

Operators reporting record year

High new-car prices boost auction action

KANSAS CITY. — Auto auction operators are enjoying their most prosperous year ever and are looking forward to an unprecedented third year of strong sales and rising prices, according to Bob Gentle, president of the National Auto Auction Assn.

More than 500 NAAA members attended the group's annual meeting here recently.

At his own auction, the 33-acre, $3-million Metro Auto Auction in Kansas City, consignment sales volume is running about one-third higher than it was in 1980, Gentle said. Unlike factory sales, which generally are open only to a manufacturer's own dealers, consignment sales are open to all dealers.

Across the country, according to published reports, 68.2 percent of all the cars offered for sale at 1,256 auctions in 1981 were sold. That percentage was slightly higher than it was in 1980, and six percentage points higher than in 1979.

Wholesale used-car prices were said to be 37 percent higher in September, 1981, than they had been in February, 1980.

The market has slowed in recent weeks, as it does every year during new-car introductions, but is expected to regain steam in 1982, Gentle said.

He added that most auto-auction operators and observers expect the business to grow faster in the next 10 years than it did in the last 10.

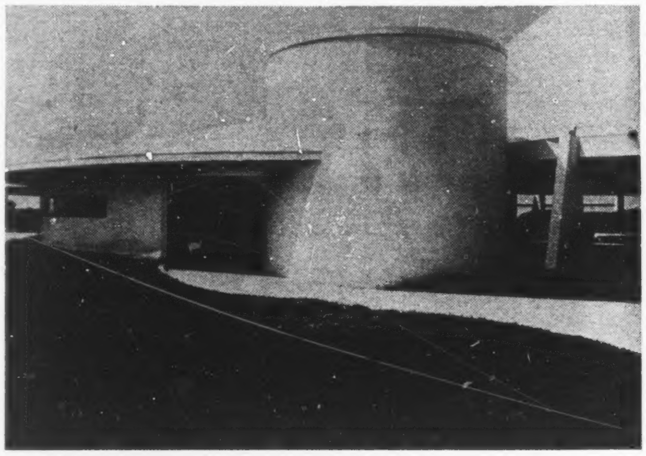
More new-car dealers will be resorting to the services of auto auctioneers, Gentle predicted. He cited a report which said 80 percent of the new-car dealerships which closed in the last year were ones which did not buy and sell at auctions.

Gentle said car rental agencies are turning more to auto auctioneers. He said Budget Rent a Car is contracting with 30 auction operators across the country for the disposal of used cars. He claimed Hertz, Avis and National Car Rental will follow suit.

The NAAA president said auto auction sales are being aided by steadily rising new-car prices. Instead of declining as the year goes along, wholesale used-car prices have risen in the past two years, Gentle said.

He said higher new-car prices are boosting demand for full-sized used cars.

"People know now they are going to be able to get gas. They know about what they're going to have to spend, and they're willing to pay extra for the luxury," he said.



Fantasy dealership

Kelly Chevrolet, Greenwood, Ind., has a showroom designed to resemble a big-top tent, complete with flag flying atop the dacron structure. Complementing the showroom are adjacent offices constructed of plywood panels, curved and applied with a stucco finish. Two 18-foot towers, like the one above, adjoin the 5,000-square-foot office building. One houses a private office, one contains public restrooms.

factories list auction dates

American Motors

Oct. 27—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Todd Auto Auction, Rte. 309, Telford, Pa.

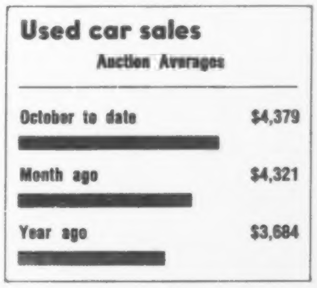
Oct. 30—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Ford Motor Co.

Oct. 27—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Oct. 28—Concord Auto Auction, Hosmer St., Acton, Mass.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 29—Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.



Used car sales

Auction Averages

October to date $4,379

Month ago $4,321

Year ago $3,684

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,182	$7,548	$8,434
1980	5,691	5,814	6,130
1979	4,937	5,051	5,122
1978	3,705	3,963	4,031
1977	2,952	3,045	3,160
1976	2,138	2,122	2,413
1975	1,615	1,587	1,567
1974	1,298	1,180	1,248
Overall Average	$4,379	$4,321	$4,548

They're trying to get better response from owners

GM working with states on recalls

ATLANTA. — The problem of getting Pontiac and Buick owners to stop ignoring recall letters from General Motors and bring their cars in for inspection and repairs is being tackled by two GM divisions and the state department of consumer affairs here.

Letters will be mailed to consumers at the discretion of 100 dealers in the Georgia portion of the Atlanta GM zone.

The consumer affairs department was asked to send letters after a similar effort by state officials in Alabama stimulated consumer cooperation.

In Alabama, letters went out through the attorney general's office and response increased 25 percent, according to Frank Hayes, Atlanta zone service manager for Buick.

When a motorist gets a letter from a state agency, or official, it seems to attract immediate attention because it looks important and tends to offset paying little or no attention to recall letters sent by the manufacturers.

The plan in Alabama worked so well it may be tried in Tennessee, said Jim Freet, Pontiac's zone service manager.

The "official" letters are being mailed at no expense to taxpayers. Buick and Pontiac are paying for the paper, envelopes, printing, postage and manpower.

The project is a departure for the Georgia consumer affairs department.

"There is nothing paralleling this in our experience. We have done things on a case-by-case basis, but on an entire industry basis this is our first time," said Tim Ryles, head of the consumer affairs office.

In Alabama, the plan was quite successful. After six months and several notices by manufacturers, less than 50 percent of 1978, 1979 and 1980 Grand Prix and LeMans owners had brought their cars in to have rear suspension bolts replaced.

The Georgia consumer office said it is willing to cooperate with Chevrolet, Oldsmobile and Cadillac divisions if needed.

First test will likely come from a letter the consumer department is sending out on 1980 and 1981 models of Buick Skylark and Pontiac Phoenix equipped with four-speed transmission.

A slippage in the linkage of the self-adjusting clutch mechanism is the objective of the notices.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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ARIZONA

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Chevy Celebrity output begins; 4-line total now 9,700

All GM A-cars in production

By Patricia Hoffman
Staff Writer

Domestic auto production last week was above the previous week's total but was below the comparable 1980 week.

After a delay in startup for the Chevrolet Celebrity, the new front-wheel-drive A-car began rolling off the assembly line last week. Production was estimated at 520 units.

The Pontiac 6000 slated 1,427 units last week, and output was targeted at 1,975 for the Oldsmobile Ciera and 1,489 for the Buick Century. It was the fourth week of assembly for the '82 General Motors A-cars, and production now stands at 9,701. The A-cars will go on sale Jan. 14.

Last week's auto production was targeted at 132,160 units, a gain of 1.59 percent over 122,842 the previous week, but a drop of 13.98 percent from 153,647 in the comparable 1980 week.

So far this year, the auto makers have completed 5,406,562 units, up 3.37 percent from 5,230,249 in the comparable period last year.

Breakdown for the week by company was: General Motors, 58.26 percent; Ford Motor, 24.16 percent; Chrysler Corp., 12.94 percent; Volkswagen of America, 3.11 percent; American Motors, 1.51 percent, and Checker Motors, 0.02 percent.

Downtime is scheduled for three weeks beginning today (Oct. 26) at Chrysler's Belvidere assembly point for partial conversion to produce the company's new front-wheel-drive Dodge Rampage pickup truck.

Assembly of the new truck will be integrated with the plant's line of 1982 passenger cars — Omni, Horizon, TC3 and 024.

When the plant resumes production the week of Nov. 16, it will be Chrysler's only North American automotive assembly point building both front-wheel-drive cars and trucks. The changeover period will put about 3,500 of 4,200 hourly workers on temporary layoff.

GM's Janesville assembly point was idle last week for changeover to the J-car. The facility discontinued assembly of the full-size Chevrolet Oct. 9, leaving Fairfax the sole North American assembly point producing the car. Janesville is slated to resume with J-car production some time next spring.

GM's Detroit (Cadillac) facility was idle last week for plant rearrangement. The point will resume operations today with one shift and a line rate reduction from 53 cars an hour to 45. The plant is scheduled to resume normal two-shift operations Nov. 2.

Also at GM, the Van Nuys and Fremont plants returned last week with '82 production. They were idle for changeover.

American Motors' Kenosha plant also returned last week after closing one week for inventory control.

Checker Motors' Kalamazoo facility is scheduled to close Nov. 18 for an extended changeover period. Production will resume in January.

Saturday overtime was scheduled last week (Oct. 24) at Ford's Wixom plant.

Truck output up from '80, but slides from week ago

For the first time in seven weeks, domestic truck production last week rose above the comparable 1980 period, but the total dropped 3.44 percent below the previous week's output.

Truck production last week was targeted at 35,913 units, down from the 37,191 trucks in the previous week, but the total showed a gain of 1.75 percent over the 35,297 units completed in the comparable 1980 week.

Year-to-date output for the truck makers was 1,377,229 units, up 8.71 percent above the 1,266,827 trucks in the comparable period last year.

Chrysler Corp. will halt car production at Belvidere for three weeks beginning today (Oct. 26) to convert part of the plant to produce the company's front-wheel-drive Dodge Rampage pickup truck.

During the conversion, the plant will integrate the assembly of the new truck with the plant's Omni Horizon, 024 and TC3 models.

During the changeover period, approximately 3,500 of 4,200 hourly workers will be on temporary layoff. The plant is scheduled to resume production the week of Nov. 16.

International Harvester's Ft. Wayne and Springfield facilities will be idle beginning today for inventory control.

American Motors' Toledo (Jeep) point resumes production today after one week of downtime for inventory control.

Nordic Ford and Toyota merged in Vermont

SOUTH BURLINGTON, Vt.—Nordic Ford has been merged with its sister firm, Nordic Toyota. Jan Rozendaal is corporate president.

The former Toyota building is being converted to a used-car showroom and will also house Nordic's leasing and rent-a-car businesses.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 24, 1981	Week Ended Oct. 25, 1980	Week Ended Oct. 17, 1981	Oct. to Date	Jan. 1 to Oct. 25, 1980	Jan. 1 to Oct. 24, 1981
CHEVROLET	9,928	11,821	9,401	28,716	365,878	390,927
DODGE	2,000	....	2,006	6,830	105,788	77,041
FORD	16,296	13,510	16,466	46,866	464,664	535,706
GMC	4,326	4,714	3,963	13,445	131,959	141,750
INTERNATIONAL	1,325	1,814	1,317	4,478	54,969	60,682
MACK	588	650	588	2,011	22,582	34,029
JEEP	....	413	....	....	19,348	....
AM CORP.	....	1,740*	2,000*	2,000*	64,195*	78,188*
MISCELLANEOUS	50*	85*	50*	170*	6,119*	3,186*
VOLKSWAGEN	1,400*	550*	1,400*	4,760*	31,325*	55,720*
Total Trucks, U. S.	35,913	35,297	37,191	109,276	1,266,827	1,377,229

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 24, 1981	Week Ended Oct. 25, 1980	Week Ended Oct. 17, 1981	Oct. to Date	Jan. 1 to Oct. 25, 1980	Jan. 1 to Oct. 24, 1981
CHRYSLER CORP.	2,000	1,888	1,543	5,538	42,874	68,376
FORD MOTOR	3,128	4,532	2,489	6,158	152,495	116,716
GENERAL MOTORS	6,394	6,814	5,151	20,160	199,688	223,397
AMERICAN MOTORS	....	....	....	....	11,644	....
INTERNATIONAL	260	295	208	729	13,947	9,402
MACK	....	32	....	....	17,771	....
Total Trucks, Canada	11,782	13,561	9,391	32,585	422,618	417,891
N. American Trucks	47,695	48,858	46,582	141,861	1,689,445	1,795,120

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Car-truck output in Canada trails year-ago week

Canadian auto and truck production last week showed a substantial gain from the previous holiday week, but the totals remained below those of the comparable year-ago figures.

The auto manufacturers scheduled 14,602 units during five days of production last week, up 68.69 percent above the 8,656 units completed during four days of assembly the previous week, but the total was 31.17 percent below the 21,214 cars in the comparable 1980 week.

Year-to-date, the auto makers completed 662,746 units, down 3.48 percent from 686,625 in the comparable period last year.

Truck assembly was targeted at 11,782 units last week, a gain of 25.46 percent from 9,391 trucks completed the previous week, but a drop of 13.12 percent from 13,561 in the same week last year.

So far this year, the truck makers have assembled 417,891 units, down 1.12 percent from 422,618 in the comparable 1980 period.

American Motors added a second shift to operations at its Brampton car facility last week (Oct. 19). The line rate will eventually be increased to 960 units per week on two shifts from 730 units per week on one shift. The additional shift has called back 500 white-collar and blue-collar workers from temporary layoff.

Ford Motor's St. Thomas car assembly point will remain idle this week, marking the 11th consecutive week of downtime for the facility. The plant, which closed for model changeover/inventory control, is scheduled to resume operations Nov. 10.

Also down for an extended changeover period is General Motors' Oshawa (No. Two) car point. The facility was idled last Aug. 6, and isn't slated to resume until Nov. 9.

U. S. CAR PRODUCTION

	Week Ended Oct. 24, 1981	Week Ended Oct. 25, 1980	Week Ended Oct. 17, 1981	Oct. to Date	Jan. 1 to Oct. 25, 1980	Jan. 1 to Oct. 24, 1981
AMERICAN MOTORS	2,000*	3,480*	....	4,000*	142,328*	101,572*
AMX	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
Concord	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
CHRYSLER CORP.	17,100	23,070	17,619	55,630	516,271	656,306
Plymouth Total	6,500	11,040	6,194	19,845	237,775	329,551
Horizon	2,600	3,470	2,433	7,744	133,304	127,376
Reliant	3,900	7,350	3,761	12,101	33,708	192,588
Volare	....	....	....	....	51,740	....
Caravelle	....	120	....	....	5,311	2,139
Gran Fury	....	100	....	....	13,712	7,448
Chrysler Total	3,400	2,380	3,650	11,886	66,463	38,405
LeBaron	3,400	1,200	3,650	11,886	50,883	33,543
Chrysler	....	1,180	....	....	15,580	4,862
Dodge Total	7,200	9,650	7,775	23,899	212,024	288,350
Omni	2,900	2,700	3,447	10,174	111,420	114,018
Aspen	....	....	....	....	36,899	....
Aries	2,800	5,950	3,310	9,878	26,742	151,800
Diplomat	....	700	....	....	25,199	12,644
Dodge 400	1,500	....	1,018	3,847	....	6,206
St. Regis	....	300	....	....	11,764	3,682
FORD MOTOR	31,928	31,480	27,377	92,617	1,036,231	1,155,860
Ford Division	22,285	22,144	18,120	62,244	743,767	788,889
Escort	8,838	6,326	9,246	31,298	42,482	313,181
Pinto	....	....	....	....	68,179	....
Fairmont	3,944	3,047	3,510	8,323	176,894	156,210
Must./Must. II	4,110	5,691	....	5,796	198,298	133,035
Granada	3,959	4,644	3,853	11,984	84,789	87,239
T-Bird	1,198	....	1,233	3,989	97,100	57,158
Ford	....	2,436	....	....	76,025	40,886
EXP	236	....	278	854	....	1,180
L-M Division	9,643	9,336	9,257	30,373	292,464	366,971
Mercury Total	7,592	7,414	7,185	23,957	253,032	315,314
Bobcat	....	....	....	....	12,445	....
Lynx	2,156	2,134	2,471	8,535	14,542	105,730
Capri	1,253	1,391	....	1,590	57,323	43,631
Zephyr	662	795	1,103	1,956	57,566	45,483
Cougar	1,299	....	1,408	4,282	16,409	39,218
XR-7	388	1,805	397	1,479	51,063	26,929
Mercury	1,620	1,289	1,645	5,558	43,684	53,622
LN7	214	....	161	557	....	701
Lincoln Total	2,051	1,922	2,072	6,416	39,432	51,657
Continental ('82)	1,025	....	1,036	3,204	....	6,111
Lincoln	639	874	646	1,910	16,069	22,687
Mark VI	387	1,048	390	1,302	21,502	22,859
Versailles	....	....	....	....	1,861	....
GENERAL MOTORS	76,995	90,977	73,684	247,561	337,248	3,349,143
Buick Division	19,671	16,844	17,942	60,333	640,814	745,851
Skylark	6,350	4,571	5,806	17,989	180,598	230,728
Skyhawk J	....	....	....	....	....	....
Century	1,489	3,480	805	2,710	139,425	89,629
Regal	5,815	4,503	5,752	20,018	166,158	223,969
Buick	4,207	3,350	4,069	14,186	119,307	143,588
Riviera	1,810	940	1,510	5,430	35,326	57,937
Cadillac Division	2,162	4,178	7,006	18,592	161,485	220,638
Cimarron	782	....	1,125	2,965	....	20,483
Seville	435	610	861	2,452	27,765	21,136
Eldorado	945	1,260	1,112	3,692	43,402	49,584
Cadillac	....	2,308	3,908	9,483	90,318	129,435
Chevrolet Division	26,612	39,645	23,915	82,293	1,460,554	1,229,750
Chevette	7,245	9,000	7,549	22,633	386,092	293,214
Cavalier	6,155	....	5,911	19,134	....	100,566
Celebrity	520	....	1	521	....	521
Monza ('80)	....	2,780	....	....	137,684	....
Camaro	7	2,237	....	7	100,554	87,701
Citation	5,505	11,416	3,567	11,126	385,256	267,158
Malibu	3,710	6,429	3,701	12,797	221,098	195,678
Monte Carlo	2,535	4,383	2,518	8,701	95,407	116,642
Chevrolet	235	2,400	11	5,335	97,798	143,074
Corvette	700	1,000	657	2,039	36,665	25,196
Oldsmobile Division	17,273	17,130	15,105	53,550	625,925	716,011
Omega	2,490	2,500	2,456	8,224	94,889	120,306
Cutlass	4,800	8,365	4,833	16,400	312,640	322,333
Ciera	1,975	....	1,094	3,674	....	3,708
Oldsmobile	6,718	5,410	5,823	21,793	187,944	232,301
Toronado	1,290	855	899	3,459	30,452	37,363
Pontiac Division	11,277	13,180	9,716	32,793	483,703	436,893
Acadiant †	20	280	18	315	17,101	16,526
J2000	2,285	....	2,283	7,988	....	63,470
Sunbird ('80)	....	3,620	....	....	124,828	....
T1000	2,225	....	1,824	7,225	....	75,506
Firebird	8	1,993	....	8	66,539	43,476
Phoenix	2,032	3,272	1,346	3,378	118,037	85,190
Grand Prix	1,640	1,880	1,636	5,542	59,671	83,257
Bonneville ('82)	1,640	....	1,653	5,612	....	14,652
A6000	1,427	....	956	2,725	....	2,725
LeMans	....	1,895	....	....	50,892	42,027
Pontiac	....	240	....	....	46,635	10.064
VOLKSWAGEN	4,112	4,550	4,137	14,086	160,334	142,012
CHECKER	25*	90*	25*	85*	2,604*	1,669*
Total Cars, U. S.	132,160	153,647	122,842	413,979	5,230,249	5,406,562

CANADIAN CAR PRODUCTION

	Week Ended Oct. 24, 1981	Week Ended Oct. 25, 1980	Week Ended Oct. 17, 1981	Oct. to Date	Jan. 1 to Oct. 25, 1980	Jan. 1 to Oct. 24, 1981
AMERICAN MOTORS	431	....	577	2,046	....	27,739
CHRYSLER CORP.	1,720	2,400	990	3,902	62,484	49,953
FORD MOTOR	3,506	6,244	3,031	10,309	210,764	175,912
GENERAL MOTORS	8,720	12,345	3,878	24,587	405,202	400,662
VOLVO	225	225	180	719	8,175	8,480
Total Cars, Canada	14,602	21,214	8,656	41,563	686,625	662,746
N. American Cars	146,762	174,861	131,498	455,542	5,916,874	6,069,308
N. American Trucks	47,695	48,858	46,582	141,861	1,689,445	1,795,120
North American Cars and Trucks	194,457	223,719	178,080	597,403	7,606,319	7,864,428

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.